



MARYBOROUGH

101.9 SEA FM & MIX 103.5 FM

ACMA	4CEE	4MBF
On-Air Name	101.9 Sea FM	Mix 103.5 FM
Frequency	101.9 MHz	103.5 MHz
Postal Address	PO Box 143	PO Box 143
Suburb/State/Postcode	MARYBOROUGH QLD 4650	MARYBOROUGH QLD 4650
Phone	07 4121 2209	07 4121 2209
Fax	07 4121 4162	07 4121 4162
e-mail		
WWW	www.seafmwidebay.com.au	www.mixfmfrasercoast.com.au
Format	Hot Adult Contemporary	Classic Hits
Primary Station Area Coverage	Maryborough/Hervey Bay	Maryborough/Hervey Bay
Demographic Profile of Station Audience	18-39	35-55

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



MARYBOROUGH

Maryborough lies about midway between Bundaberg and Gympie in Southern Queensland. It is the geographical centre of Wide Bay. Hervey Bay is situated on the coast, 40km from Maryborough, and is the major departure point for Fraser Island.

In comparison to the 2006 census, the population within the Radio Licence Area of Maryborough has increased by 16.15% to 94,440. Overall there was an increase in all of the age groups listed. Over 56% of the population is aged 40 years and over. The birthplace for 83.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 16,830 people attending an educational institution, 48% were in infants or primary, 34% were attending a secondary educational institution, 9% attending TAFE, and 9% attending university or another tertiary institution. Of the 27,953 people who already have a tertiary qualification, 19% have a degree and 81% have a certificate diploma or another tertiary qualification.

The area's stability is reflected in its very high level of home ownership. Of the total dwellings (36,335) in Maryborough, 39% are owned outright and 27% are mortgaged. Private rental properties represent 27% of total dwellings.

29% of the total households (36,339) in Maryborough have a household income range between \$21,000-\$41,999pa, 18% between \$42,000-\$64,999pa and 14% between \$65,000-\$103,999pa.

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

Being situated in the high rainfall coastal region, the area grows pineapples and sugar. Over 350 thousand tonnes of sugar cane was cut for crushing within the Maryborough commercial radio licence area.

The area produced over 39 thousand tonnes of avocados, 3 thousand tonnes of mangoes and 23 thousand hectares of nut trees. The area also supports beef production with over 30 thousand head of cattle.

EMPLOYMENT

The majority (52%) of the labour force of 35,832 is employed full time. The main industries of employment are:

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

MARYBOROUGH

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	40315	42685	83000	87.89
Aged 0-9 Years	5900	5540	11440	12.11
Aged 10-17 Years	5327	5129	10456	11.07
Aged 18-24 Years	2983	2945	5928	6.28
Aged 25-39 Years	6529	7142	13671	14.48
Aged 40-54 Years	8770	9899	18669	19.77
Aged 55+ Years	16706	17570	34276	36.29
Total 2011 Population	46215	48225	94440	100.00
Total 2006 Population	40046	41259	81305	
% Change 2006-2011			16.16%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	18494	51.61
Part-time Employed	11286	31.50
Not Stated Employed	806	2.25
Unemployed	3746	10.45
Total Labour Force	35832	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1175	3.23
\$10000-\$20999pa	4642	12.77
\$21000-\$41999pa	10559	29.06
\$42000-\$64999pa	6621	18.22
\$65000-\$103999pa	5229	14.39
\$104000-\$155999pa	2884	7.94
\$156000+pa	967	2.66
Not Stated	1335	3.67
Total Households	36339	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	8875	33.38
Couple Families-No Children	12877	48.44
Single Parents	4557	17.14
Other Families	277	1.04
Total Families	26586	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8136	25.27
Technicians/Trade Workers/Community Personal Service Workers	9257	28.75
Clerical & Administrative Workers	4377	13.59
Sales Workers	3448	10.71
Machinery Operation/Driver/& Labourers	6416	19.92
Not Stated	567	1.76
Total	32201	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	829	2.58
Mining	552	1.72
Construction/Electricity gas water and waste services/Manufacturing	6121	19.06
Wholesale/Retail Trade, Accommodation	7495	23.34
Transport, Postal & Warehouse/ Telecomms	1710	5.32
Finance & Insurance Services	2086	6.50
Professional scientific and technical services	1098	3.42
Public administration and safety	1880	5.85
Education & Health	8005	24.93
Arts and recreation services	278	0.87
Other services	1324	4.12
Not stated	736	2.29
Total	32114	100.00

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	355,152
Total Alcoholic beverages	57,234
Total Clothing and Footwear	70,391
Total Household Linen Furnishings & Equipment	111,324
Furniture and Floor Covering	39,618
Household Appliances	26,296
Household Services and Operation	128,849
Total Medical Care and Pharmacy	145,259
Motor Vehicle Purchase	82,378
Total Motor Vehicle Running Cost incl Rego	173,218
Audio Visual Equipment and Parts	97,290
Recreation	294,373
Holidays Australia and Overseas	94,987
Total Personal care and Hygiene	41,591
Total Super and Life Insurance	98,021

MARYBOROUGH

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	4165	3895	8060	8.53
Secondary	2796	2888	5684	6.02
TAFE	563	946	1509	1.60
University & Other	412	1165	1577	1.67
Total	7936	8894	16830	17.82

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	14161	38.97
Mortgaged	9944	27.37
Private Rental	9690	26.67
Housing Authority/Not Stated	2081	5.73
Other Tenure Type	459	1.26
Total Dwellings	36335	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	5392	5.71
Certificate	22561	23.89
Total	27953	29.60

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	955	9.57
\$500-\$799 per month	1071	10.73
\$800-\$999 per month	806	8.08
\$1000-\$1399 per month	1832	18.36
\$1400+ per month	4697	47.07
Not Stated	618	6.19
Total Mortgaged Dwellings	9979	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2804	0.08
1 Vehicle	15271	0.42
2+ Vehicles	17006	0.47
Not Stated	1278	1.79
Total	32277	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	175,067
Land Use - Grazing land (including pastures and rangelands) area (ha)	151,725
Cereal Crops - Wheat for grain production (t)	28
Cereals for grain total production (t)	143
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	112
Vegetables for human consumption, total area (ha)	25
Tomatoes total production (t)	5
Avocados, total production (kg)	39,906
Nuts total trees (n)	23,899
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	48,260
Sheep and lambs total number (n)	234
Milk cattle (n)	80
Meat cattle (n)	30,534
Apples production (kg)	28
Nectarines production (kg)	5
Peaches production (kg)	28

INTERNET USAGE

Connection	Total	% Market Population
No Connection	9261	25.49
Broadband	23232	63.93
Dial-up	1218	3.35
Other	1303	3.59
Not Stated	1323	3.64
Total	36337	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	38743	40421	79164	83.83
Europe	3531	3502	7033	7.45
Africa & Middle East	191	221	412	0.44
Asia	360	906	1266	1.34
Americas	172	133	305	0.32
Other	3181	3078	6259	6.63
Total Population Total	46178	48261	94439	100.00