



# LAUNCESTON

## LAFM & CHILLI FM

<b>ACMA</b>	7LA	7EX
<b>On-Air Name</b>	LAFM	Chilli FM
<b>Frequency</b>	89.3 MHz & 100.3 MHz	90.1MHz & 101.1MHz
<b>Postal Address</b>	PO Box 7635	PO Box 7635
<b>Suburb/State/Postcode</b>	LAUNCESTON TAS 7250	LAUNCESTON TAS 7250
<b>Phone</b>	03 6331 4844	03 6331 4844
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<b>WWW</b>	www.lafm.com.au	www.chillifm.com.au
<b>Format</b>	Adult Contemporary	Contemporary Hit Radio
<b>Primary Station Area Coverage</b>	Launceston	Launceston
<b>Demographic Profile of Station Audience</b>	35-54	18-39

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



## LAUNCESTON

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Launceston is Tasmania's second largest city and is the major centre for the northern part of Tasmania. A quick direct flight from Melbourne, Sydney and Brisbane, Launceston oozes modern refinement and easy charm.

Everything you need to have an amazing Tasmanian experience is right on Launceston's doorstep: Australia's coolest wine trail, gourmet food, history, wilderness, or adventure.

Launceston is an ideal base to discover the many natural and historic attractions of the Tamar Valley.

Greater Launceston has a population of over 100,000. The city has the charm and pace of a regional centre and the facilities of a much larger city, but without the crowding, traffic, litter and crime.

In comparison to the 2006 census, the population of Launceston has increased by 7.95% to 123,011. 50% of the population is aged over 40 years.

The birthplace for 85.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Launceston has a range of educational institutions, including a university and the Australian Maritime College. 26,095 people were attending an educational institution in 2011, 8.6% of the population of Launceston were in infants or primary education, 6.3% were attending a secondary educational institution, 3.7% attending university or another tertiary institution and 2.6% attending TAFE. 39,741 or over 32% of people already have a tertiary qualification, 9.5% have a degree and 22.8% 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 (48,107) in Launceston, almost 36% are owned outright and 33.5% are mortgaged. Private rental properties represented 22.3% of total dwellings.

24% or 11,498 of the total households (48,050) in Launceston have a household income range between \$21,000–\$41,999pa; 18% between \$42,000–\$65,000pa; and 17.8% between \$65,000–\$104,000pa.

### AGRICULTURE

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The rich farmland surrounding Launceston produces fine wool for the city's woollen mills. The farms in the area support over 830 thousand sheep and lambs. Like much of northern Tasmania, the farmland around Launceston also supports a strong dairy industry. There are over 82 thousand beef and dairy cattle in the region and over 6 million apples are produced in this area.

### EMPLOYMENT

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The majority (54.5%) of the labour force of 58,043 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (23%);
- Education, Health & Community Services (21.5%); and
- Manufacturing, Construction, Electricity, Gas & Water Supply (19.3%).

Launceston has a large retail sector that supports the surrounding area as well as a thriving tourist industry. Bell Bay, 48 km north of Launceston, is one of the state's busiest ports. Comalco has an aluminium works at Bell Bay. BHP and a number of other heavy industries are also located at the port.

## LAUNCESTON

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	52251	55578	107829	87.66
Aged 0-9 Years	7738	7444	15182	12.34
Aged 10-17 Years	6849	6591	13440	10.93
Aged 18-24 Years	5622	5419	11041	8.98
Aged 25-39 Years	10090	11071	21161	17.20
Aged 40-54 Years	12581	13259	25840	21.01
Aged 55+ Years	17109	19238	36347	29.55
Total 2011 Population	59989	63022	123011	100.00
Total 2006 Population	0	0	113948	
% Change 2006-2011				7.95%

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	31665	54.55
Part-time Employed	19169	33.03
Not Stated Employed	1033	1.78
Unemployed	3703	6.38
Total Labour Force	58043	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1277	2.66
\$10000-\$20999pa	6168	12.84
\$21000-\$41999pa	11498	23.93
\$42000-\$64999pa	8636	17.97
\$65000-\$103999pa	8562	17.82
\$104000-\$155999pa	5222	10.87
\$156000+pa	2125	4.42
Not Stated	1265	2.63
Total Households	48050	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	13325	40.10
Couple Families-No Children	13877	41.76
Single Parents	5545	16.69
Other Families	485	1.46
Total Families	33232	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	16222	29.88
Technicians/Trade Workers/Community Personal Service Workers	14239	26.22
Clerical & Administrative Workers	7042	12.97
Sales Workers	5732	10.56
Machinery Operation/Driver/& Labourers	10298	18.97
Not Stated	763	1.41
Total	54296	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2396	4.42
Mining	491	0.90
Construction/Electricity gas water and waste services/Manufacturing	10459	19.27
Wholesale/Retail Trade, Accommodation	12465	22.97
Transport, Postal & Warehouse/ Telecomms	3123	5.76
Finance & Insurance Services	3885	7.16
Professional scientific and technical services	2187	4.03
Public administration and safety	3492	6.44
Education & Health	11650	21.47
Arts and recreation services	780	1.44
Other services	2072	3.82
Not stated	1264	2.33
Total	54264	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	452,627
Total Alcoholic beverages	63,966
Total Clothing and Footwear	92,797
Total Household Linen Furnishings & Equipment	124,936
Furniture and Floor Covering	44,314
Household Appliances	29,646
Household Services and Operation	136,943
Total Medical Care and Pharmacy	120,478
Motor Vehicle Purchase	120,622
Total Motor Vehicle Running Cost incl Rego	216,727
Audio Visual Equipment and Parts	114,439
Recreation	352,951
Holidays Australia and Overseas	126,662
Total Personal care and Hygiene	48,148
Total Super and Life Insurance	102,983

## LAUNCESTON

### TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	5362	5245	10607	8.62
Secondary	3873	3842	7715	6.27
TAFE	1598	1646	3244	2.64
University & Other	1880	2649	4529	3.68
Total	12713	13382	26095	21.21

### DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	17161	35.67
Mortgaged	16125	33.52
Private Rental	10718	22.28
Housing Authority/Not Stated	3703	7.70
Other Tenure Type	400	0.83
Total Dwellings	48107	100.00

### UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	11689	9.50
Certificate	28052	22.80
Total	39741	32.30

### MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1526	9.44
\$500-\$799 per month	1932	11.96
\$800-\$999 per month	1580	9.78
\$1000-\$1399 per month	3658	22.64
\$1400+ per month	6732	41.66
Not Stated	732	4.53
Total Mortgaged Dwellings	16160	100.00

### MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3782	0.08
1 Vehicle	16630	0.35
2+ Vehicles	26315	0.55
Not Stated	1306	1.38
Total	42945	0.89

### AGRICULTURE COMMODITY

### VALUE

Area of holding - total area (ha)	413,617
Land Use - Grazing land (including pastures and rangelands) area (ha)	304,464
Cereal Crops - Wheat for grain production (t)	18,367
Cereals for grain total production (t)	46,293
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	21,856
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	3,667
Tomatoes total production (t)	46
Avocados, total production (kg)	0
Nuts total trees (n)	10,770
Total grapes total area of vines (ha)	459
Orchard trees (incl. nuts) total trees - number (n)	306,449
Sheep and lambs total number (n)	830,910
Milk cattle (n)	13,947
Meat cattle (n)	68,045
Apples production (kg)	6,046,178
Nectarines production (kg)	0
Peaches production (kg)	2,275

### INTERNET USAGE

Connection	Total	% Market Population
No Connection	12724	26.45
Broadband	29941	62.23
Dial-up	1784	3.71
Other	2053	4.27
Not Stated	1608	3.34
Total	48110	100.00

### BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	50965	53851	104816	85.17
Europe	3864	3813	7677	6.24
Africa & Middle East	168	200	368	0.30
Asia	928	1158	2086	1.69
Americas	230	253	483	0.39
Other	3839	3799	7638	6.21
Total Population Total	59994	63074	123068	100.00