



HOBART

7HO FM 101.7, SEA FM & HEART 107.3

ACMA	7HHO	7TTT	7XXX
On-Air Name	7HO FM 101.7	100.9 Sea FM	Heart 107.3
Frequency	101.7 MHz	100.9 MHz	107.3 MHz
Postal Address	PO Box 320	75 Liverpool Street	75 Liverpool Street
Suburb/State/Postcode	NORTH HOBART 7002	HOBART TAS 7000	HOBART TAS 7000
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WWW	www.7hofm.com.au	www.seafmhobart.com.au	www.heart1073.com.au
Format	Adult Contemporary	Contemporary Hits Radio	Adult Contemporary
Primary Station Area Coverage	Hobart	Hobart	Hobart
Demographic Profile of Station Audience	25-54	18-39	40-54

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



HOBART

Hobart is the capital of Australia's island state, Tasmania. Hobart is located in Tasmania's southeast and is Australia's second oldest city, founded in 1804. The city straddles the picturesque Derwent River.

Tasmania is one of Australia's most popular tourist destinations; the historic buildings of Hobart and nearby Port Arthur, as well as the Wrest Point Casino, are popular attractions.

In comparison to the 2006 census, the population of Hobart has increased by 6.75% to 244,494. Over 50% of the population is aged over 40 years.

The birthplace for 83.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

51,312 people (or 21% of the population) of Hobart are attending an educational institution, including 8.5% in infants or primary, 5.8% attending a secondary educational institution, 4.1% attending university or another tertiary institution and 2.5% attending TAFE. 87,378 people already have a tertiary qualification, 13% have a degree and 23% have a certificate, diploma or another tertiary qualification.

A high level of home ownership is reflected in the stability of the region. Of the total dwellings (94,877) in Hobart, 35% are owned outright and 36% are mortgaged. Private rental properties represented 21% of total dwellings.

21.5% of the total households in Hobart have a household income range between \$21,000–\$41,599pa, 17.7% between \$42,000–\$65,000pa and 18.4% between \$65,000–\$104,000pa.

All major banks, car dealers, insurance/finance companies, fast-food restaurants and an extensive selection of national retail, chain and independent stores are located in Hobart.

AGRICULTURE

The farmland around Hobart grows apples and a variety of other fruit. Tasmania is known as the 'apple isle'. There are over 1.3 million fruit trees in the Hobart license area and over 10 million kilograms of apples were produced. The farms in the area support over 25 thousand beef cattle and 394 thousand sheep & lambs.

EMPLOYMENT

The majority (54.6%) of the labour force of 117,149 is employed full time. The main industries of employment are:

- Education, Health & Community Services (22%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21%); and
- Construction/ Electricity, gas and water services/ Manufacturing (16%).

Hobart has a variety of manufacturing and retail businesses, as well as a number of government departments. The Cadbury Chocolate complex at Claremont is the largest confectionery factory in Australia.

HOBART

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	103858	110044	213902	87.49
Aged 0-9 Years	15826	14766	30592	12.51
Aged 10-17 Years	12856	12185	25041	10.24
Aged 18-24 Years	11050	10671	21721	8.88
Aged 25-39 Years	21574	23043	44617	18.25
Aged 40-54 Years	25104	26817	51921	21.24
Aged 55+ Years	33274	37328	70602	28.88
Total 2011 Population	119684	124810	244494	100.00
Total 2006 Population	111754	117284	229038	
% Change 2006-2011			6.75%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	63955	54.59
Part-time Employed	39294	33.54
Not Stated Employed	1822	1.56
Unemployed	6929	5.91
Total Labour Force	117149	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2280	2.40
\$10000-\$20999pa	10656	11.23
\$21000-\$41999pa	20495	21.60
\$42000-\$64999pa	16809	17.71
\$65000-\$103999pa	17459	18.40
\$104000-\$155999pa	12166	12.82
\$156000+pa	5794	6.11
Not Stated	2259	2.38
Total Households	94895	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	26586	40.27
Couple Families-No Children	26963	40.84
Single Parents	11584	17.55
Other Families	886	1.34
Total Families	66019	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	36772	33.38
Technicians/Trade Workers/Community Personal Service Workers	27992	25.41
Clerical & Administrative Workers	17106	15.53
Sales Workers	10509	9.54
Machinery Operation/Driver/& Labourers	16170	14.68
Not Stated	1600	1.45
Total	110149	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3473	3.15
Mining	373	0.34
Construction/Electricity gas water and waste services/Manufacturing	17968	16.30
Wholesale/Retail Trade, Accommodation	23228	21.07
Transport, Postal & Warehouse/ Telecomms	6172	5.60
Finance & Insurance Services	7175	6.51
Professional scientific and technical services	6515	5.91
Public administration and safety	12831	11.64
Education & Health	24050	21.82
Arts and recreation services	2326	2.11
Other services	4033	3.66
Not stated	2084	1.89
Total	110228	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	113,508
Total Alcoholic beverages	16,041
Total Clothing and Footwear	23,271
Total Household Linen Furnishings & Equipment	31,331
Furniture and Floor Covering	11,113
Household Appliances	7,435
Household Services and Operation	34,342
Total Medical Care and Pharmacy	30,213
Motor Vehicle Purchase	30,249
Total Motor Vehicle Running Cost incl Rego	54,350
Audio Visual Equipment and Parts	28,699
Recreation	88,512
Holidays Australia and Overseas	31,764
Total Personal care and Hygiene	12,074
Total Super and Life Insurance	25,826

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	10752	10020	20772	8.50
Secondary	7263	7032	14295	5.85
TAFE	2943	3167	6110	2.50
University & Other	4289	5846	10135	4.15
Total	25247	26065	51312	20.99

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	33057	34.84
Mortgaged	34016	35.85
Private Rental	19895	20.97
Housing Authority/Not Stated	7199	7.59
Other Tenure Type	710	0.75
Total Dwellings	94877	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	31460	12.87
Certificate	55918	22.87
Total	87378	35.74

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	3023	8.89
\$500-\$799 per month	3606	10.61
\$800-\$999 per month	2804	8.25
\$1000-\$1399 per month	6748	19.85
\$1400+ per month	16423	48.31
Not Stated	1389	4.09
Total Mortgaged Dwellings	33993	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	7959	0.08
1 Vehicle	34454	0.36
2+ Vehicles	49759	0.52
Not Stated	2701	1.44
Total	84213	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	247,304
Land Use - Grazing land (including pastures and rangelands) area (ha)	179,009
Cereal Crops - Wheat for grain production (t)	3,802
Cereals for grain total production (t)	6,222
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	3,784
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	716
Tomatoes total production (t)	294
Avocados, total production (kg)	0
Nuts total trees (n)	152,719
Total grapes total area of vines (ha)	501
Orchard trees (incl. nuts) total trees - number (n)	1,361,684
Sheep and lambs total number (n)	394,658
Milk cattle (n)	2,728
Meat cattle (n)	25,252
Apples production (kg)	10,987,920
Nectarines production (kg)	48,468
Peaches production (kg)	60,651

INTERNET USAGE

Connection	Total	% Market Population
No Connection	22969	24.22
Broadband	60789	64.09
Dial-up	3624	3.82
Other	4373	4.61
Not Stated	3096	3.26
Total	94851	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	99318	104209	203527	83.25
Europe	8544	8100	16644	6.81
Africa & Middle East	524	505	1029	0.42
Asia	2379	3215	5594	2.29
Americas	662	628	1290	0.53
Other	8217	8167	16384	6.70
Total Population Total	119644	124824	244468	100.00