



# ROMA

## HOT 95.1 FM & 4ZR

<b>ACMA</b>	4ROM	4ZR
<b>On-Air Name</b>	Hot 95.1 FM	4ZR
<b>Frequency</b>	95.1 MHz	1476 kHz
<b>Postal Address</b>	32 McDowall Street	32 McDowall Street
<b>Suburb/State/Postcode</b>	ROMA QLD 4455	ROMA QLD 4455
<b>Phone</b>	07 4637 5111	07 4622 1800
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<b>WWW</b>	www.951hotfm.com.au	www.4zr.com.au
<b>Format</b>	Hot Adult Contemporary	Adult Contemporary
<b>Primary Station Area Coverage</b>	Roma	Roma
<b>Demographic Profile of Station Audience</b>	18-49	35+

**More info:** Click [here](#) for updated Station contacts and non-metro Agency representation

## ROMA

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Roma lies inland in southwest Queensland, almost 500km west of Brisbane, at the intersection of the Warrego and Carnarvon Highways. Roma is on the Great Inland Way — the shortest and fastest route between Cairns and Melbourne. Roma is renowned for being the birthplace of Australia's rich oil and gas history and Queensland's wine industry, and as Australia's largest cattle selling centre.

In comparison to the 2006 census, the population within the Radio Licence Area of Roma has increased by 31.57% to 19,261. The birthplace for 87.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

3,259 people (17%) were attending an educational institution in 2011, 9.6% were in infants or primary, 5% were attending a secondary educational institution, 1.4% attending TAFE, and 1% attending university or another tertiary institution. 4,986 people (26%) already have a tertiary qualification, 6.8% have a degree and 19% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (6,600) in Roma, 35% are owned outright and 27% are mortgaged. Private rental properties represent 29.6% of total dwellings. 17% of the total households in Roma have a household income range between \$21,000-\$42,000pa, 17% between \$42,000-\$65,000pa and 19% between \$65,000-\$104,000pa.

### AGRICULTURE

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Roma lies at the heart of a rich sheep and cattle grazing area and boasts the largest store cattle market in Queensland. The livestock stations in the region support over 521 thousand beef cattle and over 205 thousand sheep and lambs.

### EMPLOYMENT

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The majority (70.1%) of the labour force of 10,158 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing (27.5%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (16%); and
- Education, Health & Community Services (15.4%).

Roma is a farming centre. Over a quarter of the workforce is employed on the land.

## ROMA

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	8329	7886	16215	84.19
Aged 0-9 Years	1622	1424	3046	15.81
Aged 10-17 Years	1084	1043	2127	11.04
Aged 18-24 Years	820	675	1495	7.76
Aged 25-39 Years	1929	2003	3932	20.41
Aged 40-54 Years	2092	1956	4048	21.02
Aged 55+ Years	2404	2209	4613	23.95
Total 2011 Population	9951	9310	19261	100.00
Total 2006 Population	7400	7239	14639	
% Change 2006-2011			31.57%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	56721	63.84
Part-time Employed	22062	24.83
Not Stated Employed	2372	2.67
Unemployed	4148	4.67
Total Labour Force	88846	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1586	2.53
\$10000-\$20999pa	5465	8.73
\$21000-\$41999pa	10379	16.57
\$42000-\$64999pa	8437	13.47
\$65000-\$103999pa	11321	18.08
\$104000-\$155999pa	10770	17.20
\$156000+pa	6458	10.31
Not Stated	2101	3.36
Total Households	62621	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	20702	43.80
Couple Families-No Children	18764	39.70
Single Parents	7190	15.21
Other Families	606	1.28
Total Families	47262	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	20771	24.56
Technicians/Trade Workers/Community Personal Service Workers	23623	27.93
Clerical & Administrative Workers	10793	12.76
Sales Workers	7297	8.63
Machinery Operation/Driver/& Labourers	20419	24.14
Not Stated	1685	1.99
Total	84588	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2528	2.99
Mining	4664	5.51
Construction/Electricity gas water and waste services/Manufacturing	19983	23.62
Wholesale/Retail Trade, Accommodation	16743	19.79
Transport, Postal & Warehouse/ Telecomms	5909	6.98
Finance & Insurance Services	4682	5.53
Professional scientific and technical services	4117	4.87
Public administration and safety	4779	5.65
Education & Health	15313	18.10
Arts and recreation services	583	0.69
Other services	3230	3.82
Not stated	2072	2.45
Total	84603	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	47,984
Total Alcoholic beverages	7,733
Total Clothing and Footwear	9,510
Total Household Linen Furnishings & Equipment	15,041
Furniture and Floor Covering	5,353
Household Appliances	3,553
Household Services and Operation	17,409
Total Medical Care and Pharmacy	19,626
Motor Vehicle Purchase	11,130
Total Motor Vehicle Running Cost incl Rego	23,403
Audio Visual Equipment and Parts	13,145
Recreation	39,772
Holidays Australia and Overseas	12,834
Total Personal care and Hygiene	5,619
Total Super and Life Insurance	13,244



### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	8582	7987	16569	9.19
Secondary	5677	5660	11337	6.29
TAFE	1269	2019	3288	1.82
University & Other	1503	2414	3917	2.17
Total	17031	18080	35111	19.48

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	18915	30.21
Mortgaged	22155	35.39
Private Rental	16889	26.98
Housing Authority/Not Stated	4126	6.59
Other Tenure Type	518	0.83
Total Dwellings	62603	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	13359	7.41
Certificate	40223	22.31
Total	53582	29.72

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1256	5.67
\$500-\$799 per month	1450	6.54
\$800-\$999 per month	1306	5.89
\$1000-\$1399 per month	3218	14.51
\$1400+ per month	13633	61.49
Not Stated	1308	5.90
Total Mortgaged Dwellings	22171	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	383	0.06
1 Vehicle	1801	0.27
2+ Vehicles	4171	0.63
Not Stated	231	1.79
Total	5972	0.91

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	4,342,139
Land Use - Grazing land (including pastures and rangelands) area (ha)	3,950,505
Cereal Crops - Wheat for grain production (t)	168,953
Cereals for grain total production (t)	216,943
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	5,368
Sorghum for grain production (t)	39,722
Vegetables for human consumption, total area (ha)	63
Tomatoes total production (t)	0
Avocados, total production (kg)	2
Nuts total trees (n)	0
Total grapes total area of vines (ha)	120
Orchard trees (incl. nuts) total trees - number (n)	9,175
Sheep and lambs total number (n)	205,680
Milk cattle (n)	260
Meat cattle (n)	521,363
Apples production (kg)	0
Nectarines production (kg)	1
Peaches production (kg)	0

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	13600	21.72
Broadband	42118	67.28
Dial-up	1983	3.17
Other	2416	3.86
Not Stated	2486	3.97
Total	62603	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	77274	75635	152909	84.83
Europe	3082	2878	5960	3.31
Africa & Middle East	628	604	1232	0.68
Asia	1513	1913	3426	1.90
Americas	311	275	586	0.33
Other	8830	7309	16139	8.95
Total Population Total	91638	88614	180252	100.00