



TOOWOOMBA

4AK 1242 AM, 4GR, C100.7 FM & 4WK

ACMA	4AK	4GR	4RGD	4WK
On-Air Name	4AK 1242 AM	4GR	C 100.7 FM	4WK
Frequency	1242 kHz	864 kHz	91.9, 97.5 & 100.7 MHz	963 kHz
Postal Address	PO Box 403	PO Box 111	PO Box 111	PO Box 403
Suburb/State/ Postcode	TOOWOOMBA QLD 4350	TOOWOOMBA QLD 4350	TOOWOOMBA QLD 4350	TOOWOOMBA QLD 4350
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Format	Hot Adult Contemporary Classic Hits		Contemporary Hit Radio News, Talk & Entertainment	
Primary Station Area Coverage	Toowoomba/ Darling Downs	Toowoomba/ Darling Downs	Toowoomba/ Darling Downs	Toowoomba/ Warwick
Demographic Profile of Station Audience	18 – 49	35-59	18-39	35+

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

TOOWOOMBA

Toowoomba, Australia's largest inland regional centre, lies at the heart of the rich Darling Downs in the southeast corner of Queensland, about 150km west of Brisbane via the Warrego Highway. It is on the edge of the Great Dividing Range at the junction of major highways from Brisbane, Sydney, Melbourne and Darwin.

The Darling Downs is one of the most important agricultural areas in Australia and produces a wide variety of crops.

In comparison to the 2006 census, the population within the Radio Licence Area of Toowoomba has increased by 12.99% to 218,053. The birthplace for 85.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The area is home to the University of Southern Queensland at Toowoomba, and a college of the University of Queensland at Gatton. 46,298 people (21.2%) were attending an educational institution in 2011, with 9.5% in infants or primary, 6.7% attending a secondary educational institution, 3.3% attending university or another tertiary institution and 1.7% attending TAFE. 66,414 people (30.5%) already have a tertiary qualification, 8.8% have a degree and 21.6% have a certificate, diploma or another tertiary qualification.

The area has a high level of home ownership; of the total dwellings (79,029) in Toowoomba, 34% are owned outright and 32.8% are mortgaged. Private rental properties represent 27.5% of total dwellings.

22% of the total households in Toowoomba have a household income range between \$21,000-\$42,000pa, 18% between \$42,000-\$65,000pa and 19.3% between \$65,000-\$104,000pa.

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

The Darling Downs region produces a wide variety of crops. The area is a significant cotton producer as well as growing a variety of fruit crops. There are over 46 thousand hectares of cotton, and over 1.3 million kilograms of avocados, 436 thousand kilograms of peaches, 7.2 million kilograms of apples and 461 thousand kilograms of nectarines were also produced.

The area provides grazing land for over 76 thousand sheep and lambs. The Toowoomba radio licence area includes almost 300 thousand beef and 30 thousand dairy cattle.

EMPLOYMENT

The majority (60.2%) of the labour force of 103,341 is employed full time. The main industries of employment are:

- Education, Health & Community Services (21.7%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20.1%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (18%).
- The Darling Downs is a farming region. Nearly 9% of the workforce is employed on the land.

There is a strong retail sector at Toowoomba and Warwick that supports the surrounding district. There are also two army installations in the area, the Army Aviation Centre at Oakey and Borneo Barracks at Carbarlah.

TOOWOOMBA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	91046	96304	187350	85.92
Aged 0-9 Years	15702	15001	30703	14.08
Aged 10-17 Years	13471	13028	26499	12.15
Aged 18-24 Years	9180	9329	18509	8.49
Aged 25-39 Years	18718	19769	38487	17.65
Aged 40-54 Years	21243	22575	43818	20.10
Aged 55+ Years	28434	31603	60037	27.53
Total 2011 Population	106748	111305	218053	100.00
Total 2006 Population	94336	98644	192980	
% Change 2006-2011			12.99%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	62222	60.21
Part-time Employed	30346	29.36
Not Stated Employed	2080	2.01
Unemployed	4818	4.66
Total Labour Force	103341	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2068	2.62
\$10000-\$20999pa	7758	9.81
\$21000-\$41999pa	17378	21.98
\$42000-\$64999pa	14078	17.81
\$65000-\$103999pa	15265	19.31
\$104000-\$155999pa	9661	12.22
\$156000+pa	4107	5.20
Not Stated	2446	3.09
Total Households	79045	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	23990	41.51
Couple Families-No Children	24220	41.91
Single Parents	8790	15.21
Other Families	793	1.37
Total Families	57793	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	29233	29.67
Technicians/Trade Workers/Community Personal Service Workers	24114	24.48
Clerical & Administrative Workers	13110	13.31
Sales Workers	9082	9.22
Machinery Operation/Driver/& Labourers	21404	21.73
Not Stated	1579	1.60
Total	98522	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	8375	8.52
Mining	1796	1.83
Construction/Electricity gas water and waste services/Manufacturing	17790	18.09
Wholesale/Retail Trade, Accommodation	20489	20.83
Transport, Postal & Warehouse/ Telecomms	5654	5.75
Finance & Insurance Services	5891	5.99
Professional scientific and technical services	3952	4.02
Public administration and safety	6179	6.28
Education & Health	21386	21.75
Arts and recreation services	853	0.87
Other services	3955	4.02
Not stated	2022	2.06
Total	98342	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	760,330
Total Alcoholic beverages	122,529
Total Clothing and Footwear	150,697
Total Household Linen Furnishings & Equipment	238,329
Furniture and Floor Covering	84,816
Household Appliances	56,296
Household Services and Operation	275,847
Total Medical Care and Pharmacy	310,978
Motor Vehicle Purchase	176,361
Total Motor Vehicle Running Cost incl Rego	370,834
Audio Visual Equipment and Parts	208,284
Recreation	630,211
Holidays Australia and Overseas	203,354
Total Personal care and Hygiene	89,041
Total Super and Life Insurance	209,849

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	10711	9950	20661	9.48
Secondary	7239	7451	14690	6.74
TAFE	1564	2230	3794	1.74
University & Other	2798	4355	7153	3.28
Total	22312	23986	46298	21.23

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	26813	33.93
Mortgaged	25962	32.85
Private Rental	21722	27.49
Housing Authority/Not Stated	3746	4.74
Other Tenure Type	786	0.99
Total Dwellings	79029	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	19211	8.81
Certificate	47203	21.65
Total	66414	30.46

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1929	7.43
\$500-\$799 per month	2244	8.65
\$800-\$999 per month	1960	7.55
\$1000-\$1399 per month	4954	19.09
\$1400+ per month	13465	51.89
Not Stated	1397	5.38
Total Mortgaged Dwellings	25949	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	5315	0.07
1 Vehicle	27226	0.34
2+ Vehicles	44079	0.56
Not Stated	2432	1.56
Total	71305	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,330,762
Land Use - Grazing land (including pastures and rangelands) area (ha)	814,144
Cereal Crops - Wheat for grain production (t)	91,054
Cereals for grain total production (t)	585,168
Cereal Crops - Rice for grain production (t)	133
Cereal Crops - Barley for grain production (t)	45,873
Sorghum for grain production (t)	339,058
Vegetables for human consumption, total area (ha)	6,964
Tomatoes total production (t)	2,833
Avocados, total production (kg)	1,328,096
Nuts total trees (n)	7,034
Total grapes total area of vines (ha)	133
Orchard trees (incl. nuts) total trees - number (n)	439,734
Sheep and lambs total number (n)	76,860
Milk cattle (n)	29,446
Meat cattle (n)	299,525
Apples production (kg)	7,255,679
Nectarines production (kg)	461,262
Peaches production (kg)	436,741

INTERNET USAGE

Connection	Total	% Market Population
No Connection	19088	24.15
Broadband	51565	65.23
Dial-up	2654	3.36
Other	3031	3.83
Not Stated	2709	3.43
Total	79047	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	91468	95796	187264	85.88
Europe	3955	4085	8040	3.69
Africa & Middle East	674	628	1302	0.60
Asia	1854	2253	4107	1.88
Americas	350	401	751	0.34
Other	8424	8155	16579	7.60
Total Population Total	106725	111318	218043	100.00