



# IPSWICH

## RIVER 94.9

<b>ACMA</b>	4MIX
<b>On-Air Name</b>	River 94.9
<b>Frequency</b>	94.9 MHz
<b>Postal Address</b>	PO Box 7
<b>Suburb/State/Postcode</b>	GPO IPSWICH 4305
<b>Phone</b>	07 3813 1000
<b>Fax</b>	07 3813 1040
<b>e-mail</b>	reception@river949.com.au
<b>WWW</b>	www.river949.com.au
<b>Format</b>	Adult contemporary
<b>Primary Station Area Coverage</b>	Ipswich
<b>Demographic Profile of Station Audience</b>	35-44

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

## IPSWICH

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Ipswich is approximately 40km west of Brisbane. A large percentage of the population in the River 94.9's Licence Area also falls within the Brisbane radio licence area. River 94.9's broadcast area extends from the western suburbs of Brisbane to Toowoomba.

In comparison to the 2006 census, the population within the Radio Licence Area of Ipswich has increased by 25.58% to 246,059. Overall there was an increase in all of the age groups listed. 42% of the population is aged 40 years and over. 44% of families (65,879) have children and 37% of the population is aged less than 25 years. The birthplace for 82% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 51,363 people attending an educational institution, 47% were in infants or primary, 30% were attending a secondary educational institution, 14% attending University or another tertiary institution and 9% attending TAFE. Of the 71,797 people who already have a tertiary qualification, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (83,816) in the Ipswich radio licence area, 27% are owned outright and 38% are mortgaged. Private rental properties represent 29% of total dwellings.

21% of the total households (83,865) in Ipswich have a household income range between \$65,000-\$103,999pa, 19% between \$21,000-\$41,999pa and 18% between \$42,000-\$64,999pa.

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

### AGRICULTURE

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River 94.9's radio licence area is more urban than rural. The area produced over 265 thousand kilograms of avocados, 23 thousand kilograms of mangoes, 111 thousand kilograms of peaches and 166 thousand kilograms of nectarines.

The area supports a number of cattle stations; there are over 164 thousand beef cattle and 15 thousand dairy cattle.

The Lockyer Valley and Fassifern Valley grow a wide range of vegetable crops. Cereal crops are grown in the west where the licence area extends into the Darling Downs around Gatton. Over 10 thousand tonnes of cereals for grain were produced.

There are over 111 thousand Orchard trees including nut trees in the region.

### EMPLOYMENT

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The majority (60.9%) of the labour force of 116,390 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply;
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Education, Health & Community Services.

Ipswich's economy is largely dependent on Brisbane. The job opportunities are more typical of major city than a regional centre.

## IPSWICH

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	102930	104445	207375	84.28
Aged 0-9 Years	19775	18909	38684	15.72
Aged 10-17 Years	15295	14155	29450	11.97
Aged 18-24 Years	11490	11784	23274	9.46
Aged 25-39 Years	24577	25815	50392	20.48
Aged 40-54 Years	24948	25251	50199	20.40
Aged 55+ Years	26620	27440	54060	21.97
Total 2011 Population	122705	123354	246059	100.00
Total 2006 Population	97696	98242	195938	
% Change 2006-2011			25.58%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	70905	60.92
Part-time Employed	30630	26.32
Not Stated Employed	2670	2.29
Unemployed	7755	6.66
Total Labour Force	116390	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2027	2.42
\$10000-\$20999pa	6877	8.20
\$21000-\$41999pa	16019	19.10
\$42000-\$64999pa	15019	17.91
\$65000-\$103999pa	17585	20.97
\$104000-\$155999pa	12372	14.75
\$156000+pa	5053	6.03
Not Stated	2359	2.81
Total Households	83865	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	29220	44.35
Couple Families-No Children	23733	36.03
Single Parents	11980	18.18
Other Families	946	1.44
Total Families	65879	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	26511	24.38
Technicians/Trade Workers/Community Personal Service Workers	28751	26.44
Clerical & Administrative Workers	15849	14.58
Sales Workers	9877	9.08
Machinery Operation/Driver/& Labourers	25581	23.53
Not Stated	2168	1.99
Total	108737	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4116	3.82
Mining	1239	1.15
Construction/Electricity gas water and waste services/Manufacturing	23936	22.21
Wholesale/Retail Trade, Accommodation	21374	19.83
Transport, Postal & Warehouse/ Telecomms	8100	7.51
Finance & Insurance Services	6868	6.37
Professional scientific and technical services	5004	4.64
Public administration and safety	9375	8.70
Education & Health	20306	18.84
Arts and recreation services	987	0.92
Other services	3899	3.62
Not stated	2585	2.40
Total	107789	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	893,671
Total Alcoholic beverages	142,036
Total Clothing and Footwear	198,957
Total Household Linen Furnishings & Equipment	234,313
Furniture and Floor Covering	86,711
Household Appliances	44,686
Household Services and Operation	280,922
Total Medical Care and Pharmacy	288,942
Motor Vehicle Purchase	177,228
Total Motor Vehicle Running Cost incl Rego	393,495
Audio Visual Equipment and Parts	254,078
Recreation	751,389
Holidays Australia and Overseas	238,978
Total Personal care and Hygiene	112,655
Total Super and Life Insurance	288,042

**TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED**

School	Male	Female	Total	% Market Population
Infants/Primary	12510	11708	24218	9.84
Secondary	7931	7651	15582	6.33
TAFE	1811	2757	4568	1.86
University & Other	2432	4563	6995	2.84
Total	24684	26679	51363	20.88

**DWELLING TENURE TYPE**

Tenure Type	Total	% Total Dwellings
Fully Owned	22525	26.87
Mortgaged	31517	37.60
Private Rental	24580	29.33
Housing Authority/Not Stated	4709	5.62
Other Tenure Type	485	0.58
Total Dwellings	83816	100.00

**UNIVERSITY QUALIFICATIONS**

Type of Tertiary Qualification	Total	% Market Population
Degree	17183	6.98
Certificate	54614	22.20
Total	71797	29.18

**MORTGAGE PAYMENTS**

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1890	6.01
\$500-\$799 per month	2329	7.40
\$800-\$999 per month	1831	5.82
\$1000-\$1399 per month	4811	15.29
\$1400+ per month	19018	60.46
Not Stated	1578	5.02
Total Mortgaged Dwellings	31457	100.00

**MOTOR VEHICLES**

Number of Cars	Total	% Total Dwellings
No Vehicles	4917	0.06
1 Vehicle	27207	0.32
2+ Vehicles	49151	0.59
Not Stated	2602	1.58
Total	76358	0.91

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	571,574
Land Use - Grazing land (including pastures and rangelands) area (ha)	508,771
Cereal Crops - Wheat for grain production (t)	1,860
Cereals for grain total production (t)	10,740
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	1,982
Sorghum for grain production (t)	1,981
Vegetables for human consumption, total area (ha)	10,120
Tomatoes total production (t)	1,652
Avocados, total production (kg)	265,813
Nuts total trees (n)	5,664
Total grapes total area of vines (ha)	65
Orchard trees (incl. nuts) total trees - number (n)	111,421
Sheep and lambs total number (n)	2,293
Milk cattle (n)	15,112
Meat cattle (n)	164,591
Apples production (kg)	35
Nectarines production (kg)	166,408
Peaches production (kg)	111,738

**INTERNET USAGE**

Connection	Total	% Market Population
No Connection	17006	20.29
Broadband	57382	68.46
Dial-up	2717	3.24
Other	3835	4.58
Not Stated	2878	3.43
Total	83818	100.00

**BIRTHPLACE BY REGION**

Region	Male	Female	Total	% Market Population
Oceania incl Australia	100532	101409	201941	82.08
Europe	7311	6965	14276	5.80
Africa & Middle East	695	588	1283	0.52
Asia	2837	3905	6742	2.74
Americas	459	452	911	0.37
Other	10841	10042	20883	8.49
Total Population Total	122675	123361	246036	100.00