



DEVONPORT

7AD 900AM & SEA FM 107.7

ACMA	7AD	7DDD
On-Air Name	7AD 900AM	Sea FM 107.7
Frequency	900 kHz	107.7 MHz
Postal Address	PO Box 262	PO Box 262
Suburb/State/Postcode	DEVONPORT TAS 7310	DEVONPORT TAS 7310
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WWW	www.classichits.net.au	http://seafmtas.com.au
Format	Adult Contemporary	Hot Adult Contemporary
Primary Station Area Coverage	Devonport	Devonport
Demographic Profile of Station Audience	25 - 50	18 - 39

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



DEVONPORT

Devonport, at the mouth of the Mersey River, is the business and retail centre for the rich farmland of the Mersey Forth region, and the commercial centre for the Municipalities of Devonport, Kentish, Latrobe and Central Coast. It includes the population centres of Devonport, Ulverstone, Latrobe, Sheffield and Railton.

Often referred to as the Gateway of Tasmania; it is the starting point for visitors heading off to Cradle Mountain, Tasmania's world famous tourist destination. It is the major passenger port on the North West Coast. The Bass Strait ferry service featuring the Spirit of Tasmania One and Spirit of Tasmania Two operate a daily passenger and vehicle service between Melbourne and Devonport with over 360 thousand passengers annually.

The Devonport region is one of a few areas in Tasmania with significant population growth over the last ten years. In comparison to the 2006 census, the population of the radio licence area of Devonport has increased by 13% to 74,705. Over 54% of the population is aged over 40 years. The birthplace for 86.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

18.5% (or 13,856) of the population were attending an educational institution in 2011, including 8.5% in infants or primary, 6% attending a secondary educational institution, 1.4% attending university or another tertiary institution and 2.6% attending TAFE. 22,213 (or 29.7% of) people already have a tertiary qualification, 6.1% have a degree and 23.6% have a certificate, diploma or another tertiary qualification.

Devonport is an old farming district. The area is home to many third and fourth generation farming families. This is reflected in the high level of home ownership. Of the total dwellings (29,145) in Devonport, 39% are owned outright and 32.4% are mortgaged. Private rental properties represent 18.9% of total dwellings.

25.6% of the total households (29,152) in Devonport have a household income range between \$21,000–\$42,000pa, 17.8% between \$42,000–\$65,500pa and 16.5% 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 farms in the region produced over 4.7 million kilograms of apples. The farms in the area support over 56 thousand sheep and lambs and over 32 thousand beef cattle. The region supports over 275 thousand orchard trees (including nut trees).

EMPLOYMENT

The majority (53.6%) of the labour force of 32,818 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (22.4%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (22%); and
- Education, Health & Community Services (19%).

Simplot Australia, Goliath Cement and Besser Tasmania all have operations in or around Devonport.

DEVONPORT

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	31855	33698	65553	87.75
Aged 0-9 Years	4691	4461	9152	12.25
Aged 10-17 Years	4264	3972	8236	11.02
Aged 18-24 Years	2637	2656	5293	7.09
Aged 25-39 Years	5516	6060	11576	15.50
Aged 40-54 Years	7850	8343	16193	21.68
Aged 55+ Years	11588	12667	24255	32.47
Total 2011 Population	36546	38159	74705	100.00
Total 2006 Population	32393	33716	66109	
% Change 2006-2011			13.00%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	17601	53.63
Part-time Employed	10611	32.33
Not Stated Employed	645	1.97
Unemployed	2349	7.16
Total Labour Force	32818	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	883	3.03
\$10000-\$20999pa	4095	14.05
\$21000-\$41999pa	7470	25.62
\$42000-\$64999pa	5215	17.89
\$65000-\$103999pa	4830	16.57
\$104000-\$155999pa	2683	9.20
\$156000+pa	925	3.17
Not Stated	866	2.97
Total Households	29152	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	7960	38.16
Couple Families-No Children	9231	44.26
Single Parents	3468	16.63
Other Families	199	0.95
Total Families	20858	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8058	26.37
Technicians/Trade Workers/Community Personal Service Workers	8515	27.87
Clerical & Administrative Workers	3431	11.23
Sales Workers	2983	9.76
Machinery Operation/Driver/& Labourers	7053	23.08
Not Stated	513	1.68
Total	30553	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1974	6.50
Mining	606	2.00
Construction/Electricity gas water and waste services/Manufacturing	6814	22.44
Wholesale/Retail Trade, Accommodation	6686	22.02
Transport, Postal & Warehouse/ Telecomms	2073	6.83
Finance & Insurance Services	1703	5.61
Professional scientific and technical services	944	3.11
Public administration and safety	1774	5.84
Education & Health	5782	19.04
Arts and recreation services	268	0.88
Other services	1154	3.80
Not stated	587	1.93
Total	30365	100.00

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	266,033
Total Alcoholic beverages	37,596
Total Clothing and Footwear	54,542
Total Household Linen Furnishings & Equipment	73,432
Furniture and Floor Covering	26,046
Household Appliances	17,425
Household Services and Operation	80,489
Total Medical Care and Pharmacy	70,812
Motor Vehicle Purchase	70,896
Total Motor Vehicle Running Cost incl Rego	127,382
Audio Visual Equipment and Parts	67,262
Recreation	207,449
Holidays Australia and Overseas	74,446
Total Personal care and Hygiene	28,299
Total Super and Life Insurance	60,529

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3259	3094	6353	8.51
Secondary	2278	2188	4466	5.98
TAFE	882	1122	2004	2.68
University & Other	346	687	1033	1.38
Total	6765	7091	13856	18.55

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	11413	39.16
Mortgaged	9447	32.41
Private Rental	5517	18.93
Housing Authority/Not Stated	2539	8.71
Other Tenure Type	229	0.79
Total Dwellings	29145	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	4601	6.16
Certificate	17612	23.58
Total	22213	29.74

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1045	11.08
\$500-\$799 per month	1348	14.29
\$800-\$999 per month	989	10.48
\$1000-\$1399 per month	2232	23.66
\$1400+ per month	3401	36.05
Not Stated	418	4.43
Total Mortgaged Dwellings	9433	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1898	0.07
1 Vehicle	9897	0.34
2+ Vehicles	16398	0.56
Not Stated	992	1.73
Total	26295	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	69,518
Land Use - Grazing land (including pastures and rangelands) area (ha)	42,896
Cereal Crops - Wheat for grain production (t)	3,067
Cereals for grain total production (t)	4,197
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	1,025
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	4,289
Tomatoes total production (t)	338
Avocados, total production (kg)	559
Nuts total trees (n)	5,429
Total grapes total area of vines (ha)	192
Orchard trees (incl. nuts) total trees - number (n)	275,820
Sheep and lambs total number (n)	56,297
Milk cattle (n)	18,396
Meat cattle (n)	32,282
Apples production (kg)	4,738,764
Nectarines production (kg)	0
Peaches production (kg)	3,270

INTERNET USAGE

Connection	Total	% Market Population
No Connection	8532	29.25
Broadband	17432	59.76
Dial-up	1061	3.64
Other	1073	3.68
Not Stated	1070	3.67
Total	29168	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	31672	33055	64727	86.68
Europe	2350	2362	4712	6.31
Africa & Middle East	86	95	181	0.24
Asia	201	405	606	0.81
Americas	120	142	262	0.35
Other	2116	2069	4185	5.60
Total Population Total	36545	38128	74673	100.00