



TOWNSVILLE

ZINC 100.7, 106.3 FM, 103.1 HOT FM, 102.3 4TO FM

ACMA	4RGR	4RGT	4RAM	4TO
On-Air Name	Zinc 100.7	106.3 FM	103.1 HOT FM	102.3 4TO FM
Frequency	100.7 MHz	106.3 MHz	103.1 MHz	102.3 MHz
Postal Address	Locked Bag 2500	Locked Bag 2500	PO Box 900	PO Box 900
Suburb/State/	TOWNSVILLE	TOWNSVILLE	HYDE PARK	HYDE PARK
Postcode	QLD 4810	QLD 4810	QLD 4812	QLD 4812
Phone	07 4729 4000	07 4729 4000	07 4729 2111	07 4729 2111
Fax	07 4775 6681	07 4775 6681	07 4729 2161	07 4729 2161
e-mail				
WWW	www.radiozinc.com.au	www.1063fm.com.au	www.1031hotfm.com.au	www.4tofm.com.au
Format	Rock	Contemporary Hits	Contemporary Hits	Adult Contemporary
Primary Station Area	Townsville	Townsville	Townsville inc Ayr,	Townsville inc Ayr,
Coverage			Bowen and Ingham	Bowen and Ingham
Demographic Profile of	25-45	18-39	18-39	35-54
Station Audience				

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

TOWNSVILLE

Townsville, 1,360km from Brisbane and four hours south of Cairns, is located at the centre of a region extremely rich in agricultural and mining resources. The town is considered the economic capital of North Queensland and boasts a relaxed tropical lifestyle, as well as a dynamic and lively nature.

Townsville services the mining towns of Charters Towers and Mt Isa, the cattle areas of outback Queensland, and the sugar and tropical fruit growing areas on the coast.

In comparison to the 2006 census, the population within the Radio Licence Area of Townsville has increased by 12.76% to 218,752. The birthplace for 83.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The availability of good educational institutions in Townsville, including the James Cook University, keeps the city young. 46,101 people (21%) were attending an educational institution in 2011, with 9% in infants or primary, 6% attending a secondary educational institution, 4.2% attending university or another tertiary institution and 1.7% attending TAFE. 69,381 people (31.75) already have a tertiary qualification, 9% have a degree and 22.6% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (77,027) in Townsville, 27% are owned outright and 34% are mortgaged. Private rental properties represent 31.3% of total dwellings. 15.9% of the total households in Townsville have a household income range between \$42,000-\$65,000pa, 19.8% between \$65,000-\$104,000pa and 16.5% between \$104,000-\$156,000pa.

All major banks; car dealers; hardware & home improvement stores; fast-food restaurants; and an extensive selection of national retail, chain and independent stores are represented in the region.

AGRICULTURE

The stations' Licence Area extends along the rich coastal strip from Bowen in the south to Ingham in the north. The high rainfall on the coast helps produce sugar cane and tropical fruit. 6.3 million tonnes of sugar cane is produced in the region.

The fruit growing in the region has expanded significantly and there are now over 7.7 million kilograms of mangoes produced within the region.

The cattle industry has declined somewhat in the region but there are still over 153 thousand beef cattle.

EMPLOYMENT

The majority (62.9%) of the labour force of 112,643 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20.3%);
- Education, Health & Community Services(19.7%); and
- Manufacturing, Construction, Electricity, Gas & Water Supply (19.1%).

Townsville is a large regional city offering a diversity of employment. Being the major centre for north Queensland, the city has a strong retail sector. A number of government departments are based in Townsville including one of Australia's largest army bases.

TOWNSVILLE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	94532	93803	188335	86.10
Aged 0-9 Years	15420	14997	30417	13.90
Aged 10-17 Years	13186	11860	25046	11.45
Aged 18-24 Years	12063	11612	23675	10.82
Aged 25-39 Years	22662	23103	45765	20.92
Aged 40-54 Years	22491	22774	45265	20.69
Aged 55+ Years	24130	24454	48584	22.21
Total 2011 Population	109952	108800	218752	100.00
Total 2006 Population	97868	96122	193990	
% Change 2006-2011			12.76%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	70902	62.94
Part-time Employed	28902	25.66
Not Stated Employed	2446	2.17
Unemployed	5747	5.10
Total Labour Force	112643	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1708	2.22
\$10000-\$20999pa	5972	7.76
\$21000-\$41999pa	12309	16.00
\$42000-\$64999pa	12219	15.88
\$65000-\$103999pa	15266	19.84
\$104000-\$155999pa	12698	16.51
\$156000+pa	6515	8.47
Not Stated	2279	2.96
Total Households	76932	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	24508	42.97
Couple Families-No Children	22320	39.14
Single Parents	9266	16.25
Other Families	935	1.64
Total Families	57029	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	28650	26.81
Technicians/Trade Workers/Community Personal Service Workers	30087	28.15
Clerical & Administrative Workers	14556	13.62
Sales Workers	10141	9.49
Machinery Operation/Driver/& Labourers	21568	20.18
Not Stated	1879	1.76
Total	106881	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4017	3.76
Mining	3373	3.16
Construction/Electricity gas water and waste services/Manufacturing	20468	19.17
Wholesale/Retail Trade, Accommodation	21646	20.28
Transport, Postal & Warehouse/ Telecomms	6586	6.17
Finance & Insurance Services	6112	5.72
Professional scientific and technical services	4613	4.32
Public administration and safety	11331	10.61
Education & Health	21020	19.69
Arts and recreation services	1164	1.09
Other services	4013	3.76
Not stated	2419	2.27
Total	106762	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	763,008
Total Alcoholic beverages	122,961
Total Clothing and Footwear	151,228
Total Household Linen Furnishings & Equipment	239,169
Furniture and Floor Covering	85,115
Household Appliances	56,494
Household Services and Operation	276,819
Total Medical Care and Pharmacy	312,074
Motor Vehicle Purchase	176,982
Total Motor Vehicle Running Cost incl Rego	372,141
Audio Visual Equipment and Parts	209,017
Recreation	632,431
Holidays Australia and Overseas	204,071
Total Personal care and Hygiene	89,355
Total Super and Life Insurance	210,588

TOWNSVILLE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	10206	9565	19771	9.04
Secondary	6787	6589	13376	6.12
TAFE	1578	2212	3790	1.73
University & Other	3319	5845	9164	4.19
Total	21890	24211	46101	21.08

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	20672	26.84
Mortgaged	25972	33.72
Private Rental	24096	31.28
Housing Authority/Not Stated	5635	7.32
Other Tenure Type	652	0.85
Total Dwellings	77027	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	19807	9.06
Certificate	49574	22.67
Total	69381	31.72

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1554	5.97
\$500-\$799 per month	1623	6.24
\$800-\$999 per month	1455	5.59
\$1000-\$1399 per month	3830	14.72
\$1400+ per month	16150	62.07
Not Stated	1405	5.40
Total Mortgaged Dwellings	26017	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	4906	0.06
1 Vehicle	25510	0.33
2+ Vehicles	44025	0.57
Not Stated	2471	1.63
Total	69535	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,144,964
Land Use - Grazing land (including pastures and rangelands) area (ha)	982,457
Cereal Crops - Wheat for grain production (t)	116
Cereals for grain total production (t)	5,533
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	8
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	4,392
Tomatoes total production (t)	26,415
Avocados, total production (kg)	108
Nuts total trees (n)	43
Total grapes total area of vines (ha)	6
Orchard trees (incl. nuts) total trees - number (n)	255,414
Sheep and lambs total number (n)	1,214
Milk cattle (n)	109
Meat cattle (n)	153,853
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	15600	20.27
Broadband	52711	68.50
Dial-up	2347	3.05
Other	3326	4.32
Not Stated	2968	3.86
Total	76952	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	91300	91060	182360	83.37
Europe	5318	4916	10234	4.68
Africa & Middle East	552	624	1176	0.54
Asia	1981	2800	4781	2.19
Americas	448	572	1020	0.47
Other	10322	8832	19154	8.76
Total Population Total	109921	108804	218725	100.00