



EMERALD/CENTRAL HIGHLANDS

4HI & HOT 94.7 FM

ACMA	4HI	4HIT
On-Air Name	4HI	Hot 94.7 FM
Frequency	1143 kHz	94.7 MHz
Postal Address	PO Box 269	PO Box 424
Suburb/State/Postcode	EMERALD QLD 4720	EMERALD QLD 4720
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WWW	www.4hi.com.au	www.947hotfm.com.au
Format	Adult Contemporary	Hot Adult Contemporary
Primary Station Area Coverage	Emerald & Central Highlands	Emerald & Central Highlands
Demographic Profile of Station Audience	35-54	18-39

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

EMERALD

Emerald is located in the Central Highlands of Queensland, about 250kms west of Rockhampton on the intersection of the Gregory and Capricorn Highways. Emerald is the hub of the transport routes that service Central West Queensland, the Central Highlands and the Queensland Bowen Basin coal mining region.

Emerald is a mining town, producing coal for export. A major tourist attraction – the large Gemfields west of Emerald, incorporating the townships of Anakie, Willows, Sapphire, and Rubyvale, are renowned for their sapphires. The region supports gem fossicking, coal mining, cattle, and a variety of agricultural industries, including cotton.

In comparison to the 2006 census, the population within the radio licence area of Emerald has increased by 25.78% to 54,220. Emerald has a very young population; 53% of families have children and 25% of the population is aged less than 25 years. The birthplace for 84.5% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 9,937 people attending an educational institution, 57% were in infants or primary, 27% were attending a secondary educational institution, 8% attending University or another tertiary institution and 8% attending TAFE. Of the 15,723 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 (16,581) in Emerald, 23% are owned outright and 23% are mortgaged. Private rental properties represent 45% of total dwellings. 25% of the total households (16,544) in Emerald have a household income range between \$104,000-\$155,999pa, 15% between \$65,000-\$103,999pa and 20% over \$156,000pa.

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

AGRICULTURE

Traditionally the district's economy has depended on agriculture, however coal mining is now a driving force. The previously strong citrus industry was severely affected with the outbreak of citrus canker and is all but wiped out. The Emerald Radio Licence Area includes over 1.3 million beef cattle. The area has an established feedlot industry and a modern cattle sale yard facility. The area also produces grain, cotton, as well as some sugar, nuts, beans and sweet corn. There are over 25 thousand hectares of cotton in the region.

Wheat, oats, barley, sorghum, maize and cereal are grown; in 2011 the area produced over 187 thousand tonnes of wheat for grain and 416 thousand tonnes of cereals for grain.

EMPLOYMENT

The majority (71%) of the labour force of 29,414 is employed full time. The main industries of employment are:

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

Emerald is a mining town. 29% of the workforce is employed in the industry, which is expected to grow in coming years.

EMERALD

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	24370	20166	44536	82.14
Aged 0-9 Years	5067	4617	9684	17.86
Aged 10-17 Years	2985	2715	5700	10.51
Aged 18-24 Years	2678	2296	4974	9.17
Aged 25-39 Years	7338	6391	13729	25.32
Aged 40-54 Years	6636	5277	11913	21.97
Aged 55+ Years	4733	3487	8220	15.16
Total 2011 Population	29437	24783	54220	100.00
Total 2006 Population	23384	19720	43104	
% Change 2006-2011			25.79%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	20912	71.10
Part-time Employed	5703	19.39
Not Stated Employed	823	2.80
Unemployed	697	2.37
Total Labour Force	29414	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	434	2.62
\$10000-\$20999pa	792	4.79
\$21000-\$41999pa	1551	9.38
\$42000-\$64999pa	1519	9.18
\$65000-\$103999pa	2566	15.51
\$104000-\$155999pa	4160	25.15
\$156000+pa	3240	19.58
Not Stated	551	3.33
Total Households	16544	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6912	53.28
Couple Families-No Children	4700	36.23
Single Parents	1226	9.45
Other Families	136	1.05
Total Families	12974	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	7430	25.86
Technicians/Trade Workers/Community Personal Service Workers	6872	23.92
Clerical & Administrative Workers	2957	10.29
Sales Workers	1527	5.31
Machinery Operation/Driver/& Labourers	9385	32.66
Not Stated	562	1.96
Total	28733	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3672	12.89
Mining	8353	29.33
Construction/Electricity gas water and waste services/Manufacturing	3101	10.89
Wholesale/Retail Trade, Accommodation	4192	14.72
Transport, Postal & Warehouse/ Telecomms	1207	4.24
Finance & Insurance Services	1402	4.92
Professional scientific and technical services	689	2.42
Public administration and safety	1019	3.58
Education & Health	2951	10.36
Arts and recreation services	102	0.36
Other services	1045	3.67
Not stated	747	2.62
Total	28480	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	143,548
Total Alcoholic beverages	23,133
Total Clothing and Footwear	28,451
Total Household Linen Furnishings & Equipment	44,996
Furniture and Floor Covering	16,013
Household Appliances	10,629
Household Services and Operation	52,079
Total Medical Care and Pharmacy	58,712
Motor Vehicle Purchase	33,296
Total Motor Vehicle Running Cost incl Rego	70,013
Audio Visual Equipment and Parts	39,323
Recreation	118,982
Holidays Australia and Overseas	38,393
Total Personal care and Hygiene	16,811
Total Super and Life Insurance	39,619

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2962	2708	5670	10.46
Secondary	1388	1272	2660	4.91
TAFE	308	481	789	1.46
University & Other	304	514	818	1.51
Total	4962	4975	9937	18.33

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	3893	23.48
Mortgaged	3883	23.42
Private Rental	7460	44.99
Housing Authority/Not Stated	1072	6.47
Other Tenure Type	273	1.65
Total Dwellings	16581	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3581	6.60
Certificate	12142	22.39
Total	15723	29.00

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	340	8.74
\$500-\$799 per month	159	4.09
\$800-\$999 per month	148	3.81
\$1000-\$1399 per month	363	9.33
\$1400+ per month	2565	65.96
Not Stated	314	8.07
Total Mortgaged Dwellings	3889	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	593	0.04
1 Vehicle	4149	0.25
2+ Vehicles	11292	0.68
Not Stated	514	1.58
Total	15441	0.93

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	7,848,287
Land Use - Grazing land (including pastures and rangelands) area (ha)	7,057,035
Cereal Crops - Wheat for grain production (t)	186,825
Cereals for grain total production (t)	416,861
Cereal Crops - Rice for grain production (t)	1,397
Cereal Crops - Barley for grain production (t)	1,273
Sorghum for grain production (t)	201,475
Vegetables for human consumption, total area (ha)	274
Tomatoes total production (t)	28
Avocados, total production (kg)	3,184
Nuts total trees (n)	860
Total grapes total area of vines (ha)	1,209
Orchard trees (incl. nuts) total trees - number (n)	302,223
Sheep and lambs total number (n)	4,970
Milk cattle (n)	117
Meat cattle (n)	1,344,111
Apples production (kg)	0
Nectarines production (kg)	1
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	2721	16.41
Broadband	12074	72.81
Dial-up	445	2.68
Other	777	4.69
Not Stated	565	3.41
Total	16582	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	24454	21383	45837	84.57
Europe	603	500	1103	2.03
Africa & Middle East	211	204	415	0.77
Asia	397	474	871	1.61
Americas	91	107	198	0.37
Other	3705	2073	5778	10.66
Total Population Total	29461	24741	54202	100.00