



SCOTTSDALE

SEA 99.7 FM & 7SD

ACMA	7RGS	7SD
On-Air Name	Sea 99.7 FM	7SD
Frequency	99.7 MHz & 94.5 MHz	540 kHz
Postal Address	PO Box 7635	109 York Street
Suburb/State/Postcode	LAUNCESTON TAS 7250	LAUNCESTON TAS 7250
Phone	03 6331 4844	03 6331 4844
Fax	03 6331 2445	03 6331 2445
e-mail	ctaylor@lafm.com.au	ctaylor@lafm.com.au
WWW	www.seafmtas.com.au	www.classichits.net.au
Format	Contemporary Hit Radio	Classic Hits
Primary Station Area Coverage	Scottsdale	Scottsdale
Demographic Profile of Station Audience	18-39	35-54

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

SCOTTSDALE

Scottsdale, 63km east of Launceston, is the major township in the North East region of Tasmania. 7SD & Sea 99.7 FM service the rich agricultural and forest country, including Flinders Island in Bass Strait.

In comparison to the 2006 census, the population of the radio licence area of Scottsdale has increased by 14.3% to 18,942. Over 55% of the population is aged over 40 years.

The birthplace for 85.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Over 36% of the 5,275 families are couples with children.

3,284 people or 17.3% of the population in the Scottsdale region were attending an educational institution in 2011, with 8.2% in infants or primary, 5.6% attending a secondary educational institution, 1.3% attending university or another tertiary institution and 2.2% attending TAFE.

5,374 people already hold a tertiary qualification, 6.1% have a degree and 22.2% have a certificate, diploma or another tertiary qualification.

Northern Tasmania is a long established farming region. Many of the farms have been in the same family for several generations.

Of the total dwellings (7,564) in Scottsdale, 45% are owned outright and 29.5% are mortgaged. Private rental properties represent 18.7% of total dwellings.

27.7% of the total households in Scottsdale have a household income range between \$21,000–\$42,000pa, 17.9% between \$42,000–\$65,000pa and 15.9% between \$10,000–\$21,000pa.

AGRICULTURE

The northeast of Tasmania is mainly a dairy-producing region. There are almost 33 thousand dairy cattle and 119 thousand beef cattle. The area also produces wool, the farms in the area supporting over 229 thousand sheep and lambs.

EMPLOYMENT

The majority (51.4%) of the labour force of 8,074 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (19%);
- Manufacturing, Construction, Electricity, Gas & Water Supply (17.5%);
- Education and training/Health Care and Social assistance (17.8%) and
- Agriculture, Forestry and Fishing (16.2%).

The Defence Nutrition Research Centre and Forestry Tasmania have offices based in the area.

SCOTTSDALE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	8529	8182	16711	88.22
Aged 0-9 Years	1115	1116	2231	11.78
Aged 10-17 Years	1068	974	2042	10.78
Aged 18-24 Years	559	514	1073	5.66
Aged 25-39 Years	1262	1348	2610	13.78
Aged 40-54 Years	2128	2205	4333	22.88
Aged 55+ Years	3512	3141	6653	35.12
Total 2011 Population	9644	9298	18942	100.00
Total 2006 Population	8392	8178	16570	
% Change 2006-2011			14.32%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	4157	51.49
Part-time Employed	2695	33.38
Not Stated Employed	177	2.19
Unemployed	675	8.36
Total Labour Force	8074	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	277	3.67
\$10000-\$20999pa	1203	15.92
\$21000-\$41999pa	2098	27.77
\$42000-\$64999pa	1357	17.96
\$65000-\$103999pa	1092	14.45
\$104000-\$155999pa	542	7.17
\$156000+pa	178	2.36
Not Stated	252	3.34
Total Households	7556	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	1909	36.19
Couple Families-No Children	2595	49.19
Single Parents	713	13.52
Other Families	58	1.10
Total Families	5275	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	2248	30.27
Technicians/Trade Workers/Community Personal Service Workers	1805	24.31
Clerical & Administrative Workers	757	10.19
Sales Workers	604	8.13
Machinery Operation/Driver/& Labourers	1883	25.36
Not Stated	129	1.74
Total	7426	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1222	16.23
Mining	123	1.63
Construction/Electricity gas water and waste services/Manufacturing	1321	17.55
Wholesale/Retail Trade, Accommodation	1488	19.77
Transport, Postal & Warehouse/ Telecomms	440	5.84
Finance & Insurance Services	333	4.42
Professional scientific and technical services	210	2.79
Public administration and safety	521	6.92
Education & Health	1338	17.77
Arts and recreation services	87	1.16
Other services	231	3.07
Not stated	214	2.84
Total	7528	100.00

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	64,365
Total Alcoholic beverages	9,096
Total Clothing and Footwear	13,196
Total Household Linen Furnishings & Equipment	17,766
Furniture and Floor Covering	6,302
Household Appliances	4,216
Household Services and Operation	19,474
Total Medical Care and Pharmacy	17,132
Motor Vehicle Purchase	17,153
Total Motor Vehicle Running Cost incl Rego	30,819
Audio Visual Equipment and Parts	16,274
Recreation	50,191
Holidays Australia and Overseas	18,012
Total Personal care and Hygiene	6,847
Total Super and Life Insurance	14,645

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	779	771	1550	8.18
Secondary	546	524	1070	5.65
TAFE	209	215	424	2.24
University & Other	49	191	240	1.27
Total	1583	1701	3284	17.33

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	3400	44.95
Mortgaged	2233	29.52
Private Rental	1413	18.68
Housing Authority/Not Stated	444	5.87
Other Tenure Type	74	0.98
Total Dwellings	7564	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1160	6.12
Certificate	4214	22.24
Total	5374	28.36

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	320	14.33
\$500-\$799 per month	380	17.02
\$800-\$999 per month	261	11.69
\$1000-\$1399 per month	455	20.38
\$1400+ per month	699	31.30
Not Stated	118	5.28
Total Mortgaged Dwellings	2233	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	406	0.05
1 Vehicle	2413	0.32
2+ Vehicles	4540	0.60
Not Stated	197	1.32
Total	6953	0.92

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	246,080
Land Use - Grazing land (including pastures and rangelands) area (ha)	186,289
Cereal Crops - Wheat for grain production (t)	960
Cereals for grain total production (t)	2,411
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	845
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	1,553
Tomatoes total production (t)	1
Avocados, total production (kg)	0
Nuts total trees (n)	1,628
Total grapes total area of vines (ha)	260
Orchard trees (incl. nuts) total trees - number (n)	60,868
Sheep and lambs total number (n)	229,855
Milk cattle (n)	33,830
Meat cattle (n)	118,970
Apples production (kg)	732,822
Nectarines production (kg)	1,852
Peaches production (kg)	1,323

INTERNET USAGE

Connection	Total	% Market Population
No Connection	2423	32.03
Broadband	4243	56.09
Dial-up	347	4.59
Other	316	4.18
Not Stated	235	3.11
Total	7564	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	8281	7958	16239	85.72
Europe	588	565	1153	6.09
Africa & Middle East	9	16	25	0.13
Asia	33	79	112	0.59
Americas	34	57	91	0.48
Other	708	617	1325	6.99
Total Population Total	9653	9292	18945	100.00