



CHARTERS TOWERS

HOT 95.9 FM & 4GC

ACMA	4CHT	4GC
On-Air Name	Hot 95.9 FM	4GC
Frequency	95.9 MHz	828 kHz
Postal Address	PO Box 381	PO Box 381
Suburb/State/Postcode	CHARTERS TOWERS QLD 4820	CHARTERS TOWERS QLD 4820
Phone	07 4787 7828	07 4787 7828
Fax	07 4787 4056	07 4787 4056
e-mail		
WWW	www.959hotfm.com.au	www.4gc.com.au
Format	Hot Adult Contemporary	Adult Contemporary
Primary Station Area Coverage	Charters Towers	Charters Towers
Demographic Profile of Station Audience	18-39	35-54

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



CHARTERS TOWERS

Charters Towers, located 130 km southwest of Townsville on the Flinders Highway, is a centre for the local cattle and mining industries. It lies 138 km east of the Great Dividing Range.

In comparison to the 2006 census, the population within the Radio Licence Area of Charters Towers has increased by 46.37% to 17,601.

Like many regional areas, Charters Towers has a relatively high proportion of children and teenagers; over 42% of families have children and 33% of the population is aged less than 25 years. The birthplace for 88.5% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 3,238 people attending an educational institution, 51% were in infants or primary, 35% were attending a secondary educational institution, 7% attending University or another tertiary institution and 7% attending TAFE. Of the 4,158 people who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in (6,202) Charters Towers, 38% are owned outright and 28% are mortgaged. Private rental properties represented 25% of total dwellings. 19% of the total households (6,209) in the Charters Towers region have a household income range between \$21,000-\$41,999pa, 15% between \$42,000-\$64,999pa and 16% between \$65,000-\$103,999pa.

Most major banks, car dealers; and an extensive selection of retail, chain and independent stores are represented in the region.

AGRICULTURE

The inland areas of central and north Queensland are predominantly beef cattle areas; there are over 542 thousand beef cattle in the region.

EMPLOYMENT

The majority (66.5%) of the labour force of 8,391 is employed full time.

The main industries of employment are:

- Education, Health & Community Services;
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Agriculture, Forestry & Fishing.

Gold and copper mining are the major industries in the area. Charters Towers also has a large retail sector that supports the surrounding district.

CHARTERS TOWERS

AAGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	7758	7322	15080	85.68
Aged 0-9 Years	1297	1224	2521	14.32
Aged 10-17 Years	1044	1044	2088	11.86
Aged 18-24 Years	639	583	1222	6.94
Aged 25-39 Years	1515	1558	3073	17.46
Aged 40-54 Years	1899	1763	3662	20.81
Aged 55+ Years	2661	2374	5035	28.61
Total 2011 Population	9055	8546	17601	100.00
Total 2006 Population	5963	6062	12025	
% Change 2006-2011			46.37%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	5581	66.51
Part-time Employed	1881	22.42
Not Stated Employed	213	2.54
Unemployed	353	4.21
Total Labour Force	8391	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	244	3.93
\$10000-\$20999pa	679	10.94
\$21000-\$41999pa	1210	19.49
\$42000-\$64999pa	957	15.41
\$65000-\$103999pa	1002	16.14
\$104000-\$155999pa	783	12.61
\$156000+pa	357	5.75
Not Stated	298	4.80
Total Households	6209	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	1887	41.67
Couple Families-No Children	1952	43.11
Single Parents	642	14.18
Other Families	47	1.04
Total Families	4528	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	2598	32.29
Technicians/Trade Workers/Community Personal Service Workers	1714	21.30
Clerical & Administrative Workers	731	9.08
Sales Workers	560	6.96
Machinery Operation/Driver/& Labourers	2277	28.30
Not Stated	167	2.08
Total	8047	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1712	21.70
Mining	746	9.46
Construction/Electricity gas water and waste services/Manufacturing	915	11.60
Wholesale/Retail Trade, Accommodation	1225	15.53
Transport, Postal & Warehouse/ Telecomms	480	6.08
Finance & Insurance Services	294	3.73
Professional scientific and technical services	153	1.94
Public administration and safety	507	6.43
Education & Health	1344	17.03
Arts and recreation services	35	0.44
Other services	267	3.38
Not stated	212	2.69
Total	7890	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	43,335
Total Alcoholic beverages	6,984
Total Clothing and Footwear	8,589
Total Household Linen Furnishings & Equipment	13,584
Furniture and Floor Covering	4,834
Household Appliances	3,209
Household Services and Operation	15,722
Total Medical Care and Pharmacy	17,724
Motor Vehicle Purchase	10,052
Total Motor Vehicle Running Cost incl Rego	21,136
Audio Visual Equipment and Parts	11,871
Recreation	35,919
Holidays Australia and Overseas	11,590
Total Personal care and Hygiene	5,075
Total Super and Life Insurance	11,960

CHARTERS TOWERS

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	846	807	1653	9.40
Secondary	559	567	1126	6.40
TAFE	83	156	239	1.36
University & Other	64	156	220	1.25
Total	1552	1686	3238	18.41

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	2368	38.18
Mortgaged	1752	28.25
Private Rental	1552	25.02
Housing Authority/Not Stated	433	6.98
Other Tenure Type	97	1.56
Total Dwellings	6202	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	937	5.33
Certificate	3221	18.32
Total	4158	23.65

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	235	13.44
\$500-\$799 per month	155	8.87
\$800-\$999 per month	143	8.18
\$1000-\$1399 per month	305	17.45
\$1400+ per month	741	42.39
Not Stated	169	9.67
Total Mortgaged Dwellings	1748	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	400	0.06
1 Vehicle	1939	0.31
2+ Vehicles	3558	0.57
Not Stated	299	2.47
Total	5497	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	5,447,078
Land Use - Grazing land (including pastures and rangelands) area (ha)	5,353,376
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	81
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	1
Vegetables for human consumption, total area (ha)	96
Tomatoes total production (t)	38
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	12
Orchard trees (incl. nuts) total trees - number (n)	7,631
Sheep and lambs total number (n)	45,407
Milk cattle (n)	7
Meat cattle (n)	542,851
Apples production (kg)	0
Nectarines production (kg)	11,619
Peaches production (kg)	52,062

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1731	27.87
Broadband	3702	59.61
Dial-up	208	3.35
Other	218	3.51
Not Stated	351	5.65
Total	6210	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	7932	7629	15561	88.52
Europe	208	190	398	2.26
Africa & Middle East	16	6	22	0.13
Asia	28	98	126	0.72
Americas	25	16	41	0.23
Other	839	593	1432	8.15
Total Population Total	9048	8532	17580	100.00