



BURNIE

558 AM 7BU & 101.7 SEA FM

ACMA	7BU	7SEA
On-Air Name	558 7BU	101.7 Sea FM
Frequency	558 kHz	101.7 MHz
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WWW	http://www.7bu.com.au	http://seafmtas.com.au/burnie
Format	Adult contemporary	Top 40/Adult Contemporary
Primary Station Area Coverage	Burnie	Burnie
Demographic Profile of Station Audience	25-54	19-39

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



BURNIE

Burnie is located on the shores of Emu Bay, west of Devonport. Burnie has a busy nationally recognised deep-water port. 7BU & SEA FM Burnie service this regional city, which is surrounded by a rich farming district. Burnie is in a key position, being the gateway of the scenic and historic area of the far northwest, including the rich mining area of the West Coast.

In comparison to the 2006 census, the population of Burnie has increased by 5.21% to 62,460. Over 50% of the population is aged over 40 years. The birthplace for 87.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Being a regional centre, Burnie has a large modern civic centre, TAFE College, university campus, and public and private hospitals.

Almost 20% (or 12,282) of the population of Burnie were partaking in some form of education in 2011. There were 1,059 (1.7%) people attending university, 1,830 (2.9%) in TAFE, 3,952 (6.3%) in secondary education and 8,441 (8.7%) in infant or primary education.

Almost 30% (or 18,400) of the population already have a tertiary qualification, including 6.3% who have a degree and 23% who have a certificate, diploma or another tertiary qualification.

Burnie is an old established area like much of northern Tasmania. The area has a high level of home ownership. Of the total dwellings (24,260) in Burnie, 37.7% are owned outright and 33.3% are mortgaged. Private rental properties represented 19.6% of total dwellings.

25% (or 6,019) of the total households in Burnie have a household income range between \$21,000–\$42,000, 17.4% between \$42,000–\$65,000 and 17.2% between \$65,000–\$104,000.

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

AGRICULTURE

The rich farmland around Burnie supports a healthy dairy and vegetable industry. The area also produces some beef and lamb both for export and the domestic market. There are over 15 thousand sheep in the license area and over 45 thousand beef cattle. Forestry is also an important industry for the area. Australia's largest tree farm is situated 30 km south of Burnie. Forest based industries have been an integral part of the area's development.

EMPLOYMENT

The majority (55%) of the labour force of 28,260 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; (21.8%)
- Manufacturing, Construction, Electricity, Gas & Water Supply; (21.2%)
- Education, Health & Community Services.(19.6%)

Burnie and surrounds has several major employers including Caterpillar Elphinstone, Fonterra, Grange Resources and Lion Nathan.

BURNIE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	26470	28141	54611	87.43
Aged 0-9 Years	4041	3808	7849	12.57
Aged 10-17 Years	3695	3507	7202	11.53
Aged 18-24 Years	2370	2453	4823	7.72
Aged 25-39 Years	4813	5225	10038	16.07
Aged 40-54 Years	6598	7089	13687	21.91
Aged 55+ Years	8994	9867	18861	30.20
Total 2011 Population	30511	31949	62460	100.00
Total 2006 Population	28963	30401	59364	
% Change 2006-2011			5.22%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	15539	54.99
Part-time Employed	8804	31.15
Not Stated Employed	608	2.15
Unemployed	1969	6.97
Total Labour Force	28260	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	717	2.95
\$10000-\$20999pa	3443	14.17
\$21000-\$41999pa	6019	24.76
\$42000-\$64999pa	4236	17.43
\$65000-\$103999pa	4190	17.24
\$104000-\$155999pa	2327	9.57
\$156000+pa	801	3.30
Not Stated	738	3.04
Total Households	24305	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6787	39.37
Couple Families-No Children	7482	43.40
Single Parents	2807	16.28
Other Families	162	0.94
Total Families	17238	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	7074	26.91
Technicians/Trade Workers/Community Personal Service Workers	7160	27.24
Clerical & Administrative Workers	3067	11.67
Sales Workers	2488	9.47
Machinery Operation/Driver/& Labourers	6092	23.18
Not Stated	405	1.54
Total	26286	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2050	7.79
Mining	917	3.48
Construction/Electricity gas water and waste services/Manufacturing	5587	21.23
Wholesale/Retail Trade, Accommodation	5735	21.79
Transport, Postal & Warehouse/ Telecomms	1414	5.37
Finance & Insurance Services	1407	5.35
Professional scientific and technical services	735	2.79
Public administration and safety	1683	6.40
Education & Health	5166	19.63
Arts and recreation services	191	0.73
Other services	1058	4.02
Not stated	372	1.41
Total	26315	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	231,307
Total Alcoholic beverages	32,689
Total Clothing and Footwear	47,423
Total Household Linen Furnishings & Equipment	63,847
Furniture and Floor Covering	22,646
Household Appliances	15,150
Household Services and Operation	69,983
Total Medical Care and Pharmacy	61,568
Motor Vehicle Purchase	61,642
Total Motor Vehicle Running Cost incl Rego	110,755
Audio Visual Equipment and Parts	58,482
Recreation	180,370
Holidays Australia and Overseas	64,728
Total Personal care and Hygiene	24,605
Total Super and Life Insurance	52,628

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2776	2665	5441	8.71
Secondary	2011	1941	3952	6.33
TAFE	789	1041	1830	2.93
University & Other	363	696	1059	1.70
Total	5939	6343	12282	19.67

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	9144	37.69
Mortgaged	8085	33.33
Private Rental	4755	19.60
Housing Authority/Not Stated	2080	8.57
Other Tenure Type	196	0.81
Total Dwellings	24260	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3945	6.32
Certificate	14455	23.15
Total	18400	29.46

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	831	10.29
\$500-\$799 per month	1188	14.71
\$800-\$999 per month	875	10.84
\$1000-\$1399 per month	1951	24.16
\$1400+ per month	2888	35.77
Not Stated	341	4.22
Total Mortgaged Dwellings	8074	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1664	0.07
1 Vehicle	8486	0.35
2+ Vehicles	13403	0.55
Not Stated	764	1.60
Total	21889	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	83,010
Land Use - Grazing land (including pastures and rangelands) area (ha)	62,822
Cereal Crops - Wheat for grain production (t)	1,638
Cereals for grain total production (t)	2,443
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	754
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	2,177
Tomatoes total production (t)	123
Avocados, total production (kg)	0
Nuts total trees (n)	2,932
Total grapes total area of vines (ha)	1
Orchard trees (incl. nuts) total trees - number (n)	35,889
Sheep and lambs total number (n)	15,779
Milk cattle (n)	47,371
Meat cattle (n)	45,443
Apples production (kg)	14
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	6990	28.79
Broadband	14635	60.28
Dial-up	883	3.64
Other	946	3.90
Not Stated	825	3.40
Total	24279	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	26695	27925	54620	87.44
Europe	1597	1636	3233	5.18
Africa & Middle East	95	98	193	0.31
Asia	180	361	541	0.87
Americas	92	114	206	0.33
Other	1883	1788	3671	5.88
Total Population Total	30542	31922	62464	100.00