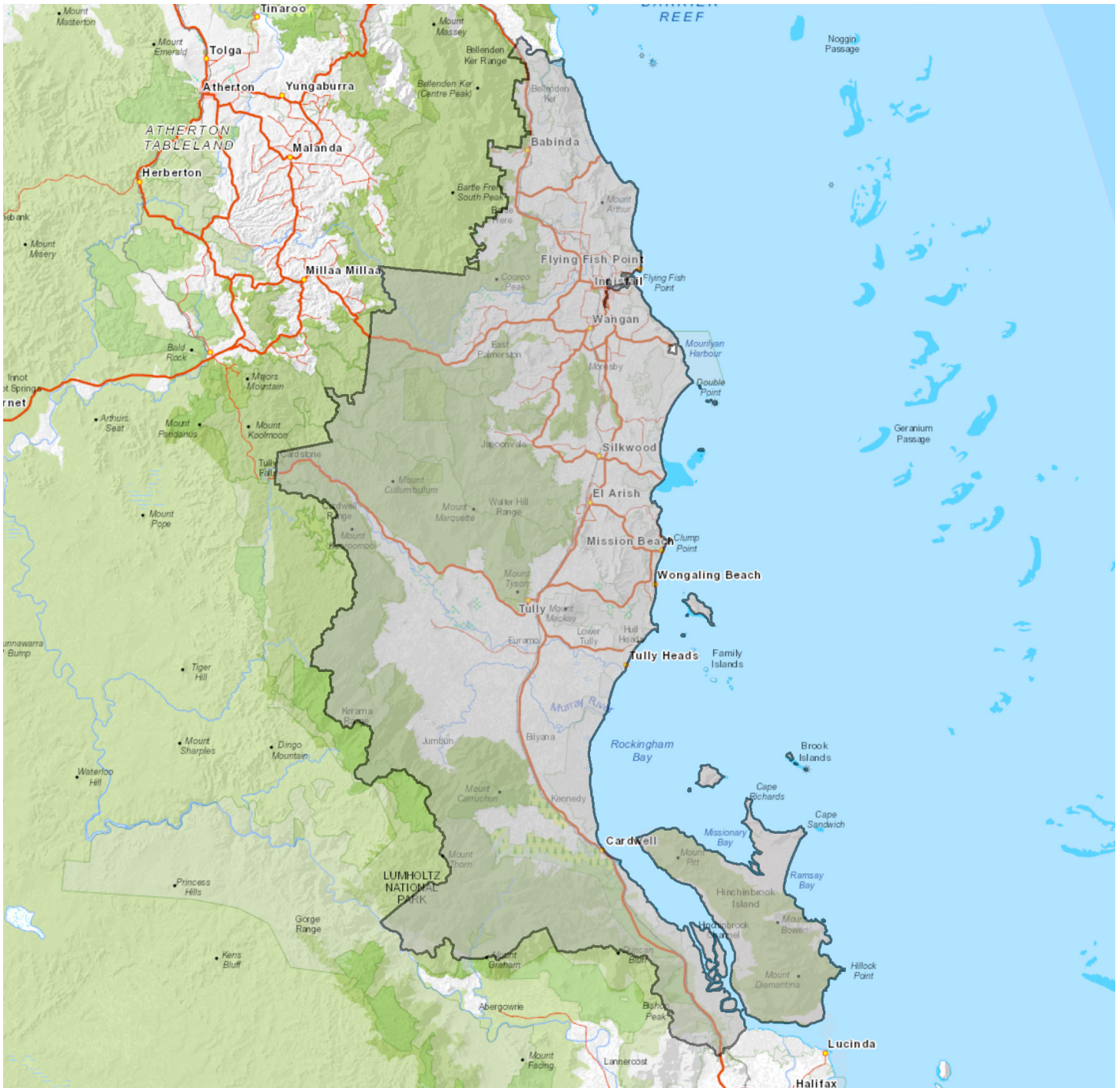


INNISFAIL

KOOL FM • RADIO 4KZ



Station Name	Kool FM	Radio 4KZ
Call Sign	4ZKZ	4KZ
Frequency	98.3 MHz + 3 translators	531 kHz + 8 translators
Network	NQ Radio	NQ Radio
Address	PO Box 19, Innisfail, QLD 4860	PO Box 19, Innisfail, QLD 4860
Phone	07 4061 6677	07 4061 6677
Email	gm@nqradio.com.au	gm@nqradio.com.au
Web Address	nqradio.com.au	4kz.com.au
Description of Content/Format	Contemporary Hit Radio	Easy Listening
Demographic Profile of Station Audience	16-39	30-64

INNISFAIL

Innisfail lies on the far north Queensland coast, less than 95 kilometres south of Cairns. 4KZ and KOOL FM 98.3's licence area covers the region just south of Cairns, Babinda (within the Cairns City Council area), Innisfail, Tully and Cardwell in the south. Kool FM extends their broadcast area covering Cardwell on 91.9FM and Babinda on 94.9FM. 4KZ coverage area extends to Ingham, Karumba, Cardwell, Babinda, Mission Beach, Tully and Hinchinbrook with translators in each of these towns. 4KZ also broadcasts on shortwave 5055 kHz.

In comparison to the 2011 census the population is steady, increased by only 0.99% to 33,080. Over 55% of the population in the radio licence area is aged 40 years and over. The birthplace for 81% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. Innisfail and Ingham have a significant number of people of Mediterranean descent.

Of the 5,306 people attending an educational institution, 49% were in infants or primary, 38% were attending a secondary educational institution, 7% attending University or another tertiary institution and 5% attending TAFE. Of the 10,521 people who already have a tertiary qualification, 22% have a degree and 78% have a certificate, diploma or another tertiary qualification.

The tropical coast has a high level of home ownership. Of the total dwellings in Innisfail (12,280), 40% are owned outright and 26% are mortgaged. Private rental properties represent 27% of total dwellings. 25% of the total households (12,175) in Innisfail have a household income range between \$21,000 – \$41,999pa, 27% between \$42,000 – \$77,999pa, 12% between \$78,000 – \$103,999pa, and 18% over \$104,000pa.

AGRICULTURE

Tourism, fishing and rare tropical fruit production are important local industries. There were over 184 thousand orchard fruit and nut trees in the region. The area is also a major producer of sugar with six local sugar mills including Victoria Mill at Ingham, which is the largest sugar mill in Australia.

The Innisfail radio licence area includes over 26 thousand beef cattle.

EMPLOYMENT

The majority (57%) of the labour force of 15,408 is employed full time. The main industries of employment are:

- Agriculture Forestry and Fishing;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

Although the area is primarily a farming district, there are some significant non-agricultural industries in the area. These include several large engineering works, foundry and a rotational plastics moulding factory. Over 22% of the workforce is employed in agriculture.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	14,990	14,072	29,062	87.85%
0-9 years	2,126	1,892	4,018	12.15%
10-17 years	1,783	1,454	3,237	9.79%
18-24 years	1,108	975	2,083	6.3%
25-39 years	2,561	2,670	5,231	15.81%
40-54 years	3,405	3,327	6,732	20.35%
55-64 years	2,744	2,520	5,264	15.91%
65-74 years	2,085	1,803	3,888	11.75%
75+ years	1,304	1,323	2,627	7.94%
Total 2011 population	16,972	15,784	32,756	
Total 2016 population	17,116	15,964	33,080	100%
% change 2011-2016			0.99%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	8,709	56.52%
Part-time employed	4,662	30.26%
Not stated employed	884	5.74%
Unemployed	1,153	7.48%
Total labour force	15,408	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	256	2.1%
\$7,750 – \$20,999	717	5.89%
\$21,000 – \$41,999	2,992	24.57%
\$42,000 – \$77,999	3,287	27%
\$78,000 – \$103,999	1,419	11.66%
\$104,000 – \$129,999	985	8.09%
\$130,000 – \$155,999	478	3.93%
\$160,000 – \$181,999	257	2.11%
\$182,000 – \$207,999	160	1.31%
\$208,000+	296	2.43%
Not stated	1,328	10.91%
Total households	12,175	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	3,127	36.14%
Couple families – No children	4,090	47.27%
Single parents	1,337	15.45%
Other families	98	1.13%
Total families	8,652	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	3,851	27.12%
Technicians & trade workers/ Community & personal service workers	3,318	23.37%
Clerical & administrative workers	1,459	10.27%
Sales workers	1,167	8.22%
Machinery operators & drivers/Labourers	4,180	29.44%
Not stated	225	1.58%
Total	14,200	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,098	22.31%
Mining	266	1.92%
Manufacturing/Electricity, gas, water & waste services/Construction	2,091	15.06%
Wholesale trade/Retail trade/ Accommodation & food services	2,251	16.21%
Transport, postal & warehousing/ Information, media & communications	624	4.49%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	639	4.6%
Professional scientific & technical services	363	2.61%
Public administration & safety	735	5.29%
Education & training/Health care & social assistance	2,513	18.09%
Arts & recreation services	136	0.98%
Other services	499	3.59%
Not stated	674	4.85%
Total	13,889	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	141,322
Alcoholic beverages	20,346
Clothing & footwear	25,961
Household furnishings & equipment	33,989
Furniture & floor coverings	10,370
Household appliances	8,655
Household services & operation	28,833
Medical care & health expenses	50,544
Motor vehicle purchase	35,380
Motor vehicle running costs	89,276
Recreation	105,656
Recreational & educational equipment	26,414
Holidays	46,313
Personal care	17,868

INNISFAIL

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	1,367	1,246	2,613	7.9%
Secondary	1,111	921	2,032	6.14%
TAFE	91	191	282	0.85%
University	114	265	379	1.15%
Total	2,683	2,623	5,306	16.04%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	4,905	39.94%
Mortgaged	3,168	25.8%
Private rental	3,315	27%
Housing authority/Not stated	816	6.64%
Other tenure type	76	0.62%
Total dwellings	12,280	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,318	7.01%
Certificate	8,203	24.8%
Total	10,521	31.8%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	239	8.22%
\$450 – \$799 per month	244	8.39%
\$800 – \$999 per month	297	10.21%
\$1,000 – \$1,799 per month	1,314	45.19%
\$1,800 – \$2,399 per month	404	13.89%
\$2,400 – \$2,999 per month	136	4.68%
\$3,000 – \$3,999 per month	87	2.99%
\$4,000+ per month	35	1.2%
Not stated	152	5.23%
Total mortgaged dwellings	2,908	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	730	5.9%
1 vehicle	4,346	35.14%
2+ vehicles	6,728	54.41%
Not stated	562	4.54%
Total	12,366	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	136,484
Cereal crops – Wheat for grain – Production (t)	625
Cereal crops – Rice for grain – Production (t)	1,131
Cereal crops – Barley for grain – Production (t)	332
Cereal crops – Sorghum for grain – Production (t)	1,060
Cereal crops – Total for grain – Production (t)	3,181
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	104
Fruit & nuts – Avocados – Production (kg)	30
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	184,031
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	23
Livestock – Dairy cattle – Total (no.)	1
Livestock – Meat cattle – Total (no.)	26,849

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	9,146	73.34%
Internet not accessed from dwelling	2,900	23.26%
Not stated	424	3.4%
Total	12,470	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	13,728	12,600	26,328	80.53%
Europe	611	639	1,250	3.82%
Africa & Middle East	15	23	38	0.12%
Asia	428	551	979	2.99%
Americas	19	24	43	0.13%
Other	2,108	1,949	4,057	12.41%
Total	16,909	15,786	32,695	100%