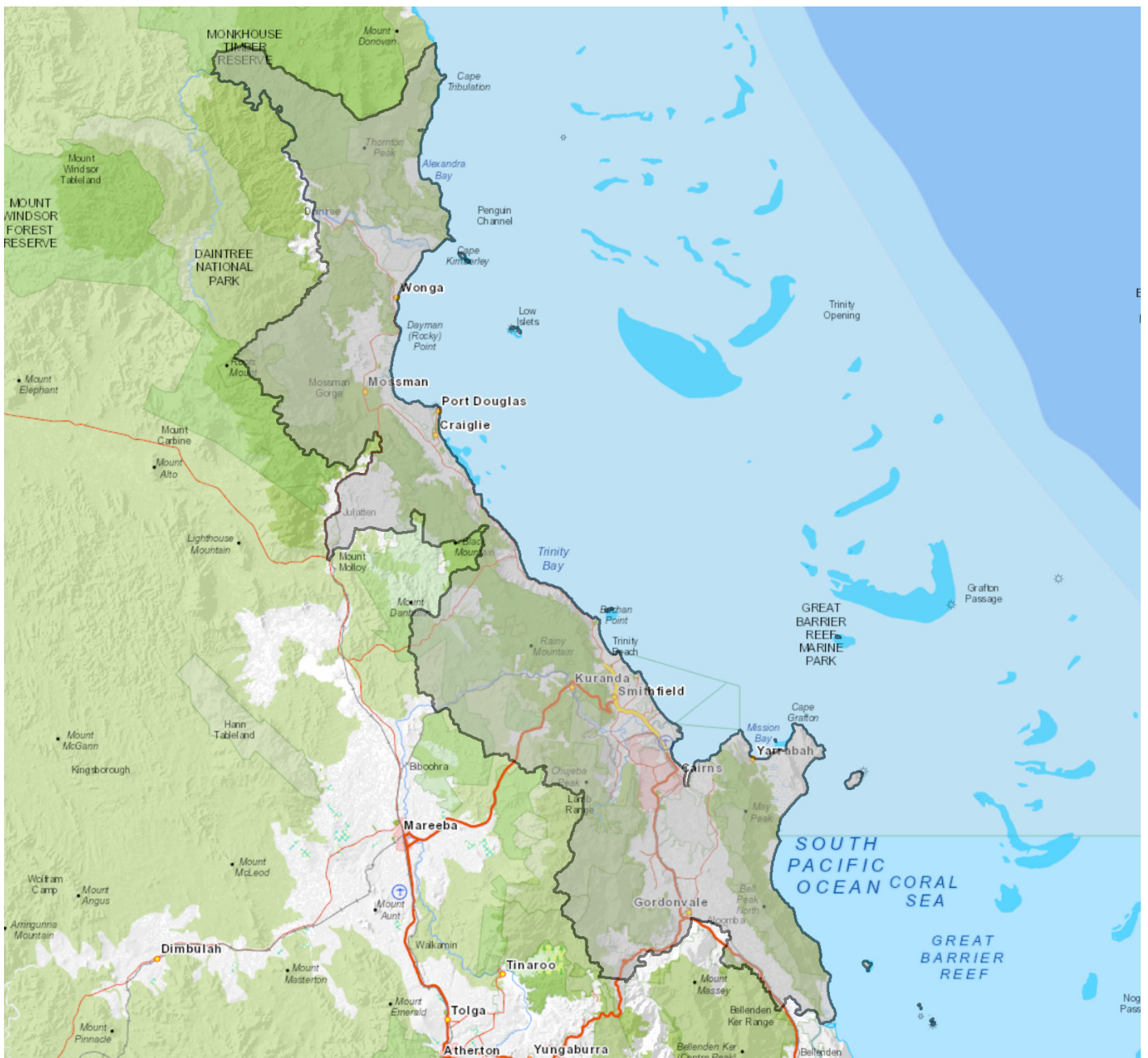


# CAIRNS

HIT 103.5 CAIRNS • TRIPLE M CAIRNS 99.5 • STAR 102.7 • 4CA



<b>Station Name</b>	Hit 103.5 Cairns	Triple M Cairns 99.5	Star 102.7	4CA
<b>Call Sign</b>	4HOT	4RGC	4CCA	4EL
<b>Frequency</b>	103.5 MHz	99.5 MHz	102.7 MHz	846 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo	Grant Broadcasters	Grant Broadcasters
<b>Address</b>	Locked Bag 800, Cairns, QLD 4870	Locked Bag 800, Cairns, QLD 4870	Suite 2, 1/21-23 Grafton St, Cairns, QLD 4870	Suite 2, 1/21-23 Grafton St, Cairns, QLD 4870
<b>Phone</b>	07 4081 5100	07 4081 5100	07 4042 8000	07 4042 8000
<b>Fax</b>	07 4051 8060	07 4051 8060	07 4041 4699	07 4041 4699
<b>Email</b>	fnq@hit.com.au	cairns@triplem.com.au	qld.news@grantbroadcasters.com.au	qld.news@grantbroadcasters.com.au
<b>Web Address</b>	<a href="http://hit.com.au/cairns">hit.com.au/cairns</a>	<a href="http://triplem.com.au/cairns">triplem.com.au/cairns</a>	<a href="http://star1027.com.au">star1027.com.au</a>	<a href="http://4ca.com.au">4ca.com.au</a>
<b>Description of Content/Format</b>	Pop/Rock 80s, 90s & Today's Best Music	Mainstream Adult Contemporary/ Gold Rock	Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	40-54	25-49	40+

# CAIRNS

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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 2011 census, the population within the radio licence area of Cairns has increased by 6.93% to 174,826. Cairns has a very young population; almost 40% of families have children and 32% of the population are aged less than 25 years. The birthplace for 76% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Cairns area is serviced by over 50 schools. The city also has an extensive TAFE College campus and the Cairns Campus of James Cook University. Of the 34,987 people attending an educational institution, 44% were in infants or primary, 33% were attending a secondary educational institution, 16% were attending University or another tertiary institution and 8% were at TAFE. Of the 67,542 people who already have a tertiary qualification, 33% have a degree and 67% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (61,795) in Cairns, 25% are owned outright and 33% are mortgaged. Private rental properties represent one third of total dwellings. 19% of the total households (61,543) in Cairns have a household income range between \$21,000 – \$41,999pa, 25% between \$42,000 – \$77,999pa, 12% between \$78,000 – \$103,999pa, and 26% over \$104,000pa.

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. The area also grows bananas, pineapples and a variety of other tropical fruit. There were over 22 thousand orchard fruit trees, and over 12 thousand kilograms of avocados were produced in the area.

The Cairns radio licence area includes nearly four thousand beef cattle supported within the region.

## EMPLOYMENT

The majority (57%) of the labour force of 87,029 is employed full time. The main industries of employment are:

- Wholesale Trade/Retail Trade/Accommodation and Food Services;
- Education and Training/Health Care and Social Assistance; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

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.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	74,241	76,726	150,967	86.35%
0-9 years	12,329	11,530	23,859	13.65%
10-17 years	9,470	8,984	18,454	10.56%
18-24 years	6,762	6,744	13,506	7.73%
25-39 years	16,871	18,816	35,687	20.41%
40-54 years	18,880	20,151	39,031	22.33%
55-64 years	11,075	11,088	22,163	12.68%
65-74 years	7,699	6,908	14,607	8.36%
75+ years	3,484	4,035	7,519	4.3%
Total 2011 population	81,208	82,284	163,492	
<b>Total 2016 population</b>	<b>86,570</b>	<b>88,256</b>	<b>174,826</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>6.93%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	49,913	57.35%
Part-time employed	25,961	29.83%
Not stated employed	4,374	5.03%
Unemployed	6,781	7.79%
<b>Total labour force</b>	<b>87,029</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	975	1.58%
\$7,750 – \$20,999	2,982	4.85%
\$21,000 – \$41,999	11,614	18.87%
\$42,000 – \$77,999	15,140	24.6%
\$78,000 – \$103,999	7,592	12.34%
\$104,000 – \$129,999	6,605	10.73%
\$130,000 – \$155,999	3,719	6.04%
\$160,000 – \$181,999	2,085	3.39%
\$182,000 – \$207,999	1,573	2.56%
\$208,000+	2,252	3.66%
Not stated	7,006	11.38%
<b>Total households</b>	<b>61,543</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	17,587	39.84%
Couple families – No children	17,262	39.1%
Single parents	8,718	19.75%
Other families	576	1.3%
<b>Total families</b>	<b>44,143</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	24,297	30.25%
Technicians & trade workers/ Community & personal service workers	23,259	28.96%
Clerical & administrative workers	10,356	12.89%
Sales workers	8,517	10.6%
Machinery operators & drivers/Labourers	12,601	15.69%
Not stated	1,294	1.61%
<b>Total</b>	<b>80,324</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,406	1.77%
Mining	1,049	1.32%
Manufacturing/Electricity, gas, water & waste services/Construction	10,040	12.61%
Wholesale trade/Retail trade/ Accommodation & food services	18,900	23.74%
Transport, postal & warehousing/ Information, media & communications	5,554	6.98%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	6,267	7.87%
Professional scientific & technical services	3,718	4.67%
Public administration & safety	6,260	7.86%
Education & training/Health care & social assistance	18,186	22.85%
Arts & recreation services	1,623	2.04%
Other services	3,402	4.27%
Not stated	3,199	4.02%
<b>Total</b>	<b>79,604</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	707,156
Alcoholic beverages	101,808
Clothing & footwear	129,907
Household furnishings & equipment	170,080
Furniture & floor coverings	51,891
Household appliances	43,313
Household services & operation	144,280
Medical care & health expenses	252,918
Motor vehicle purchase	177,040
Motor vehicle running costs	446,727
Recreation	528,692
Recreational & educational equipment	132,173
Holidays	231,747
Personal care	89,410

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/Primary	8,001	7,428	15,429	8.83%
Secondary	5,848	5,536	11,384	6.51%
TAFE	978	1,709	2,687	1.54%
University	1,864	3,623	5,487	3.14%
<b>Total</b>	<b>16,691</b>	<b>18,296</b>	<b>34,987</b>	<b>20.01%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	15,349	24.84%
Mortgaged	20,645	33.41%
Private rental	20,597	33.33%
Housing authority/Not stated	4,845	7.84%
Other tenure type	359	0.58%
<b>Total dwellings</b>	<b>61,795</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	22,286	12.75%
Certificate	45,256	25.89%
<b>Total</b>	<b>67,542</b>	<b>31.94%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,053	5.36%
\$450 – \$799 per month	974	4.96%
\$800 – \$999 per month	1,122	5.71%
\$1,000 – \$1,799 per month	7,775	39.56%
\$1,800 – \$2,399 per month	4,777	24.3%
\$2,400 – \$2,999 per month	1,624	8.26%
\$3,000 – \$3,999 per month	1,096	5.58%
\$4,000+ per month	495	2.52%
Not stated	740	3.76%
<b>Total mortgaged dwellings</b>	<b>19,656</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	4,287	6.9%
1 vehicle	22,710	36.56%
2+ vehicles	32,590	52.46%
Not stated	2,533	4.08%
<b>Total</b>	<b>62,120</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	75,342
Cereal crops – Wheat for grain – Production (t)	16
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	21
Cereal crops – Sorghum for grain – Production (t)	129
Cereal crops – Total for grain – Production (t)	187
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	3
Fruit & nuts – Avocados – Production (kg)	12,950
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	174
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	22,949
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	0
Livestock – Dairy cattle – Total (no.)	0
Livestock – Meat cattle – Total (no.)	3,791

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	50,953	81.77%
Internet not accessed from dwelling	9,386	15.06%
Not stated	1,975	3.17%
<b>Total</b>	<b>62,314</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	64,525	64,659	129,184	75.67%
Europe	5,306	5,047	10,353	6.06%
Africa & Middle East	403	383	786	0.46%
Asia	2,904	4,952	7,856	4.6%
Americas	386	467	853	0.5%
Other	10,923	10,756	21,679	12.7%
<b>Total</b>	<b>84,447</b>	<b>86,264</b>	<b>170,711</b>	<b>100%</b>