



CAIRNS

ZINC 102.7, 4CA AM, HOT 103.5 FM & 99.5 SEA FM

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|--|----------------------|-------------------------|-------------------------|---------------------|
| ACMA | 4CCA | 4EL | 4HOT | 4RGC |
| On-Air Name | Zinc 102.7 | 4CA AM | Hot 103.5 FM | 99.5 Sea FM |
| Frequency | 102.7 MHz | 846 kHz | 103.5 MHz | 99.5 MHz |
| Postal Address | PO Box 6152 | PO Box 6152 | 68 Abbott St | 68 Abbott St |
| Suburb/State/Postcode | CAIRNS QLD 4870 | CAIRNS QLD 4870 | CAIRNS QLD 4870 | CAIRNS QLD 4870 |
| Phone | 07 4042 8000 | 07 4042 8000 | 07 4081 5100 | 07 4081 5100 |
| Fax | 07 4041 4699 | 07 4041 4699 | 07 4051 8060 | 07 4051 8060 |
| e-mail | | | | |
| WWW | www.radiozinc.com.au | www.4ca.com.au | www.1035hotfm.com.au | www.995seafm.com.au |
| Format | Adult Contemporary | Talk/Adult Contemporary | Pop/Rock & Today's Hits | Greatest Hits |
| Primary Station Area Coverage | Cairns | Cairns | Cairns | Cairns |
| Demographic Profile of Station Audience | 30-54 | 45-64 | 18-39 | 40-54 |

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

CAIRNS

Cairns is the international gateway into Tropical North Queensland. Not only does the area attract holidaymakers from the southern states, but the international airport makes Cairns the first port of call to many overseas visitors offering easy access to some of the world's greatest natural treasures, including the Great Barrier Reef as well as the unspoilt rainforests of the Daintree River and Cape Tribulation.

In comparison to the 2006 census, the population within the Radio Licence Area of Cairns has increased by 16.16% to 163,492. Cairns has a very young population; over 40% of families have children and over 34% of the population is aged less than 25 years. The birthplace for 75.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Cairns area is serviced by 25 state primary schools, 16 non-government primary schools, seven state high schools and eight special schools. The city also has an extensive TAFE College campus and the Cairns Campus of James Cook University. Of the 31,903 people attending an educational institution, 46% were in infants or primary, 31% were attending a secondary educational institution, 14% were attending University or another tertiary institution and 9% were at TAFE. Of the 55,955 people who already have a tertiary qualification, 29% have a degree and 71% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (59,242) in Cairns, 24% are owned outright and 34% are mortgaged. Private rental properties represent 25% of total dwellings. 20% of the total households (59,270) in Cairns have a household income range between \$65,000-\$103,999pa, 18% between \$21,000-\$41,999pa and 17% between \$42,000-\$64,999pa.

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

AGRICULTURE

Cairns and the surrounding coastal area is a major sugar-growing district. Over 890 thousand tonnes of sugar cane was cut for crushing.

The area also grows bananas, pineapples and a variety of other tropical fruit. Over six thousand kilograms of avocados and 22 thousand kilograms of mangoes were produced in the area.

The Cairns Radio Licence Area includes over three thousand beef cattle supported within the region.

EMPLOYMENT

The majority (58.9%) of the labour force of 82,986 is employed full time. The main industries of employment are:

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

Tourism is the major driving force in the local economy, and has helped produce a strong retail sector as well as hotels, restaurants and a variety of other businesses that thrive on the large numbers of visitors.

Construction is also a relatively strong sector as a result of the growth of the population and the influx of tourists.

CAIRNS

AGE COHORTS

| Age | Male | Female | Total | % Market Population |
|-----------------------|-------|--------|--------|---------------------|
| Aged 10+ Years | 68844 | 70583 | 139427 | 85.28 |
| Aged 0-9 Years | 12364 | 11701 | 24065 | 14.72 |
| Aged 10-17 Years | 9580 | 9023 | 18603 | 11.38 |
| Aged 18-24 Years | 6511 | 6882 | 13393 | 8.19 |
| Aged 25-39 Years | 16638 | 18424 | 35062 | 21.45 |
| Aged 40-54 Years | 18345 | 18740 | 37085 | 22.68 |
| Aged 55+ Years | 17770 | 17514 | 35284 | 21.58 |
| Total 2011 Population | 81208 | 82284 | 163492 | 100.00 |
| Total 2006 Population | 70499 | 70246 | 140745 | |
| % Change 2006-2011 | | | 16.16% | |

LABOUR FORCE

| Employment Classification | Total | % Labour Force |
|---------------------------|-------|----------------|
| Full-time Employed | 48952 | 58.99 |
| Part-time Employed | 22829 | 27.51 |
| Not Stated Employed | 1885 | 2.27 |
| Unemployed | 6034 | 7.27 |
| Total Labour Force | 82986 | 100.00 |

HOUSEHOLD INCOME

| Income Range | Total | % Occupied Dwellings |
|---------------------|-------|----------------------|
| \$0-\$9999pa | 1689 | 2.85 |
| \$10000-\$20999pa | 5206 | 8.78 |
| \$21000-\$41999pa | 10986 | 18.54 |
| \$42000-\$64999pa | 10314 | 17.40 |
| \$65000-\$103999pa | 11758 | 19.84 |
| \$104000-\$155999pa | 8339 | 14.07 |
| \$156000+pa | 3575 | 6.03 |
| Not Stated | 1690 | 2.85 |
| Total Households | 59270 | 100.00 |

FAMILY STRUCTURE

| Type of Family | Total | % Total Families |
|-----------------------------|-------|------------------|
| Couple Families-Children | 16972 | 40.33 |
| Couple Families-No Children | 16319 | 38.78 |
| Single Parents | 8103 | 19.25 |
| Other Families | 692 | 1.64 |
| Total Families | 42086 | 100.00 |

OCCUPATION

| Employment Classification | Total | % Occupations |
|--|-------|---------------|
| Managers & Professionals | 22328 | 29.01 |
| Technicians/Trade Workers/Community Personal Service Workers | 21810 | 28.33 |
| Clerical & Administrative Workers | 10843 | 14.09 |
| Sales Workers | 8259 | 10.73 |
| Machinery Operation/Driver/& Labourers | 12344 | 16.04 |
| Not Stated | 1394 | 1.81 |
| Total | 76978 | 100.00 |

INDUSTRY

| Industry | Total | % Workforce |
|---|-------|-------------|
| Agriculture, Forestry & Fishing | 1288 | 1.67 |
| Mining | 1146 | 1.49 |
| Construction/Electricity gas water and waste services/Manufacturing | 11429 | 14.84 |
| Wholesale/Retail Trade, Accommodation | 19447 | 25.25 |
| Transport, Postal & Warehouse/ Telecomms | 5836 | 7.58 |
| Finance & Insurance Services | 5777 | 7.50 |
| Professional scientific and technical services | 3882 | 5.04 |
| Public administration and safety | 6181 | 8.03 |
| Education & Health | 15590 | 20.24 |
| Arts and recreation services | 1379 | 1.79 |
| Other services | 3145 | 4.08 |
| Not stated | 1910 | 2.48 |
| Total | 77010 | 100.00 |

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

| | |
|---|---------|
| Food and non Alcoholic Beverages | 583,421 |
| Total Alcoholic beverages | 94,020 |
| Total Clothing and Footwear | 115,633 |
| Total Household Linen Furnishings & Equipment | 182,876 |
| Furniture and Floor Covering | 65,081 |
| Household Appliances | 43,197 |
| Household Services and Operation | 211,665 |
| Total Medical Care and Pharmacy | 238,622 |
| Motor Vehicle Purchase | 135,326 |
| Total Motor Vehicle Running Cost incl Rego | 284,551 |
| Audio Visual Equipment and Parts | 159,822 |
| Recreation | 483,577 |
| Holidays Australia and Overseas | 156,039 |
| Total Personal care and Hygiene | 68,323 |
| Total Super and Life Insurance | 161,022 |

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | % Market Population |
|--------------------|--------------|--------------|--------------|---------------------|
| Infants/Primary | 7403 | 7174 | 14577 | 8.92 |
| Secondary | 5029 | 4855 | 9884 | 6.05 |
| TAFE | 1046 | 1827 | 2873 | 1.76 |
| University & Other | 1519 | 3050 | 4569 | 2.79 |
| Total | 14997 | 16906 | 31903 | 19.51 |

DWELLING TENURE TYPE

| Tenure Type | Total | % Total Dwellings |
|------------------------------|--------------|-------------------|
| Fully Owned | 13993 | 23.62 |
| Mortgaged | 19962 | 33.70 |
| Private Rental | 20556 | 34.70 |
| Housing Authority/Not Stated | 4304 | 7.27 |
| Other Tenure Type | 427 | 0.72 |
| Total Dwellings | 59242 | 100.00 |

UNIVERSITY QUALIFICATIONS

| Type of Tertiary Qualification | Total | % Market Population |
|--------------------------------|--------------|---------------------|
| Degree | 16067 | 9.83 |
| Certificate | 39888 | 24.40 |
| Total | 55955 | 34.23 |

MORTGAGE PAYMENTS

| Monthly Mortgage Payment | Total | % Mortgaged Dwellings |
|----------------------------------|--------------|-----------------------|
| \$0-\$499 per month | 984 | 4.94 |
| \$500-\$799 per month | 1093 | 5.48 |
| \$800-\$999 per month | 1262 | 6.33 |
| \$1000-\$1399 per month | 3267 | 16.39 |
| \$1400+ per month | 12312 | 61.78 |
| Not Stated | 1011 | 5.07 |
| Total Mortgaged Dwellings | 19929 | 100.00 |

MOTOR VEHICLES

| Number of Cars | Total | % Total Dwellings |
|----------------|------------------|-------------------|
| No Vehicles | 5134 | 0.09 |
| 1 Vehicle | 22495 | 0.38 |
| 2+ Vehicles | 29618 | 0.50 |
| Not Stated | 2002 | 1.72 |
| Total | 521130.88 | |

| AGRICULTURE COMMODITY | VALUE |
|---|--------|
| Area of holding - total area (ha) | 40,653 |
| Land Use - Grazing land (including pastures and rangelands) area (ha) | 19,058 |
| Cereal Crops - Wheat for grain production (t) | 13 |
| Cereals for grain total production (t) | 7 |
| Cereal Crops - Rice for grain production (t) | 0 |
| Cereal Crops - Barley for grain production (t) | 0 |
| Sorghum for grain production (t) | 0 |
| Vegetables for human consumption, total area (ha) | 22 |
| Tomatoes total production (t) | 0 |
| Avocados, total production (kg) | 6,903 |
| Nuts total trees (n) | 889 |
| Total grapes total area of vines (ha) | 0 |
| Orchard trees (incl. nuts) total trees - number (n) | 17,523 |
| Sheep and lambs total number (n) | 0 |
| Milk cattle (n) | 0 |
| Meat cattle (n) | 3,824 |
| Apples production (kg) | 0 |
| Nectarines production (kg) | 1 |
| Peaches production (kg) | 0 |

INTERNET USAGE

| Connection | Total | % Market Population |
|---------------|--------------|---------------------|
| No Connection | 11199 | 18.91 |
| Broadband | 41137 | 69.46 |
| Dial-up | 1807 | 3.05 |
| Other | 2852 | 4.82 |
| Not Stated | 2228 | 3.76 |
| Total | 59223 | 100.00 |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | % Market Population |
|-------------------------------|--------------|--------------|---------------|---------------------|
| Oceania incl Australia | 61670 | 61614 | 123284 | 75.40 |
| Europe | 6063 | 5755 | 11818 | 7.23 |
| Africa & Middle East | 416 | 418 | 834 | 0.51 |
| Asia | 2450 | 4213 | 6663 | 4.07 |
| Americas | 543 | 660 | 1203 | 0.74 |
| Other | 10098 | 9615 | 19713 | 12.06 |
| Total Population Total | 81240 | 82275 | 163515 | 100.00 |