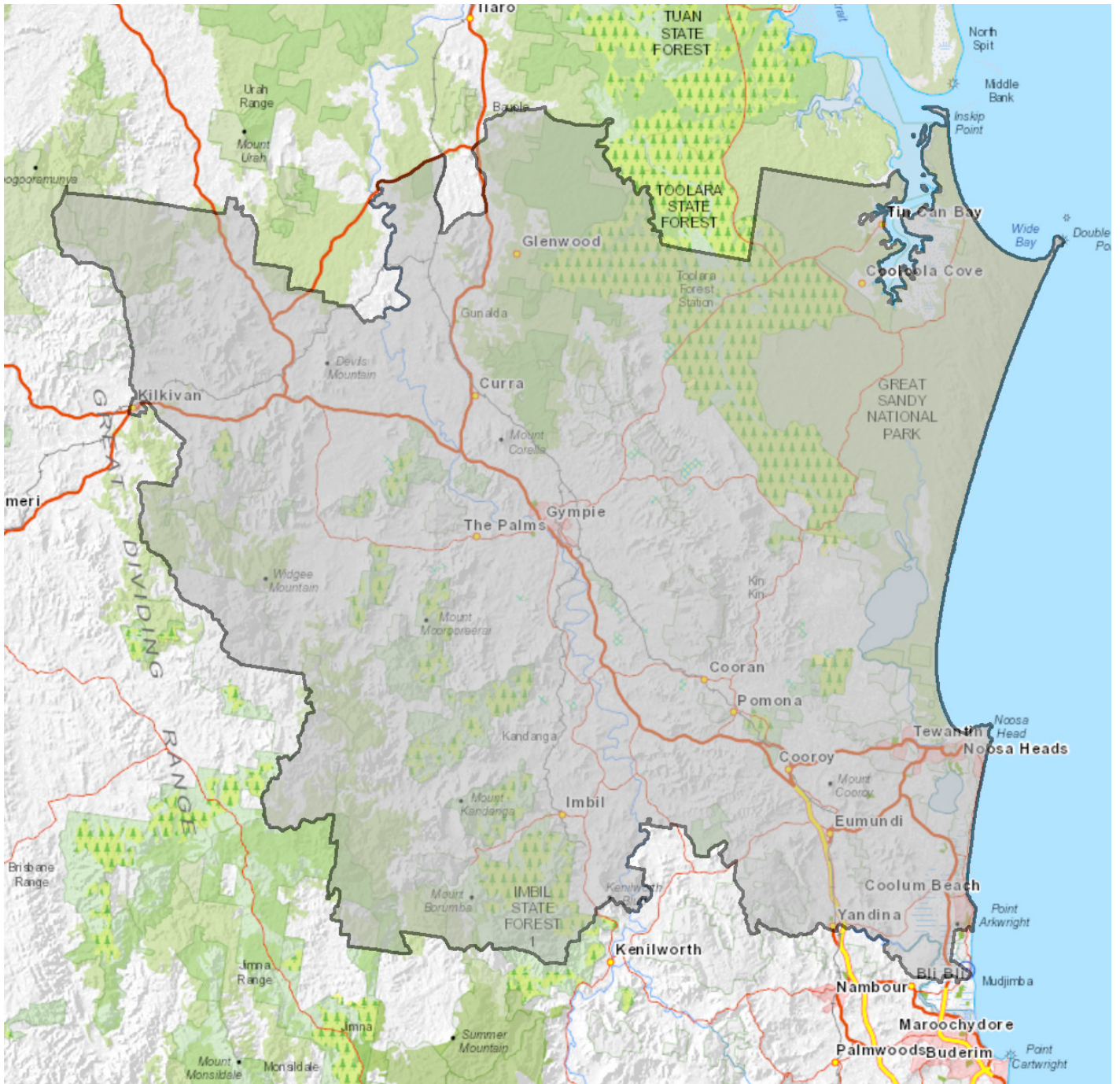


# GYMPIE

RADIO 4GY • ZINC 96.1



<b>Station Name</b>	Radio 4GY	Zinc 96.1
<b>Call Sign</b>	4GY	4NNN
<b>Frequency</b>	558 kHz	96.1 MHz
<b>Network</b>	Super Radio Network	ARN
<b>Address</b>	PO Box 42, Gympie, QLD 4570	PO Box 1195, Maroochydore, QLD 4558
<b>Phone</b>	07 5482 1544	07 5475 1911
<b>Fax</b>	07 5482 7517	07 5475 1962
<b>Email</b>	radio4gy@gmail.com	reception@hot91radiozinc.com.au
<b>Web Address</b>	<a href="http://4gy.net.au">4gy.net.au</a>	<a href="http://zinc96.com.au">zinc96.com.au</a>
<b>Description of Content/Format</b>	News, Talk, Sport & Oldies	Classic Hits
<b>Demographic Profile of Station Audience</b>	35+	35+

# GYMPIE

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Radio 4GY and Zinc 96.1 cover a significant portion of southeast Queensland, from Noosa and the northern half of the Sunshine Coast to the more traditional farming areas around Gympie. 4GY and Zinc 96.1 FM Noosa are licensed to service a relatively large market of over 146,000 people.

In comparison to the 2011 census, the population within the radio licence area of Gympie/Noosa has increased by 8.71% to 146,289. Over 58% of the population is aged 40 years and over. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 26,642 people attending an educational institution, 46% were in infants or primary, 36% were attending a secondary educational institution, 12% attending University or another tertiary institution and 6% attending TAFE. Of the 58,578 people who already have a tertiary qualification, 30% have a degree and 70% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (54,496) in Gympie/Noosa, 37% are owned outright and 33% are mortgaged. Private rental properties represent 24% of total dwellings. 24% of the total households (54,355) in Gympie/Noosa have a household income range between \$21,000 – \$41,999pa, 18% between \$42,000 – \$77,999pa, 11% between \$78,000 – \$103,999pa, and 21% over \$104,000pa.

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

## AGRICULTURE

The district is a major producer of pineapples and sugar cane, particularly around the coast. There are more than 537 thousand orchard fruit and nut trees, and over 341 thousand kilograms of avocados were produced.

The Gympie radio licence area also holds over 64 thousand beef cattle and 17 thousand dairy cattle.

## EMPLOYMENT

The majority (51%) of the labour force of 64,550 is employed full time. The main industries of employment are:

- Wholesale Trade/Retail Trade/Accommodation and Food Services;
- Education and Training/Health Care and Social Assistance; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

The inland areas around Gympie are primarily farmland. The coastal region on the Sunshine Coast revolves around tourism. The coastal section has developed a strong retail sector to cater to the needs of holidaymakers.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	63,190	66,241	129,431	88.48%
0-9 years	8,713	8,145	16,858	11.52%
10-17 years	7,598	7,229	14,827	10.14%
18-24 years	4,262	4,024	8,286	5.66%
25-39 years	9,916	10,905	20,821	14.23%
40-54 years	14,978	16,758	31,736	21.69%
55-64 years	11,008	11,766	22,774	15.57%
65-74 years	9,985	9,736	19,721	13.48%
75+ years	5,443	5,823	11,266	7.7%
Total 2011 population	66,294	68,276	134,570	
<b>Total 2016 population</b>	<b>71,903</b>	<b>74,386</b>	<b>146,289</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>8.71%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	32,654	50.59%
Part-time employed	23,666	36.66%
Not stated employed	3,266	5.06%
Unemployed	4,964	7.69%
<b>Total labour force</b>	<b>64,550</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	921	1.69%
\$7,750 – \$20,999	2,810	5.17%
\$21,000 – \$41,999	13,203	24.29%
\$42,000 – \$77,999	14,157	26.05%
\$78,000 – \$103,999	6,191	11.39%
\$104,000 – \$129,999	4,551	8.37%
\$130,000 – \$155,999	2,585	4.76%
\$160,000 – \$181,999	1,410	2.59%
\$182,000 – \$207,999	1,121	2.06%
\$208,000+	1,669	3.07%
Not stated	5,737	10.55%
<b>Total households</b>	<b>54,355</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	15,100	37.15%
Couple families – No children	18,904	46.51%
Single parents	6,377	15.69%
Other families	263	0.65%
<b>Total families</b>	<b>40,644</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	18,057	30.18%
Technicians & trade workers/ Community & personal service workers	16,844	28.15%
Clerical & administrative workers	6,946	11.61%
Sales workers	6,344	10.6%
Machinery operators & drivers/Labourers	10,754	17.97%
Not stated	889	1.49%
<b>Total</b>	<b>59,834</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,335	3.94%
Mining	916	1.54%
Manufacturing/Electricity, gas, water & waste services/Construction	10,417	17.56%
Wholesale trade/Retail trade/ Accommodation & food services	13,436	22.65%
Transport, postal & warehousing/ Information, media & communications	2,604	4.39%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	4,751	8.01%
Professional scientific & technical services	3,163	5.33%
Public administration & safety	2,466	4.16%
Education & training/Health care & social assistance	13,123	22.12%
Arts & recreation services	874	1.47%
Other services	2,417	4.07%
Not stated	2,820	4.75%
<b>Total</b>	<b>59,322</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	625,583
Alcoholic beverages	90,059
Clothing & footwear	114,955
Household furnishings & equipment	150,429
Furniture & floor coverings	45,908
Household appliances	38,303
Household services & operation	127,656
Medical care & health expenses	223,713
Motor vehicle purchase	156,577
Motor vehicle running costs	395,092
Recreation	467,711
Recreational & educational equipment	116,942
Holidays	205,063
Personal care	79,105

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	6,437	5,853	12,290	8.4%
Secondary	4,820	4,647	9,467	6.47%
TAFE	554	1,143	1,697	1.16%
University	1,022	2,166	3,188	2.18%
<b>Total</b>	<b>12,833</b>	<b>13,809</b>	<b>26,642</b>	<b>18.21%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	20,295	37.24%
Mortgaged	18,013	33.05%
Private rental	13,336	24.47%
Housing authority/Not stated	2,433	4.46%
Other tenure type	419	0.77%
<b>Total dwellings</b>	<b>54,496</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	17,742	12.13%
Certificate	40,836	27.91%
<b>Total</b>	<b>58,578</b>	<b>40.04%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,442	8.36%
\$450 – \$799 per month	1,175	6.81%
\$800 – \$999 per month	1,134	6.58%
\$1,000 – \$1,799 per month	6,184	35.86%
\$1,800 – \$2,399 per month	3,545	20.56%
\$2,400 – \$2,999 per month	1,500	8.7%
\$3,000 – \$3,999 per month	1,009	5.85%
\$4,000+ per month	508	2.95%
Not stated	747	4.33%
<b>Total mortgaged dwellings</b>	<b>17,244</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	2,003	3.64%
1 vehicle	18,777	34.12%
2+ vehicles	32,434	58.94%
Not stated	1,816	3.3%
<b>Total</b>	<b>55,030</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	180,757
Cereal crops – Wheat for grain – Production (t)	1,208
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	116
Cereal crops – Sorghum for grain – Production (t)	1,775
Cereal crops – Total for grain – Production (t)	3,124
Vegetables for human consumption – Tomatoes – Total production (t)	3,173
Vegetables for human consumption – Total area (ha)	520
Fruit & nuts – Avocados – Production (kg)	341,412
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	1,322
Fruit & nuts – Peaches – Production (kg)	6,053
Fruit & nuts – Nuts – Total trees (no.)	489,226
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	537,190
Fruit & nuts – Grapes – Total area (ha)	1
Livestock – Sheep & lambs – Total (no.)	566
Livestock – Dairy cattle – Total (no.)	17,282
Livestock – Meat cattle – Total (no.)	64,116

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	45,821	83.19%
Internet not accessed from dwelling	7,888	14.32%
Not stated	1,371	2.49%
<b>Total</b>	<b>55,080</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	57,643	59,003	116,646	81.21%
Europe	5,323	5,568	10,891	7.58%
Africa & Middle East	521	545	1,066	0.74%
Asia	329	861	1,190	0.83%
Americas	308	429	737	0.51%
Other	6,529	6,569	13,098	9.12%
<b>Total</b>	<b>70,653</b>	<b>72,975</b>	<b>143,628</b>	<b>100%</b>