



QUEENSTOWN

7XS

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Format	Contemporary Rock
Primary Station Area Coverage	Queenstown
Demographic Profile of Station Audience	5-105

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



QUEENSTOWN

Tasmania's West Coast features untouched wilderness, rainforest and river systems that attract thousands of tourists each year.

In comparison to the 2006 census, the population of the radio licence area of Queenstown has increased by 31.7% to 6,948. This represents a healthy turnaround compared to 2006, when the population of Queenstown had declined nearly 10%. The birthplace for over 85.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

38.5% of the 1,811 families have children.

Only 16% of the population were attending an educational institution in 2011, including 8.2% in infants or primary, 4.7% attending a secondary educational institution, 1.1% attending university or another tertiary institution and 2.1% attending TAFE.

Of the 1,905 (27.4%) people who already have a tertiary qualification, 5% have a degree and 22.2% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (2,792) in Queenstown, 44.5% are owned outright and 27% are mortgaged. Private rental properties represent 23.6% of total dwellings.

23% of the total households in Queenstown have a household income range between \$21,000–\$42,000pa, 14% between \$42,000–\$65,000pa and 17.5% between \$65,000–\$104,000pa.

AGRICULTURE

Queenstown is primarily a mining district with only limited farming. Forestry and fishing are an important part of the local economy. The historic town of Strahan has a substantial fishing fleet.

EMPLOYMENT

The majority (58.4%) of the labour force of 3,179 is employed full time. The main industries of employment are:

- Mining (26%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (23.2%);
- Manufacturing, Construction, Electricity, Gas & Water Supply (12%).

QUEENSTOWN

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	3208	2840	6048	87.05
Aged 0-9 Years	476	424	900	12.95
Aged 10-17 Years	362	329	691	9.95
Aged 18-24 Years	252	239	491	7.07
Aged 25-39 Years	667	596	1263	18.18
Aged 40-54 Years	833	817	1650	23.75
Aged 55+ Years	1094	859	1953	28.11
Total 2011 Population	3684	3264	6948	100.00
Total 2006 Population	2782	2493	5275	
% Change 2006-2011			31.72%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	1858	58.45
Part-time Employed	822	25.86
Not Stated Employed	80	2.52
Unemployed	257	8.08
Total Labour Force	3179	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	95	3.40
\$10000-\$20999pa	419	15.00
\$21000-\$41999pa	645	23.09
\$42000-\$64999pa	393	14.07
\$65000-\$103999pa	489	17.51
\$104000-\$155999pa	337	12.07
\$156000+pa	90	3.22
Not Stated	94	3.37
Total Households	2793	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	698	38.54
Couple Families-No Children	845	46.66
Single Parents	261	14.41
Other Families	7	0.39
Total Families	1811	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	680	23.20
Technicians/Trade Workers/Community Personal Service Workers	788	26.89
Clerical & Administrative Workers	252	8.60
Sales Workers	153	5.22
Machinery Operation/Driver/& Labourers	1000	34.12
Not Stated	58	1.98
Total	2931	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	126	5.01
Mining	662	26.33
Construction/Electricity gas water and waste services/Manufacturing	305	12.13
Wholesale/Retail Trade, Accommodation	584	23.23
Transport, Postal & Warehouse/ Telecomms	135	5.37
Finance & Insurance Services	98	3.90
Professional scientific and technical services	66	2.63
Public administration and safety	128	5.09
Education & Health	261	10.38
Arts and recreation services	32	1.27
Other services	82	3.26
Not stated	35	1.39
Total	2514	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	20,044
Total Alcoholic beverages	2,833
Total Clothing and Footwear	4,109
Total Household Linen Furnishings & Equipment	5,533
Furniture and Floor Covering	1,962
Household Appliances	1,313
Household Services and Operation	6,064
Total Medical Care and Pharmacy	5,335
Motor Vehicle Purchase	5,342
Total Motor Vehicle Running Cost incl Rego	9,598
Audio Visual Equipment and Parts	5,068
Recreation	15,630
Holidays Australia and Overseas	5,609
Total Personal care and Hygiene	2,132
Total Super and Life Insurance	4,560

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	296	275	571	8.22
Secondary	181	151	332	4.78
TAFE	75	74	149	2.14
University & Other	26	52	78	1.12
Total	578	552	1130	16.26

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	1243	44.52
Mortgaged	755	27.04
Private Rental	659	23.60
Housing Authority/Not Stated	99	3.55
Other Tenure Type	36	1.29
Total Dwellings	2792	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	349	5.02
Certificate	1556	22.39
Total	1905	27.41

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	135	17.90
\$500-\$799 per month	198	26.26
\$800-\$999 per month	83	11.01
\$1000-\$1399 per month	126	16.71
\$1400+ per month	165	21.88
Not Stated	47	6.23
Total Mortgaged Dwellings	754	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	221	0.08
1 Vehicle	1057	0.38
2+ Vehicles	1431	0.51
Not Stated	90	1.63
Total	2488	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	16,339
Land Use - Grazing land (including pastures and rangelands) area (ha)	11,082
Cereal Crops - Wheat for grain production (t)	898
Cereals for grain total production (t)	1,046
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	37
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	567
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	293
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	3,763
Sheep and lambs total number (n)	3,075
Milk cattle (n)	12,350
Meat cattle (n)	8,065
Apples production (kg)	48
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	857	30.69
Broadband	1609	57.63
Dial-up	95	3.40
Other	123	4.41
Not Stated	108	3.87
Total	2792	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	3110	2808	5918	85.21
Europe	203	168	371	5.34
Africa & Middle East	9	7	16	0.23
Asia	38	35	73	1.05
Americas	12	10	22	0.32
Other	309	236	545	7.85
Total Population Total	3681	3264	6945	100.00