CONFIDENTIAL

Central Victoria
Febuary-March,
1990
Commissioned by
3CV

Radio Audience Survey

AGB: McNair Anderson

World Radio History

RADIO AUDIENCE SURVEY ESTIMATES

CONTENTS

	Colour Code
Statistics Relating to this Report	Yellow
Map of Survey Area	Yellow
Geographic Spread of the Sample	Yellow
Time Spent Listening to Radio	Yellow
Average & Cumulative Audiences by Day Part	
Mon–Sun, Mon–Fri, Sat, Sun	Green
Mon, Tue, Wed, Thu, Fri	Blue
Audience Estimates by Quarter Hour	
Any	Pink
Key	Blue
Station Shares by Day Part & Demographics	Yellow
Technical Appendix	White

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World Radio History

RADIO AUDIENCE SURVEY ESTIMATES

Central Victoria
1991
February 17–March 2

CONTENTS

	Colour Code
Statistics Relating to this Report	Yellow
Map of Survey Area	Yellow
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Time Spent Listening to Radio	Yellow
Average & Cumulative Audience Estimates by Day Part:	
Mon–Sun, Mon–Fri, Sat+Sun, Sat, Sun	Green
Mon, Tue, Wed, Thu, Fri	Buff
Audience Estimates by Quarter Hours:	
Day	Pink
Night	Blue
Station Shares by Day Part & Demographics	Yellow
Technical Apendix	White

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STATISTICS RELATING TO THIS REPORT

SURVEY AREA	Central Victoria	SURVEY DATES
TOTAL POPULATION 10+ YEARS OF AGE – in Survey Area	203,300	Sunday February 17 to Saturday March 2, 1991

DEMOGRAPHICS	POTENTIALS – WITH RADIO	SAMPLE SIZES
ALL PEOPLE		
10+	203,300	931
10–17	27,900	139
18–24	28,000	116
25–39	52,600	217
40–54	40,600	212
55+	54,200	247
MEN		
18+	85,500	364
18–39	40,800	149
40+	44,700	215
WOMEN		
18+	89,900	428
18–39	39,800	184
40+	50,100	244
HOUSEHOLD SHOPPERS		
All	78,000	391
With Children & Teens 0–17	30,300	152

NOTES

The "TOTAL POPULATION 10+ YEARS OF AGE in survey" is our estimate based on the latest information available from the Bureau of Census and Statistics.

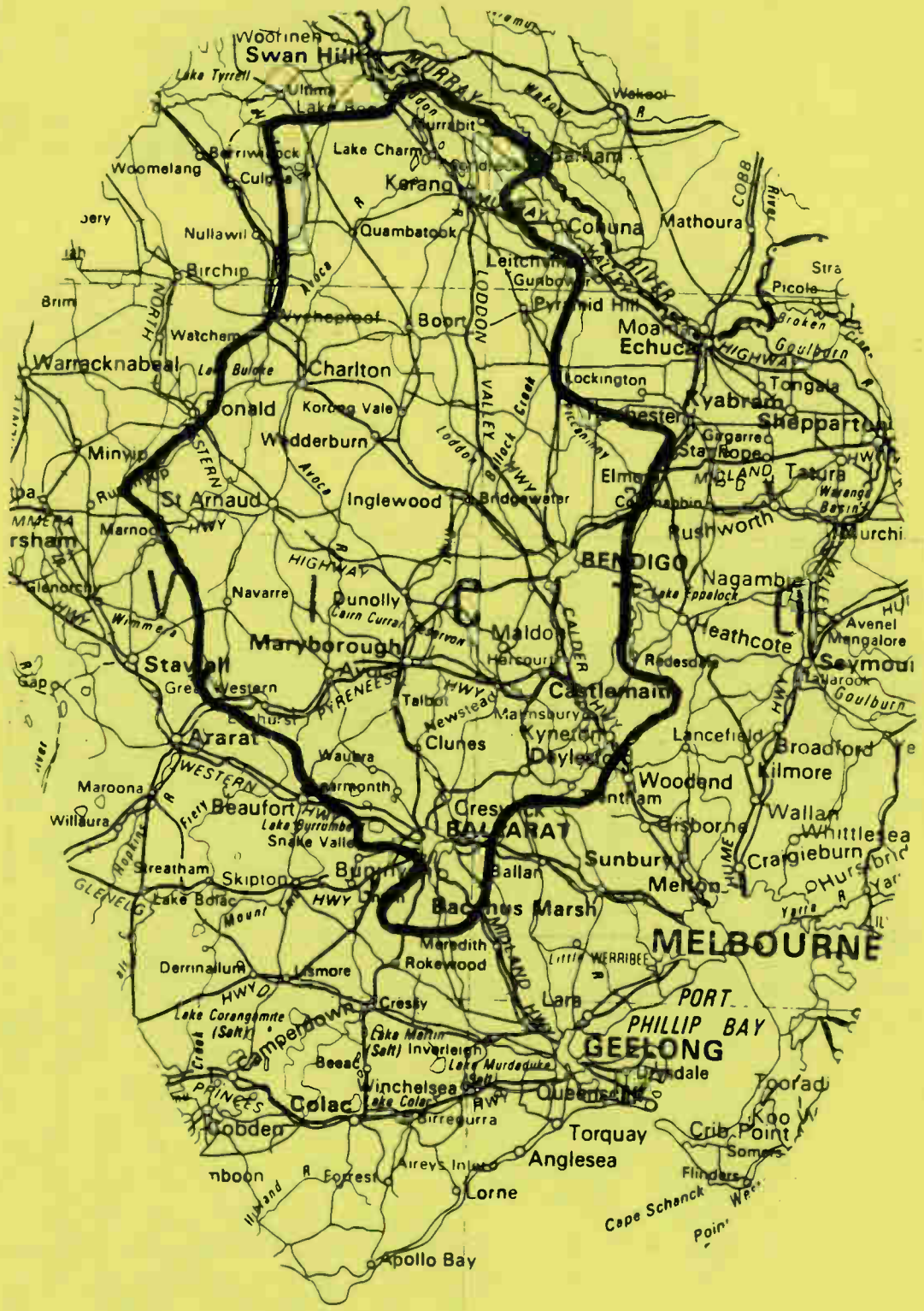
The "SAMPLE SIZES" represent the number of Diaries fed into the computer for the production of this Report.

While the number of People in the various sample components will vary from Survey to Survey, appropriate raising factors are used to ensure that each element of the sample is given its correct weight according to the Potentials shown.

NOTE: All Audience Figures shown in this Report are HUNDREDS ('00)

World Radio History

MAP OF SURVEY AREA



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GEOGRAPHIC SPREAD OF THE SAMPLE

Statistical Local Area	Population 0+ *	% of Total Survey Area	Planned Final Sample
Ballarat (C)	36,680	15.8	126
Ballarat (S)	19,510	8.4	67
Sebastopol	7,370	3.2	26
Buninyong	11,370	4.9	39
Bendigo	32,050	13.8	110
Eaglehawk	8,890	3.8	30
Strathfieldsaye	17,180	7.4	59
Huntly	4,450	1.9	15
Marong	13,450	5.8	46
Bungaree	4,530	2.0	16
Creswick	4,850	2.1	17
Daylesford & Glenlyon	5,790	2.5	20
Kyneton	8,570	3.7	30
Metcalfe	3,120	1.3	10
Castlemaine	7,180	3.1	25
Newstead	2,650	1.1	9
Maldon	2,850	1.2	10
Talbot & Clunes	2,390	1.0	8
Maryborough	7,850	3.4	27
Tullaroop	2,710	1.2	10
Lexton	1,490	0.6	5
Avoca	2,250	1.0	8
Kara Kara	1,400	0.6	5
Bet Bet	2,210	1.0	8
St Arnaud	2,750	1.2	10
Korong	3,620	1.6	13
Charlton	1,960	0.8	6
East Loddon	1,330	0.6	5
Gordon	3,040	1.3	10
Kerang (B)	4,080	1.8	14
Kerang (S)	4,450	1.9	15
TOTAL	232,020	100	800

* 1989 ESTIMATE – AUSTRALIAN BUREAU OF STATISTICS

World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA - AVERAGE TIME SPENT LISTENING (MON-SUN)

5.30am-12midnight

Survey #1 - 1991

Station		ALL PEOPLE 10+ ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	PEOPLE 10-17	18-24	25-39	40-54	55+	HOUSEHOLD SHOPPER ALL
3BA	Cume. 00's	575	468	279	100	62	83	96	129	134	133	199
	Avg.Time	10:11	07:46	03:08	12:25	01:44	06:31	09:12	13:16	10:44	09:39	10:04
3BO	Cume. 00's	822	695	418	139	89	116	100	248	150	207	339
	Avg.Time	13:23	09:44	02:35	19:58	04:22	08:35	17:08	15:46	12:08	12:22	13:31
3CV	Cume. 00's	770	536	441	151	113	148	184	232	123	84	233
	Avg.Time	12:13	08:11	03:50	20:13	02:31	09:50	15:35	13:40	11:50	05:31	10:21
3SH	Cume. 00's	67	55	40	6	10	10	2	12	25	18	31
	Avg.Time	09:19	06:28	02:28	12:43	09:23	06:51	00:17	05:02	10:14	13:17	10:17
3SR	Cume. 00's	40	24	18	2	12	6	2	6	10	16	8
	Avg.Time	02:34	01:44	01:39	02:27	02:11	02:02	02:00	03:12	02:23	02:42	03:31
3UZ	Cume. 00's	228	201	72	21	19	4	12	47	45	120	99
	Avg.Time	10:42	10:02	03:12	03:27	06:27	01:24	03:16	10:30	05:37	13:45	10:39
SUNFM	Cume. 00's	22	10	6	5	2	2	6	*	6	7	4
	Avg.Time	07:39	06:13	02:55	17:35	00:28	00:30	11:47		14:35	01:20	00:39
ACS	Cume. 00's	1678	1500	1001	350	250	257	258	462	316	386	611
	Avg.Time	17:39	11:30	04:01	20:53	04:06	11:59	21:37	20:17	16:53	16:11	17:02
3LO	Cume. 00's	513	424	222	38	33	25	15	110	144	218	233
	Avg.Time	11:00	10:37	03:12	08:21	03:25	02:42	03:10	07:56	10:22	14:31	12:21
3RN	Cume. 00's	41	26	13	9	2	2	*	4	14	21	19
	Avg.Time	03:31	03:51	01:03	01:37	08:06	00:16		01:47	02:52	04:36	04:17
3WV	Cume. 00's	120	102	49	9	7	10	*	26	28	55	51
	Avg.Time	10:04	09:36	02:34	05:49	07:18	03:26		08:55	11:54	11:05	11:15
ABCFM	Cume. 00's	180	138	70	15	19	19	6	50	35	70	84
	Avg.Time	06:02	05:34	02:12	07:37	02:39	01:35	01:38	04:51	07:10	07:54	07:33
OTH AM	Cume. 00's	107	71	55	4	21	10	8	25	24	40	44
	Avg.Time	12:15	11:52	03:25	29:59	07:37	11:15	09:59	05:33	07:11	20:11	12:48
OTH FM	Cume. 00's	186	105	105	10	8	23	41	66	34	22	60
	Avg.Time	04:16	04:40	02:03	07:58	01:10	05:26	04:18	04:24	04:34	02:09	05:27
ALL	Cume. 00's	1932	1799	1202	390	301	261	269	505	385	512	742
	Avg.Time	20:36	13:52	04:31	20:32	04:44	13:13	21:54	22:05	20:12	22:30	20:50

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AVERAGE & CUMULATIVE AUDIENCE ESTIMATES

ALL FIGURES IN THIS
SECTION ARE HUNDREDS

BY DAY PART

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY

5.30 AM	–	9.00 AM
9.00 AM	–	12.00N
12.00 N	–	4.00 PM
4.00 PM	–	7.00 PM
7.00 PM	–	12.00 MN
5.30 AM	–	12.00 MN

NOTE: * = less than 100

World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	84	70	8	5	1	6	8	19	31	21	37	12	25	42	15	27	36	14
3BO	169	131	11	26	1	18	17	54	33	46	64	34	30	86	37	49	80	32
3CV	89	52	12	24	2	18	22	31	15	3	42	27	14	30	26	4	22	15
3SH	11	9	1	1	*	1	*	*	6	3	5	*	4	5	*	5	6	4
3SR	2	1	1	*	*	*	*	*	*	2	2	*	2	*	*	*	*	*
3UZ	16	14	1	1	*	*	*	6	1	9	12	4	8	4	2	2	6	2
SUNFM	1	*	1	*	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	372	277	35	57	3	44	47	111	87	84	161	78	84	167	80	87	149	67
3LO	88	79	6	3	*	1	2	14	25	47	41	10	31	46	5	41	44	7
3RN	3	3	*	*	*	*	*	*	*	3	1	*	1	2	*	2	2	*
3WV	24	22	2	1	*	1	*	7	5	12	13	4	8	11	3	8	10	2
ABCFM	12	10	2	*	*	*	*	*	4	8	4	*	4	7	*	7	8	*
OTH AM	9	4	4	1	1	1	3	*	1	3	5	3	1	3	*	3	2	*
OTH FM	4	2	1	1	*	*	*	2	1	*	3	2	1	1	1	*	2	2
ALL	513	397	49	62	5	47	52	134	122	157	229	98	131	237	88	149	218	79

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	260	526	406	542	855	408	447	899	398	501	780	303
3BA	292	248	64	22	4	32	35	75	85	65	129	56	72	132	54	78	106	45
3BO	462	387	103	57	6	63	44	145	88	121	190	94	96	208	95	113	195	76
3CV	294	192	94	62	11	66	70	104	47	7	132	99	34	96	75	20	69	44
3SH	32	27	9	2	*	6	*	3	14	9	16	3	13	10	*	10	12	8
3SR	5	5	2	*	*	*	*	*	*	5	5	*	5	*	*	*	*	*
3UZ	39	32	7	4	*	*	*	15	2	22	26	9	17	13	7	7	19	7
SUNFM	2	*	2	*	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	1062	875	276	147	19	163	139	314	228	218	463	239	224	436	214	222	378	169
3LO	280	241	50	7	3	4	7	58	90	120	138	38	100	138	27	110	131	30
3RN	7	7	*	*	*	*	*	*	*	7	2	*	2	4	*	4	4	*
3WV	67	58	11	2	*	4	*	18	12	33	32	11	20	31	7	24	28	8
ABCFM	38	33	6	*	2	2	*	*	12	25	15	*	15	21	*	21	23	*
OTH-AM	36	20	12	2	2	8	6	*	8	14	13	6	7	15	*	15	12	2
OTH-FM	21	14	3	5	*	4	3	10	4	*	15	11	4	2	2	*	6	4
ALL	1386	1172	354	163	26	175	145	367	315	384	609	278	331	602	234	368	539	199

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	77	44	6	25	1	4	13	26	18	16	29	17	12	44	22	22	27	8
3BO	143	80	6	57	*	5	27	52	25	35	64	45	19	74	33	40	65	30
3CV	131	38	20	70	2	12	34	57	18	10	63	47	16	56	44	12	45	30
3SH	7	7	*	*	*	*	*	*	5	2	4	*	4	3	*	3	5	3
3SR	1	1	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	*
3UZ	28	19	6	2	*	*	1	3	4	20	14	*	14	14	4	10	14	4
SUNFM	2	*	2	*	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	389	190	40	154	4	21	74	138	72	84	175	109	67	192	103	89	157	75
3LO	67	52	7	9	*	*	1	6	23	37	29	4	25	38	3	35	37	7
3RN	1	1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
3WV	11	5	2	1	2	*	*	3	4	4	6	*	6	5	3	2	5	3
ABCFM	12	6	4	3	*	*	*	4	3	5	4	1	3	9	3	6	9	2
OTH-AM	27	18	4	4	2	3	1	1	6	17	13	2	10	12	*	12	13	2
OTH-PM	6	4	2	1	*	*	3	2	1	*	1	1	*	5	4	1	3	2
ALL	513	276	58	171	8	24	79	154	109	147	227	116	111	262	117	145	224	91

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHILD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	162	99	32	37	4	6	34	42	38	42	72	34	37	84	41	43	55	20
3BO	261	153	42	72	2	8	39	91	52	70	121	73	48	132	57	74	118	54
3CV	218	83	59	78	9	15	69	89	30	15	95	74	21	109	85	24	79	47
3SH	12	12	*	*	*	*	*	*	8	4	8	*	8	4	*	4	6	4
3SR	2	2	*	*	*	*	*	*	*	2	*	*	*	2	*	2	2	*
3UZ	48	33	13	2	*	*	2	7	6	33	26	*	26	23	9	14	25	8
SUNFM	4	*	4	*	*	2	*	*	2	*	2	*	2	*	*	*	*	*
ACS	676	364	147	186	16	32	132	218	134	159	311	172	139	334	179	155	268	128
3LO	151	116	32	12	*	2	5	23	48	73	73	12	62	75	16	59	73	14
3RN	5	5	*	*	*	*	*	*	*	5	2	*	2	2	*	2	2	*
3WV	27	14	7	4	2	*	*	4	8	15	16	*	16	11	4	7	9	6
ABCFM	27	16	8	4	*	*	*	11	6	11	7	3	4	21	8	13	17	4
OTH-AM	46	29	11	4	2	6	3	2	12	23	20	5	15	20	*	20	21	4
OTH-FM	14	9	2	3	*	*	10	2	2	*	3	3	*	11	9	2	4	2
ALL	911	538	199	210	20	40	137	257	197	280	410	185	225	461	208	253	385	154

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	51	16	8	27	1	5	12	20	9	4	25	15	10	21	17	3	11	5
3BO	111	51	10	46	5	5	29	43	11	23	57	42	14	50	30	20	43	22
3CV	106	23	21	58	3	9	28	44	19	5	57	40	17	39	32	7	29	19
3SH	4	4	*	*	*	*	*	*	3	1	3	*	3	1	*	1	1	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	27	20	4	2	*	*	*	7	1	18	19	5	14	8	3	5	10	2
SUNFM	2	*	2	*	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	301	114	44	133	9	20	69	115	44	52	162	103	59	119	82	37	93	49
3LO	43	31	8	3	*	1	*	7	10	25	20	5	15	22	2	20	21	2
3RN	2	1	*	1	*	*	*	*	1	1	1	*	1	1	*	1	1	*
3WV	4	1	1	1	1	*	*	*	2	1	3	*	3	1	*	1	1	1
ABCFM	8	5	*	3	*	*	*	2	4	3	5	*	5	3	2	1	5	2
OTH-AM	15	7	2	4	1	2	*	*	4	8	6	*	6	6	*	6	6	2
OTH FM	3	3	1	*	*	*	1	1	*	1	2	1	1	2	1	*	1	1
ALL	375	163	56	144	12	24	70	125	65	91	199	109	90	153	87	66	128	56

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	143	69	50	36	4	15	32	40	26	30	65	28	37	63	44	19	45	18
3BO	257	125	75	67	20	15	47	85	40	70	122	73	48	121	59	62	110	49
3CV	230	64	92	80	15	36	48	91	44	11	104	70	34	90	69	21	71	40
3SH	13	8	5	*	*	2	*	3	6	2	9	3	7	2	*	2	2	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	60	38	18	3	3	*	2	18	4	35	41	11	30	18	9	10	22	4
SUNFM	2	*	2	*	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	673	298	235	177	40	66	127	224	112	144	322	177	145	285	174	111	246	113
3LO	165	117	50	7	2	4	*	37	44	80	92	27	65	69	9	59	71	14
3RN	11	9	*	2	*	*	*	*	4	7	4	*	4	6	*	6	6	*
3WV	17	11	6	2	2	2	*	*	6	9	8	*	8	6	*	6	8	4
ABCFM	26	17	2	4	2	*	*	2	10	13	13	*	13	13	2	10	15	4
OTH-AM	30	19	5	4	2	4	*	3	4	19	14	3	11	12	*	12	11	2
OTH-FM	16	13	3	*	*	*	2	5	4	5	9	3	6	6	4	2	6	4
ALL	876	450	293	195	48	74	127	261	166	248	428	202	225	374	186	189	332	135

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	39	21	11	8	*	5	13	10	6	6	16	10	6	18	12	5	9	4
3BO	70	31	13	22	4	10	13	24	8	16	34	21	13	26	16	10	24	10
3CV	68	28	21	17	1	16	17	23	9	3	28	19	8	24	21	3	15	9
3SH	3	1	*	2	*	*	*	*	3	*	2	*	2	1	*	1	1	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	9	6	4	*	*	*	*	1	1	7	7	*	7	2	1	1	5	2
SUNFM	3	1	1	1	*	*	1	*	1	1	2	1	1	1	*	1	1	*
ACS	192	88	49	50	6	32	43	59	27	32	89	52	37	72	50	21	55	26
3LO	45	30	9	3	3	*	*	7	12	26	23	6	17	21	1	21	22	3
3RN	1	*	1	*	*	*	*	*	1	*	1	*	1	*	*	*	*	*
3WV	5	3	1	*	*	*	*	*	3	1	3	*	3	2	*	2	2	1
ABCFM	8	6	*	1	*	*	*	1	1	5	4	*	4	4	1	2	5	1
OTH AM	8	7	*	1	*	*	*	*	1	7	4	*	4	4	*	4	5	1
OTH FM	7	7	*	*	*	2	2	2	*	2	4	4	1	1	*	1	1	*
ALL	265	141	61	55	9	34	45	69	44	73	128	61	67	104	53	51	89	32

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	149	87	50	20	*	23	37	34	26	28	58	32	27	67	39	28	43	20
3BO	198	92	66	53	12	21	41	60	28	49	96	59	37	81	41	39	73	28
3CV	190	77	93	42	8	42	61	53	24	9	71	49	22	77	65	12	43	25
3SH	8	2	2	4	*	2	*	*	6	*	4	*	4	2	*	2	2	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	23	15	8	*	*	*	*	2	2	19	17	*	17	6	2	4	14	4
SUNFM	7	3	2	2	*	*	3	*	2	2	5	3	2	2	*	2	2	*
ACS	552	269	215	122	21	88	124	149	88	103	243	137	106	221	135	85	171	79
3LO	143	87	52	7	6	2	*	27	41	72	86	23	63	55	4	51	57	12
3RN	4	*	4	2	*	*	*	*	4	*	4	*	4	*	*	*	*	*
3WV	15	11	6	*	2	*	*	*	8	7	7	*	7	8	*	8	8	4
ABCFM	22	17	2	2	*	*	*	2	4	16	13	*	13	9	2	7	11	2
OTH-AM	15	11	*	4	*	2	*	*	2	11	6	*	6	7	*	7	8	2
OTH-FM	19	19	*	*	*	4	5	5	*	5	10	8	2	5	2	2	4	*
ALL	753	409	273	137	29	97	129	183	139	205	357	168	189	299	144	155	253	98

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	17	11	3	3	*	4	3	5	1	3	8	6	2	5	3	3	4	1
3BO	41	29	5	6	2	7	6	11	6	10	21	14	7	13	3	10	17	3
3CV	42	33	4	3	2	9	17	13	3	*	14	13	1	19	17	2	7	5
3SH	1	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	6	6	*	*	*	*	*	*	1	5	3	*	3	3	*	2	3	*
SUNFM	3	1	*	2	*	*	1	*	2	*	3	1	2	*	*	*	*	*
ACS	109	80	11	14	3	21	27	30	13	19	48	33	15	40	23	16	31	9
3LO	16	12	2	*	2	*	*	1	4	12	7	1	6	10	*	9	9	1
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	3	3	*	*	*	*	*	*	2	1	2	*	2	*	*	*	*	*
ABCPM	6	4	1	*	1	*	*	1	1	4	2	*	2	4	1	3	3	*
OTH AM	5	3	1	*	*	*	1	*	*	3	2	1	1	3	*	3	3	*
OTH PM	4	4	*	*	*	2	1	1	*	*	2	2	*	1	*	*	2	*
ALL	143	106	16	15	7	23	28	32	20	39	63	36	27	56	24	32	49	11

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World Radio History

CENTRAL VICTORIA – CUMULATIVE AUDIENCE – BY DAYPART (MON)

7.00pm–12midnight

Survey #1 – 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	81	63	20	5	*	15	16	16	12	22	31	14	17	35	18	16	18	5
3BO	160	118	31	15	3	27	30	43	22	38	85	55	30	48	17	30	57	15
3CV	175	136	31	5	4	38	68	54	12	2	58	51	6	79	71	8	35	22
3SH	6	6	*	*	*	6	*	*	*	*	*	*	*	*	*	*	*	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	24	24	*	*	*	*	*	2	4	18	13	*	13	11	2	9	13	2
SUNFM	5	3	*	2	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	446	348	83	27	7	86	118	112	52	78	189	120	69	171	109	61	122	44
3LO	77	62	15	*	5	*	*	8	22	47	39	5	34	38	3	35	39	6
3RN	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
3WV	11	11	*	*	*	2	*	*	4	5	7	*	7	2	*	2	2	2
ABCFM	23	13	7	*	2	2	*	3	6	11	9	*	9	11	3	9	9	*
OTH-AM	19	13	6	*	*	*	3	3	2	11	10	6	4	9	*	9	9	*
OTH-FM	19	19	*	*	*	6	5	4	4	*	8	7	2	4	2	2	10	4
ALL	582	462	105	29	11	97	122	124	90	149	253	132	121	232	115	117	188	56

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	50	30	7	13	1	5	9	15	12	9	22	11	10	24	13	11	16	6
3BO	102	61	8	29	3	9	17	35	16	25	46	30	16	47	22	25	43	18
3CV	83	35	14	32	2	13	23	32	12	4	39	28	11	32	27	5	22	14
3SH	5	4	*	*	*	*	*	*	3	1	2	*	2	2	*	2	2	2
3SR	1	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
3UZ	16	13	3	1	*	*	*	4	1	11	10	2	9	6	2	4	7	2
SUNFM	2	*	1	1	*	*	*	*	1	*	2	*	1	*	*	*	*	*
ACS	259	144	34	77	5	27	50	86	46	51	121	72	50	111	64	47	91	42
3LO	49	38	6	3	1	*	*	6	14	28	22	5	18	26	2	24	25	4
3RN	1	1	*	*	*	*	*	*	*	1	1	*	1	1	*	1	1	*
3WV	9	7	1	*	1	*	*	2	3	4	5	1	4	4	1	3	3	1
ABCFM	9	6	1	1	*	*	*	1	2	5	4	*	4	5	1	4	6	1
OTH AM	12	7	2	2	1	1	1	*	2	7	5	1	4	5	*	5	5	1
OTH-FM	5	4	1	*	*	1	1	2	1	*	2	2	1	2	1	*	2	1
ALL	343	206	45	84	8	30	53	97	68	96	161	81	80	153	70	83	133	50

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	WITHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	404
3BA	396	321	117	54	13	53	65	99	96	84	161	72	88	182	91	91	140	59
3BO	629	511	200	95	35	82	75	187	112	172	282	141	140	265	121	144	253	101
3CV	483	322	195	103	24	97	128	156	75	27	196	143	53	190	141	49	134	73
3SH	36	33	9	4	*	8	*	3	14	11	18	3	15	10	*	10	12	8
3SR	7	7	2	*	*	*	*	*	*	7	5	*	5	2	*	2	2	*
3UZ	96	63	31	7	3	*	2	23	10	60	62	14	48	34	11	23	40	8
SUNFM	9	3	6	2	*	2	3	*	2	2	5	3	2	2	*	2	2	*
ACS	1429	1169	526	247	73	218	231	408	268	304	615	322	292	597	316	280	501	222
3LO	355	299	105	12	11	10	7	74	107	156	178	47	132	166	35	131	163	42
3RN	22	16	4	4	*	*	*	*	8	14	13	*	13	9	*	9	9	*
3WV	77	65	21	4	2	4	*	18	18	37	38	11	27	35	7	28	34	10
ABCFM	80	61	22	6	4	4	*	11	20	45	36	3	34	40	8	32	36	4
OTH-AM	63	42	17	4	2	8	6	5	12	33	29	11	18	26	*	26	27	4
OTH-FM	55	47	5	5	*	8	18	15	8	7	30	21	8	17	11	6	17	6
ALL	1759	1487	663	275	91	232	235	468	359	465	763	364	399	764	339	425	662	256

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (TUES)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	93	78	9	7	*	9	11	23	29	21	39	15	24	45	19	26	37	14
3BO	157	125	8	21	3	16	17	50	31	42	63	34	29	78	34	44	71	30
3CV	102	62	12	24	4	18	25	37	19	3	50	33	17	34	29	5	24	17
3SH	11	8	1	1	*	1	*	*	6	3	5	*	5	4	*	4	5	3
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	15	14	1	*	*	*	*	4	*	11	10	3	8	5	1	3	7	1
SUNFM	1	1	*	1	*	*	1	*	1	*	1	1	1	*	*	*	*	*
ACS	379	287	31	53	8	45	54	115	85	80	169	85	84	165	84	82	143	66
3LO	90	81	7	1	*	1	2	13	24	51	42	9	32	48	6	43	45	7
3RN	2	2	*	*	*	*	*	*	*	2	1	*	1	1	*	1	1	*
3WV	26	22	4	1	*	1	*	5	6	15	12	2	9	14	3	11	13	2
ABCFM	11	9	1	*	*	*	*	1	3	7	6	1	5	5	*	5	5	*
OTH-AM	7	5	1	1	1	1	*	1	1	3	1	*	1	4	1	3	3	*
OTH-FM	4	3	*	1	*	*	*	2	1	*	2	1	1	1	1	*	3	2
ALL	519	409	44	57	10	48	57	136	121	157	233	99	134	238	94	145	214	78

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World Radio History

CENTRAL VICTORIA – CUMULATIVE AUDIENCE – BY DAYPART (TUES)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	315	263	75	22	2	49	45	76	82	63	126	57	70	140	65	75	109	47
3BO	447	388	78	50	9	59	50	136	84	118	196	101	95	191	85	107	176	70
3CV	330	223	99	62	12	78	81	111	51	9	141	103	38	111	89	22	75	53
3SH	31	29	8	2	*	6	*	2	12	11	15	*	15	10	2	8	12	8
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	44	42	7	*	*	*	*	13	*	31	28	9	20	16	4	12	19	4
SUNFM	5	3	*	2	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1100	928	267	133	21	182	161	320	219	219	474	249	225	445	232	213	371	169
3LO	278	236	57	6	2	6	9	58	86	118	142	38	104	129	30	100	123	31
3RN	9	7	2	*	*	*	*	*	*	9	5	*	5	4	*	4	4	*
3WV	77	64	18	2	2	4	*	18	16	40	38	11	27	35	7	29	34	8
ABCFM	35	28	7	*	*	*	*	3	12	20	20	3	17	15	*	15	17	*
OTH-AM	27	18	4	2	3	4	*	7	4	12	7	2	4	17	5	11	13	2
OTH-FM	18	13	*	5	*	4	3	7	4	*	11	7	4	2	2	*	8	4
ALL	1433	1226	347	148	28	188	168	380	306	391	630	290	341	615	258	356	541	202

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (TUES)

9 00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	78	44	8	25	1	3	5	31	19	20	32	17	15	43	19	24	31	12
3BO	149	85	8	51	5	3	29	58	21	38	72	53	19	74	34	40	64	32
3CV	135	47	19	67	2	9	36	57	23	11	64	44	20	62	49	13	46	29
3SH	7	6	1	*	*	*	*	1	3	3	3	*	3	4	1	3	6	3
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	17	14	3	*	*	*	*	6	*	11	10	4	6	7	2	5	7	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	388	194	40	145	9	15	70	153	67	83	183	117	66	190	106	84	154	78
3LO	57	45	7	5	*	*	3	6	16	32	24	7	17	32	1	31	31	4
3RN	1	1	*	*	*	*	*	*	1	*	*	*	*	1	*	1	1	1
3WV	12	9	1	*	2	*	*	3	2	7	4	*	4	7	3	5	7	3
ABCFM	10	6	1	4	*	*	*	4	3	4	4	1	3	6	3	4	7	3
OTH AM	17	13	2	2	*	2	1	1	2	11	6	1	5	9	1	8	9	1
OTH FM	11	5	*	5	2	*	5	3	4	*	7	5	2	5	3	2	5	3
ALL	497	273	50	161	12	17	78	169	96	136	229	132	97	251	116	135	214	93

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (TUES)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	165	94	46	35	4	6	19	43	42	55	77	29	48	82	34	49	61	25
3BO	265	158	49	66	11	4	42	93	49	76	127	76	51	134	60	74	121	57
3CV	215	84	72	68	5	13	61	91	33	18	88	65	23	114	86	28	78	42
3SH	15	11	4	*	*	*	*	4	4	6	6	*	6	9	4	4	10	6
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	39	32	12	*	*	*	*	10	2	27	23	6	17	16	4	11	18	4
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	681	371	180	171	20	23	123	231	132	173	318	173	145	340	181	159	280	132
3LO	140	98	35	11	*	2	7	21	46	64	73	22	51	65	6	59	68	8
3RN	4	2	2	*	*	*	*	*	2	2	2	*	2	2	*	2	2	2
3WV	25	18	5	*	2	*	*	4	4	16	12	*	12	13	4	9	13	6
ABCFM	26	16	4	6	*	*	*	7	8	11	11	3	8	15	4	11	19	6
OTH-AM	32	23	7	2	*	2	3	4	4	19	14	5	9	16	2	14	15	2
OTH-FM	17	7	*	5	6	*	6	8	4	*	8	6	2	10	8	2	6	4
ALL	900	530	228	196	28	27	134	271	188	280	428	206	222	445	199	247	392	159

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (TUES)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	44	11	12	21	1	2	6	19	10	7	24	14	9	18	11	8	9	4
3BO	103	43	10	45	5	3	24	47	11	18	58	42	15	42	28	14	37	20
3CV	108	26	19	61	2	10	32	40	18	8	58	41	17	40	31	9	30	20
3SH	5	2	2	*	1	*	*	*	3	2	3	*	3	2	*	1	2	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	27	21	3	2	1	*	*	6	4	18	19	3	15	8	2	6	12	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	289	103	47	130	9	16	61	112	47	53	162	101	62	111	72	38	90	47
3LO	40	27	5	6	*	1	*	6	13	20	19	4	15	19	1	18	17	2
3RN	2	2	*	*	*	*	*	*	1	1	*	*	*	2	*	2	2	1
3WV	8	4	1	1	1	*	*	1	3	4	5	*	5	3	1	2	3	1
ABCFM	6	3	2	1	1	*	*	2	2	2	2	1	2	4	1	2	3	1
OTH AM	13	8	3	2	*	2	1	1	2	7	5	1	4	6	1	5	6	1
OTH FM	6	5	*	2	*	*	2	1	2	1	2	*	2	4	2	1	4	2
ALL	364	152	58	142	11	19	64	122	71	88	196	107	89	148	79	69	125	56

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (TUES)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	141	53	64	34	4	11	20	43	30	37	63	26	37	67	37	30	47	24
3BO	255	116	91	68	17	19	40	93	46	57	113	65	48	124	68	56	114	55
3CV	263	80	101	82	16	38	68	96	36	25	106	74	32	119	90	29	90	51
3SH	21	8	10	*	2	2	*	2	8	9	11	*	11	8	2	6	10	6
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	51	36	18	3	2	*	*	10	10	31	38	8	30	14	2	12	20	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	706	289	279	189	37	70	126	234	125	152	317	168	149	320	192	128	270	134
3LO	136	92	37	16	3	4	*	24	45	64	77	16	61	55	7	47	56	8
3RN	6	6	*	*	*	*	*	*	2	5	2	*	2	4	*	4	4	2
3WV	31	18	11	5	2	*	*	5	10	16	18	3	15	13	2	10	14	8
ABCFM	24	14	4	4	3	*	*	10	8	6	11	3	8	13	7	6	12	6
OTH-AM	33	19	12	2	*	4	3	4	6	16	12	3	9	17	4	13	17	2
OTH-FM	20	15	*	5	*	2	8	2	4	5	7	3	4	11	7	4	8	4
ALL	899	430	329	215	45	78	130	273	179	239	415	188	228	406	215	190	349	158

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (TUES)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	38	21	13	5	*	4	10	11	7	7	18	13	5	16	8	8	11	3
3BO	68	34	13	19	2	7	11	26	8	15	35	25	10	25	12	13	24	9
3CV	63	27	14	19	3	14	18	16	8	8	28	19	9	22	16	6	13	6
3SH	3	1	1	2	*	*	*	*	3	1	3	*	3	1	*	1	2	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	22	16	5	*	1	*	1	4	5	12	11	1	9	11	3	7	10	3
SUNFM	1	*	*	1	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	195	99	46	45	5	25	40	57	30	42	95	58	36	75	39	36	61	23
3LO	42	24	12	3	3	1	*	6	14	22	20	4	17	22	2	20	19	5
3RN	2	*	*	*	2	*	*	*	1	2	1	*	1	2	*	2	2	*
3WV	7	4	1	1	*	1	*	*	3	3	2	*	2	4	*	4	4	1
ABCFM	5	4	1	*	*	*	*	1	*	4	3	1	3	2	1	1	3	*
OTH AM	10	9	*	*	*	*	*	1	*	8	4	1	3	5	*	5	5	*
OTH FM	7	5	1	1	*	2	3	1	1	*	5	3	1	1	1	*	1	1
ALL	268	147	62	50	10	29	43	66	50	81	130	67	63	110	42	68	94	29

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (TUES)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	WEEKLY
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	127	59	64	13	*	15	38	26	28	20	56	35	21	56	29	27	37	13
3BO	189	85	76	46	4	19	36	67	26	42	92	59	33	78	44	35	70	34
3CV	179	75	77	44	10	40	57	41	22	18	74	52	22	65	46	19	40	21
3SH	12	4	4	4	*	2	*	*	8	2	8	*	8	2	*	2	4	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	50	37	13	*	2	*	2	7	12	29	28	2	25	23	7	16	24	6
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	546	257	232	109	17	73	128	141	97	107	256	146	110	217	123	94	170	76
3LO	138	77	63	8	7	4	*	28	53	53	81	19	62	53	9	44	54	20
3RN	4	*	2	2	2	*	*	*	2	2	2	*	2	2	*	2	2	*
3WV	21	13	8	2	2	4	*	*	8	9	7	*	7	10	*	10	10	4
ABCFM	18	15	5	*	*	*	*	5	2	11	11	3	9	7	2	4	8	*
OTH-AM	20	18	*	2	*	2	*	3	2	14	8	3	5	11	*	11	11	*
OTH-FM	19	10	7	2	*	4	8	3	4	*	13	9	4	2	2	*	2	2
ALL	753	387	313	125	28	86	134	180	160	194	368	180	189	298	134	164	256	102

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (TUES)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	17	13	1	3	*	4	4	4	1	5	6	3	2	8	4	3	6	2
3BO	29	17	4	6	2	4	2	11	5	7	14	11	4	10	2	8	13	2
3CV	37	32	3	1	2	10	12	11	3	1	11	9	2	16	13	3	9	5
3SH	1	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*
3SR	1	1	*	*	*	*	*	*	*	1	1	*	1	*	*	*	1	*
3UZ	4	3	1	*	*	*	*	1	1	2	3	*	3	1	1	*	1	*
SUNFM	4	2	*	2	*	*	2	*	2	*	4	2	2	*	*	*	*	*
ACS	92	68	9	12	4	19	19	26	12	16	38	25	13	35	20	14	29	9
3LO	15	13	1	1	*	*	*	*	3	12	5	*	5	10	*	10	9	*
3RN	2	*	*	*	2	*	*	*	*	2	*	*	*	2	*	2	2	*
3WV	6	6	*	*	*	*	*	1	2	3	3	*	3	2	*	2	2	1
ABCFM	4	3	*	*	1	*	*	*	*	3	1	*	1	2	*	2	2	*
OTH AM	4	3	*	*	*	*	*	*	*	3	2	*	1	2	*	2	2	*
OTH FM	3	2	*	*	*	2	*	*	*	*	1	*	*	*	*	*	*	*
ALL	124	95	10	13	7	21	19	27	17	39	50	26	24	53	21	33	48	10

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (TUES)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	93	73	12	7	2	17	19	17	8	31	34	14	20	42	23	19	25	8
3BO	129	86	27	15	5	27	9	37	17	39	48	30	17	54	15	39	55	11
3CV	172	133	31	5	7	49	56	43	14	10	56	45	11	67	54	13	40	25
3SH	4	4	*	*	*	4	*	*	*	*	*	*	*	*	*	*	*	*
3SR	2	2	*	*	*	*	*	*	*	2	2	*	2	*	*	*	2	*
3UZ	22	20	5	*	*	*	2	7	2	11	16	3	13	7	7	*	8	2
SUNFM	5	3	*	2	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	408	310	75	29	14	91	87	102	43	85	158	95	63	159	94	65	125	44
3LO	71	60	6	2	2	*	*	*	20	51	28	*	28	43	*	43	40	2
3RN	2	*	*	*	2	*	*	*	*	2	*	*	*	2	*	2	2	*
3WV	27	27	*	*	*	*	*	5	8	14	16	3	13	11	2	9	11	4
ABCFM	11	9	*	*	2	*	*	*	2	9	7	*	7	4	*	4	4	*
OTH-AM	16	14	2	*	*	*	2	2	2	9	7	2	4	9	2	7	11	*
OTH-FM	11	9	*	2	*	6	*	3	2	*	5	3	2	*	*	*	*	*
ALL	526	411	83	33	19	97	87	112	78	151	209	101	109	220	99	121	180	50

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (TUES)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	51	31	8	11	1	4	7	16	12	11	22	12	10	24	11	13	17	6
3BO	95	57	8	27	3	7	15	36	14	22	46	31	14	43	21	22	39	17
3CV	85	38	13	32	3	12	24	30	13	6	40	28	12	33	26	7	23	15
3SH	5	3	1	*	*	1	*	*	2	2	3	*	3	2	*	2	3	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	16	13	2	*	*	*	*	4	2	10	10	2	8	6	2	4	7	2
SUNFM	2	1	*	1	*	*	1	*	1	*	2	1	1	*	*	*	*	*
ACS	254	143	32	72	7	23	46	87	45	51	123	73	49	108	60	47	89	42
3LO	46	36	6	3	1	*	1	6	13	26	21	5	16	25	2	23	23	3
3RN	2	1	*	*	1	*	*	*	1	1	*	*	*	2	*	2	2	*
3WV	11	9	1	1	1	*	*	2	3	6	5	1	5	6	1	5	6	2
ABCFM	7	5	1	1	*	*	*	1	2	4	3	1	3	4	1	3	4	1
OTH AM	9	7	1	1	*	1	*	1	1	6	3	1	3	5	1	4	5	*
OTH FM	6	4	*	2	*	1	2	1	2	*	3	2	1	2	1	1	2	1
ALL	335	204	42	79	10	26	49	98	67	95	158	81	77	150	66	84	130	49

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World Radio History

CENTRAL VICTORIA – CUMULATIVE AUDIENCE – BY DAYPART (TUES)

5.30am–12midnight

Survey #1 – 1991

Station	PEOPLE 10 + ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	PEOPLE 10-17	18-24	25-39	40-54	55+	MEN 18+	18-39	40+	WOMEN 18+	18-39	40+	HHOLD SHOPPER ALL	W CHILD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	407	314	134	56	11	60	69	101	93	84	164	76	87	184	94	90	140	63
3BO	597	487	190	92	25	76	64	179	112	166	253	128	124	268	115	154	251	98
3CV	494	326	206	92	29	103	134	145	72	39	192	139	53	199	140	58	146	81
3SH	38	34	17	4	2	8	*	4	14	11	17	*	17	12	4	8	14	10
3SR	2	2	*	*	*	*	*	*	*	2	2	*	2	*	*	*	2	*
3UZ	105	85	36	3	2	*	2	25	16	62	60	16	44	45	11	34	46	8
SUNFM	5	3	*	2	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1415	1147	557	239	66	217	225	397	267	308	595	310	285	602	312	289	513	227
3LO	338	281	109	22	9	10	12	73	106	137	175	48	127	153	36	116	154	38
3RN	18	11	4	2	2	*	*	*	4	14	9	*	9	9	*	9	9	2
3WV	93	80	24	7	2	4	*	21	20	49	47	14	33	42	7	35	42	10
ABCFM	66	51	13	6	5	*	*	15	20	32	34	6	28	33	9	23	33	6
OTH-AM	64	48	12	2	3	4	5	12	8	35	26	10	16	34	7	27	33	2
OTH-FM	61	40	7	8	6	8	19	18	11	5	34	22	12	19	15	4	14	5
ALL	1768	1480	692	276	88	228	240	470	356	475	770	366	405	770	344	426	679	263

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (WED)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 + ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	PEOPLE 10-17	18-24	25-39	40-54	55+	MEN 18+	18-39	40+	WOMEN 18+	18-39	40+	HHOLD SHOPPER ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	87	72	8	7	*	8	10	23	28	18	35	12	23	44	20	23	36	16
3HO	168	124	12	27	5	17	19	58	34	40	69	38	32	81	39	43	75	34
3CV	108	66	15	24	2	20	30	35	18	5	52	36	16	36	29	7	25	13
3SH	10	7	1	1	1	1	*	1	4	4	5	1	4	3	*	3	4	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	11	10	*	1	*	*	*	4	1	7	10	2	7	2	1	1	4	1
SUNFM	1	*	*	1	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	386	280	37	61	8	46	59	120	86	74	173	90	83	167	89	77	144	67
3LO	82	73	5	3	1	1	*	11	26	44	38	7	31	43	4	39	41	7
3RN	2	2	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1	*
3WV	23	20	2	1	*	1	*	4	4	14	10	2	8	12	2	10	12	2
ABCFM	12	10	2	*	1	*	*	1	3	8	7	1	6	5	*	5	6	*
OTH AM	7	3	3	1	1	1	3	*	*	3	4	3	1	2	*	2	2	*
OTH FM	8	4	3	1	*	*	2	5	1	*	4	3	1	4	4	*	6	3
ALL	520	392	51	66	10	49	65	140	121	145	237	106	131	234	99	135	212	78

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (WED)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	WEIGHTED
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	403
3BA	297	256	64	20	2	41	40	71	79	65	122	54	68	134	58	77	108	47
3BO	452	375	94	62	13	59	50	136	87	119	193	97	97	199	90	109	176	72
3CV	316	215	107	61	11	74	76	108	47	11	139	103	36	103	80	23	76	41
3SH	30	28	7	2	2	6	*	3	10	11	16	3	13	8	*	8	10	6
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	35	32	4	2	*	*	*	11	2	22	28	9	19	7	2	4	12	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	1076	893	275	149	24	171	159	311	217	217	468	246	222	436	224	212	364	159
3LO	253	223	41	8	2	4	2	50	88	109	129	27	102	121	26	95	114	30
3RN	11	9	2	*	*	*	*	*	4	7	4	*	4	6	*	6	6	*
3WV	69	61	11	2	2	4	*	13	10	42	31	9	22	33	4	29	32	6
ABCFM	39	28	7	*	3	*	3	3	8	25	21	6	15	17	*	17	19	*
OTH-AM	19	12	3	2	2	4	3	*	*	12	5	3	2	10	*	10	7	*
OTH-FM	33	17	11	5	*	4	7	14	8	*	20	12	8	9	9	*	17	6
ALL	1391	1184	337	166	34	180	171	367	300	374	616	290	327	595	248	347	524	194

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (WED)

9 00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 + ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	PEOPLE 10-17	18-24	25-39	40-54	55+	MEN 18+	18-39	40+	WOMEN 18+	18-39	40+	HHOLD SHOPPER ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	67	35	6	24	1	*	12	25	15	15	30	20	10	37	17	20	23	10
3BO	137	64	13	56	4	5	30	50	25	26	68	50	18	64	31	33	57	31
3CV	112	29	13	67	3	9	33	43	20	6	57	37	20	45	40	5	28	16
3SH	4	4	1	*	*	*	*	*	2	2	2	*	2	2	*	2	4	2
3SR	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	2	2
3UZ	22	19	2	1	*	*	*	5	2	14	13	3	10	8	2	6	10	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	345	150	35	152	8	15	76	124	68	63	174	110	64	156	89	67	124	63
3LO	57	40	8	9	1	*	1	7	21	28	26	5	20	32	3	29	31	5
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	13	10	*	1	2	*	*	4	2	7	4	*	4	9	4	5	9	4
ABCFM	8	5	2	2	*	*	*	2	1	4	3	*	3	6	2	3	7	2
OTH-AM	19	13	2	4	*	2	1	1	4	11	8	2	6	9	*	9	10	2
OTH FM	13	6	4	3	*	*	5	7	1	*	6	6	*	7	7	1	5	3
ALL	456	224	51	171	11	17	83	145	98	113	221	123	98	219	105	113	186	79

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (WED)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	151	99	32	33	2	2	31	38	30	50	66	32	34	83	37	46	59	21
3BO	234	131	44	64	5	9	42	81	44	58	99	59	39	126	63	63	114	62
3CV	187	70	54	74	9	10	59	78	27	13	87	62	25	90	75	15	60	30
3SH	8	6	2	*	*	*	*	*	4	4	4	*	4	4	*	4	6	4
3SR	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	2	2
3UZ	44	39	9	2	*	*	*	11	4	29	32	9	23	12	2	10	16	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	607	344	138	173	16	21	128	202	109	147	284	159	125	301	170	131	248	122
3LO	151	108	25	20	3	*	5	19	50	76	74	14	60	76	10	66	66	6
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	22	15	*	5	2	*	*	4	4	14	12	*	12	11	4	6	11	6
ABCFM	22	15	5	2	*	*	*	5	6	11	8	*	8	14	5	9	15	2
OTH-AM	38	27	10	4	*	2	3	2	8	23	18	5	13	18	*	18	19	2
OTH-FM	26	12	12	3	*	*	9	15	2	*	9	9	*	18	16	2	10	7
ALL	839	517	184	205	21	23	137	243	169	267	391	181	209	425	199	227	364	142

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CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (WED)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	44	9	9	26	*	1	9	18	10	7	28	18	11	15	9	6	7	4
3BO	103	38	13	47	5	6	22	44	13	18	57	40	17	39	26	13	36	24
3CV	100	21	15	63	2	9	33	32	23	3	60	40	21	31	25	6	22	12
3SH	3	1	2	*	*	*	*	1	1	1	3	1	2	*	*	*	1	*
3SR	1	*	1	*	*	*	*	1	*	*	1	1	*	*	*	*	*	*
3UZ	25	22	1	2	*	*	*	7	1	16	18	5	13	7	2	4	12	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	279	91	41	139	8	16	65	103	51	44	171	105	66	92	63	29	78	41
3LO	36	25	5	6	*	1	*	5	14	17	17	2	14	19	2	16	16	2
3RN	1	1	*	*	*	*	*	*	*	1	1	*	1	*	*	*	*	*
3WV	8	4	*	2	2	*	*	*	3	5	5	*	5	2	*	2	2	1
ABCFM	8	3	4	2	*	*	*	3	4	1	4	*	4	5	3	2	4	2
OTH AM	11	8	1	2	*	2	*	1	1	8	2	*	2	7	1	7	7	*
OTH FM	14	6	4	2	1	*	4	4	3	3	7	5	2	7	3	3	5	1
ALL	357	138	54	154	11	19	68	117	76	78	206	112	94	132	73	60	113	46

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (WED)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	133	45	53	45	2	7	31	38	25	33	79	40	39	47	29	18	30	17
3BO	248	114	85	67	11	19	38	87	43	61	120	66	54	109	59	50	105	58
3CV	236	57	100	79	13	30	76	77	44	8	113	81	31	93	72	21	79	40
3SH	9	4	7	*	*	2	*	3	2	2	7	3	4	*	*	*	2	*
3SR	3	*	3	*	*	*	*	3	*	*	3	3	*	*	*	*	*	*
3UZ	54	46	11	3	*	*	*	13	4	37	40	11	29	14	2	11	26	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	656	261	253	193	27	55	137	213	116	134	349	195	154	251	155	96	231	115
3LO	135	88	31	20	*	2	*	25	52	55	71	16	55	62	9	53	62	12
3RN	7	5	*	2	*	*	*	*	2	5	4	*	4	2	*	2	2	*
3WV	32	20	5	7	4	*	*	7	6	18	19	3	16	13	4	9	13	6
ABCFM	28	16	12	2	*	*	*	11	8	9	8	*	8	19	11	9	12	2
OTH-AM	29	22	5	2	*	2	*	3	4	21	9	*	9	18	3	15	15	*
OTH-FM	23	11	7	3	2	*	5	7	6	5	12	6	7	11	7	4	9	2
ALL	857	396	306	227	33	60	139	253	178	227	449	215	234	348	177	171	313	129

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (WED)

4 00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	30	13	10	7	*	4	8	10	5	4	12	8	4	14	10	4	8	4
3BO	61	27	12	19	3	9	9	24	10	9	29	20	9	23	13	10	21	11
3CV	68	24	18	22	4	14	19	19	12	3	31	22	8	23	16	7	16	7
3SH	2	1	*	1	*	1	*	*	1	*	*	*	*	1	*	1	1	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	15	13	1	*	1	*	*	2	1	12	10	*	10	5	1	3	6	1
SUNFM	1	*	*	1	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	176	79	41	50	7	28	35	55	30	28	83	50	33	66	40	26	52	24
3LO	36	23	8	5	*	*	*	5	10	20	19	4	15	17	1	16	14	3
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	5	3	2	*	*	1	*	*	3	1	3	*	3	2	*	2	2	1
ABCFM	11	5	4	1	*	*	*	3	4	4	5	1	4	6	2	4	6	1
OTH AM	8	7	*	*	*	*	*	*	*	7	3	*	3	4	*	4	4	*
OTH FM	10	8	1	1	*	2	4	3	2	*	5	4	*	4	2	1	2	1
ALL	246	124	57	58	8	31	39	66	50	60	118	60	58	98	46	52	80	30

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (WED)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	117	62	49	16	*	19	33	26	22	17	42	20	21	56	39	17	34	17
3BO	179	79	64	44	6	28	28	70	33	20	79	52	28	72	46	25	63	38
3CV	189	63	91	52	14	44	63	45	29	9	72	57	15	73	50	23	46	24
3SH	8	4	2	2	*	4	*	*	4	*	2	*	2	2	*	2	2	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	35	28	5	*	2	*	*	4	2	28	28	2	25	7	2	5	16	2
SUNFM	2	*	*	2	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	515	229	212	116	22	93	119	145	89	70	219	128	91	203	135	68	158	83
3LO	118	62	58	10	2	2	*	24	41	51	73	20	54	43	4	38	40	10
3RN	2	*	2	*	*	*	*	*	2	*	2	*	2	*	*	*	*	*
3WV	17	9	10	*	2	4	*	*	8	5	7	*	7	6	*	6	6	4
ABCFM	25	13	10	2	*	*	*	8	8	9	11	3	8	14	5	9	12	2
OTH-AM	18	13	3	2	*	2	*	3	2	11	5	*	5	11	3	9	9	*
OTH-FM	24	14	6	3	*	4	8	5	6	*	13	9	4	6	4	2	4	2
ALL	707	340	298	133	27	104	124	182	151	146	323	156	166	281	149	131	229	100

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (WED)

7 00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	17	12	1	4	*	2	3	7	2	4	8	6	2	7	4	3	5	2
3BO	29	22	4	4	*	5	4	8	5	8	12	9	3	12	3	9	14	3
3CV	39	32	3	4	1	9	16	10	4	*	16	13	3	15	13	2	10	5
3SH	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	7	6	1	*	*	*	*	1	1	5	4	1	4	3	*	2	3	*
SUNFM	2	2	*	*	*	*	2	*	*	*	2	2	*	*	*	*	*	*
ACS	95	74	9	12	1	16	25	26	11	17	42	30	12	37	20	17	32	10
3LO	14	13	1	*	1	*	*	1	4	10	5	1	4	9	*	9	9	1
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	5	5	*	*	*	*	*	*	3	3	4	*	4	2	*	2	2	*
ABCFM	6	4	1	*	1	*	*	*	1	4	2	*	2	4	*	4	4	*
OTH AM	5	3	2	*	*	*	2	1	*	2	3	2	1	2	*	2	2	*
OTH PM	4	3	1	*	*	2	1	*	1	*	2	1	1	*	*	*	1	*
ALL	130	102	14	12	2	18	27	28	20	37	57	34	23	55	21	33	50	12

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (WED)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	96	72	18	8	*	9	25	24	12	27	43	25	18	44	24	21	28	11
3BO	125	91	26	10	*	23	24	35	18	25	48	33	15	54	26	28	50	17
3CV	164	134	24	10	2	38	66	43	12	4	64	58	6	62	52	10	37	21
3SH	2	2	*	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	30	27	5	*	*	*	*	5	4	20	20	3	17	10	2	7	10	2
SUNFM	3	3	*	*	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	414	328	69	28	2	72	116	107	46	74	173	119	54	170	103	66	126	51
3LO	75	68	8	*	4	*	*	4	27	44	38	4	33	38	*	38	42	8
3RN	2	2	*	*	*	*	*	*	*	2	*	*	*	2	*	2	2	*
3WV	24	22	*	2	*	*	*	*	8	16	16	*	16	9	*	9	9	2
ABCFM	20	13	7	*	2	*	*	3	6	11	7	*	7	13	3	10	10	*
OTH-AM	24	16	8	*	*	2	5	5	2	9	13	8	4	9	2	7	11	*
OTH-FM	19	16	5	*	*	8	3	2	6	*	9	5	4	2	*	2	6	2
ALL	556	456	91	30	6	80	118	119	93	146	239	129	110	238	108	129	196	61

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (WED)

5 30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	46	27	7	13	*	3	8	16	11	9	22	12	10	22	11	11	15	7
3BO	94	52	10	28	3	8	16	35	16	19	44	29	15	41	21	20	38	19
3CV	82	34	12	34	2	12	26	26	15	3	41	29	13	29	24	5	19	10
3SH	4	2	1	*	*	*	*	*	2	1	2	*	2	1	*	1	2	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	15	13	1	1	*	*	*	4	1	10	11	2	8	5	1	3	7	1
SUNFM	2	*	*	1	*	*	*	*	1	*	2	*	1	*	*	*	*	*
ACS	243	130	30	78	6	23	50	81	46	43	123	74	49	97	57	40	81	39
3LO	42	33	5	4	*	*	*	5	14	22	19	4	16	23	2	21	21	3
3RN	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	10	8	1	1	1	*	*	2	3	6	5	*	5	5	1	4	5	2
ABCFM	9	5	2	1	*	*	*	2	3	4	4	*	3	5	2	4	5	1
OTH AM	10	6	2	1	*	1	1	1	1	6	4	1	2	5	*	4	5	*
OTH PM	9	5	2	1	*	1	3	3	1	1	5	4	1	4	3	1	4	1
ALL	325	188	42	86	8	26	54	94	69	82	160	83	77	139	65	74	121	46

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (WED)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	375	312	117	52	5	51	67	94	83	80	159	81	77	165	79	86	129	57
3BO	611	489	196	87	24	85	72	189	106	159	258	133	125	268	128	140	244	110
3CV	474	308	193	96	29	99	131	144	73	27	198	148	50	177	127	50	138	69
3SH	32	30	11	4	2	6	*	3	12	11	18	3	15	8	*	8	10	6
3SR	4	*	3	2	*	*	*	3	2	*	4	3	2	*	*	*	2	2
3UZ	95	81	20	5	2	*	*	21	10	64	68	16	51	27	4	23	41	4
SUNFM	5	3	*	2	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1394	1154	515	238	58	211	231	405	254	293	616	331	284	567	305	263	494	225
3LO	333	274	91	28	7	6	8	68	108	143	175	44	132	151	32	119	147	38
3RN	15	11	4	2	*	*	*	*	6	9	9	*	9	6	*	6	6	*
3WV	82	68	13	9	4	4	*	15	14	49	40	9	31	38	7	31	37	8
ABCFM	67	47	27	2	5	*	3	14	14	36	34	6	28	32	11	22	27	2
OTH-AM	66	45	20	4	2	4	5	10	10	37	30	10	20	32	5	27	32	2
OTH-FM	69	42	26	5	2	8	18	26	12	5	36	24	12	24	20	4	27	10
ALL	1729	1478	654	277	77	219	243	464	349	454	767	368	400	742	339	403	656	260

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (THURS)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	93	76	8	8	1	9	10	23	29	22	38	15	23	46	18	28	35	14
3BO	166	127	11	26	2	18	19	58	33	37	68	37	31	80	41	40	73	34
3CV	99	64	13	21	1	17	29	34	14	4	47	35	12	35	28	7	26	18
3SH	10	8	1	1	*	1	*	*	5	3	5	*	5	3	*	3	4	3
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	13	12	1	*	*	*	*	2	1	9	10	1	8	4	1	2	6	1
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	381	287	33	57	4	46	58	118	83	76	167	88	79	168	89	80	144	70
3LO	89	80	6	1	2	*	2	14	25	48	43	9	34	46	6	39	47	9
3RN	2	1	*	*	*	*	*	*	*	1	1	*	1	*	*	*	*	*
3WV	21	16	5	*	*	1	*	3	4	13	10	2	8	10	1	9	10	2
AHCFM	10	10	1	*	*	*	*	*	3	7	4	*	4	6	*	6	7	*
OTH-AM	9	5	*	1	4	1	*	4	*	5	5	2	3	4	2	2	4	*
OTH-FM	8	3	4	1	*	1	*	2	4	*	5	1	4	1	1	*	3	2
ALL	521	402	49	60	9	49	61	141	120	151	236	103	133	236	99	137	214	82

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (THURS)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	WEEKLY
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	293	256	57	24	4	45	32	75	78	64	116	53	64	132	54	78	99	40
3BO	454	392	90	60	11	59	43	154	87	111	196	103	92	199	94	105	180	74
3CV	320	227	103	54	4	78	80	106	44	11	133	104	29	109	82	27	73	49
3SH	30	30	4	2	*	6	*	3	10	11	16	3	13	8	*	8	10	6
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	36	31	4	2	*	*	2	8	4	22	25	8	17	11	2	9	19	5
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	1077	916	259	142	18	180	151	325	212	210	453	249	204	444	226	218	367	168
3LO	280	238	51	7	7	2	7	63	96	112	147	41	106	131	29	102	132	34
3RN	9	7	2	*	*	*	*	*	2	7	4	*	4	4	*	4	4	*
3WV	68	52	18	*	*	4	*	13	16	35	33	9	24	31	4	26	30	6
ABCFM	33	29	4	*	*	*	*	2	8	23	13	2	11	19	*	19	22	*
OTH-AM	30	19	2	2	7	2	*	7	4	17	12	5	7	16	2	13	15	*
OTH-FM	28	16	8	5	*	6	3	9	10	*	20	10	10	2	2	*	10	5
ALL	1407	1211	334	155	29	186	152	389	309	371	616	291	325	605	250	356	538	207

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (THURS)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	82	41	9	30	2	2	11	31	17	21	35	23	13	45	19	25	29	9
3RO	143	80	8	53	1	5	27	55	21	35	68	51	17	70	31	39	63	28
3CV	112	32	18	61	2	7	40	44	16	5	54	42	12	51	43	9	33	26
3SH	2	2	*	*	*	*	*	*	1	1	1	*	1	1	*	1	2	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	15	11	4	1	*	*	*	2	1	12	11	2	8	5	*	5	7	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	354	166	39	145	5	13	78	132	57	74	169	117	52	172	93	79	132	64
3LO	53	37	5	11	*	*	1	11	15	25	21	4	17	32	8	24	31	11
3RN	1	1	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	*
3WV	8	6	2	1	*	*	*	3	2	3	3	*	3	5	3	2	5	3
ABCFM	10	4	2	2	1	*	*	2	1	6	3	*	3	6	2	4	6	2
OTH-AM	27	20	*	4	3	2	*	3	4	18	13	3	10	12	*	12	11	2
OTH-FM	7	4	2	1	*	*	1	4	2	*	3	1	2	4	3	*	4	3
ALL	460	237	51	163	9	15	80	155	82	127	213	126	87	231	109	122	191	84

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (THURS)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	WEIGHTED
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	157	89	41	37	2	2	28	41	38	48	64	32	32	91	37	54	61	24
3BO	249	150	44	62	4	8	36	87	41	76	106	66	40	135	58	77	121	53
3CV	193	73	57	71	7	13	67	71	30	12	77	60	17	104	79	25	65	47
3SH	8	8	*	*	*	*	*	*	4	4	6	*	6	2	*	2	4	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	34	27	11	2	*	*	*	3	4	27	24	3	21	10	*	10	12	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	626	340	153	172	14	23	127	201	113	162	277	160	117	325	167	158	257	122
3LO	133	94	26	17	*	*	2	29	39	64	68	14	53	66	16	49	66	16
3RN	6	4	2	*	*	*	*	2	2	2	*	*	*	6	2	4	6	2
3WV	17	11	4	2	*	*	*	4	6	7	9	*	9	9	4	4	9	6
ABCFM	28	15	6	4	2	*	*	2	8	18	13	*	13	15	2	13	17	4
OTH-AM	37	31	*	4	5	2	*	8	4	24	21	8	13	14	*	14	15	2
OTH-FM	16	8	5	3	*	*	3	9	4	*	7	5	2	9	7	2	8	4
ALL	844	499	197	200	21	25	129	253	167	270	386	185	201	434	197	236	367	152

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (THURS)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	56	15	11	27	3	2	7	23	12	11	29	15	15	25	16	9	16	6
3BO	102	37	13	49	2	7	22	46	8	18	59	45	13	35	23	13	31	18
3CV	92	15	19	55	2	9	33	31	15	3	52	38	14	30	26	4	18	14
3SH	1	*	*	*	1	*	*	1	*	*	*	*	*	1	1	*	1	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	21	14	1	3	3	*	*	5	1	15	17	5	12	4	1	3	7	1
SUNPM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	271	81	45	133	12	18	62	107	37	47	158	103	54	95	66	29	73	40
3LO	38	26	7	6	*	*	*	5	13	20	17	3	14	21	2	18	20	3
3RN	2	2	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1	*
3WV	5	4	*	1	*	*	*	1	1	3	1	*	1	3	1	3	3	1
AHCPM	10	4	*	4	1	*	*	4	3	3	6	2	4	4	2	1	4	2
OTH AM	12	8	*	2	2	2	*	2	*	8	5	1	4	5	*	5	4	*
OTH-PM	6	4	3	*	*	1	1	2	3	*	1	*	1	5	3	2	4	2
ALL	343	127	55	146	14	21	63	121	57	81	188	110	78	134	74	60	110	48

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (THURS)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	138	50	51	46	4	9	21	42	28	38	62	23	39	67	40	26	44	18
3BO	255	107	84	72	16	23	31	103	36	63	116	70	46	116	63	53	113	58
3CV	219	50	95	76	15	30	67	79	31	13	99	70	29	90	76	14	67	45
3SH	4	*	2	*	2	2	*	2	*	*	*	*	*	2	2	*	2	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	47	29	11	5	6	*	*	12	6	29	34	8	26	13	4	9	20	4
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	642	234	241	197	43	62	118	225	100	138	306	165	140	275	177	97	235	125
3LO	157	111	49	17	*	2	*	30	55	71	80	14	66	75	16	59	74	14
3RN	9	6	*	2	*	*	*	*	4	5	4	*	4	4	*	4	4	*
3WV	18	13	3	2	*	*	*	5	4	9	10	3	7	9	2	6	9	4
ABCFM	31	18	4	7	5	*	*	7	10	14	16	3	13	15	4	10	15	4
OTH-AM	33	24	2	2	5	2	*	8	2	21	15	6	9	16	2	14	13	*
OTH-FM	15	6	9	*	*	2	2	7	4	*	2	*	2	11	10	2	8	6
ALL	856	387	305	226	53	68	120	269	164	235	413	188	225	374	201	174	325	144

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (THURS)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	38	15	12	10	1	5	12	9	10	3	21	12	9	13	9	4	8	5
3BO	73	34	13	22	4	8	9	32	13	11	39	28	11	26	13	12	26	11
3CV	67	27	20	20	1	14	25	17	9	2	31	25	7	22	18	4	13	9
3SH	2	*	*	2	*	*	*	*	2	*	1	*	1	1	*	1	1	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	9	8	*	*	1	*	*	*	1	9	6	*	6	4	*	4	4	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	190	84	45	54	6	27	46	58	34	25	97	64	33	65	40	25	51	26
3LO	37	23	12	1	*	*	*	10	9	17	15	6	9	21	5	17	21	4
3RN	2	1	1	*	*	*	*	*	1	1	2	*	2	*	*	*	*	*
3WV	5	3	1	1	*	1	*	*	3	1	2	*	2	2	*	2	2	1
ABCFM	12	6	5	1	*	*	*	3	2	7	5	*	5	7	3	4	8	1
OTH AM	6	6	*	*	*	*	*	1	1	4	4	1	3	2	*	2	2	*
OTH FM	4	4	*	*	*	1	2	*	1	*	2	2	*	1	*	1	1	*
ALL	255	126	64	58	6	29	48	72	51	55	126	72	54	99	47	52	86	32

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (THURS)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	130	58	55	28	3	17	35	24	32	21	59	29	30	53	30	23	33	15
3BO	176	71	63	51	6	19	24	76	32	26	89	59	30	68	40	28	63	34
3CV	193	82	86	45	7	42	77	48	22	4	81	67	14	70	58	12	43	30
3SH	8	2	2	4	*	4	*	*	4	*	2	*	2	2	*	2	2	2
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	28	21	2	2	4	*	*	*	4	24	19	*	19	9	*	9	14	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	523	230	208	127	20	80	131	145	94	73	242	149	93	200	126	74	155	81
3LO	131	67	64	4	2	2	*	36	43	50	69	22	47	60	14	46	57	14
3RN	7	2	4	2	*	*	*	*	4	2	7	*	7	*	*	*	*	*
3WV	17	9	6	2	*	4	*	*	8	5	7	*	7	6	*	6	6	4
ABCFM	33	18	13	2	*	*	*	4	6	22	15	*	15	17	4	13	19	2
OTH-AM	18	16	*	2	*	2	*	3	4	9	10	3	7	6	*	6	6	*
OTH-FM	11	7	4	*	*	4	3	*	4	*	5	3	2	2	*	2	4	2
ALL	723	347	292	139	22	88	134	186	153	162	347	177	170	288	142	145	241	99

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (THURS)

7 00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	21	12	3	4	2	4	5	7	2	3	9	6	3	9	6	3	8	3
3BO	29	17	2	6	3	4	3	12	3	7	14	11	3	10	4	6	14	3
3CV	40	32	5	1	2	10	16	11	2	*	11	10	1	18	17	2	9	6
3SH	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3SR	1	1	*	*	*	*	*	1	*	*	1	1	*	*	*	*	*	*
3UZ	6	3	1	*	1	*	*	1	1	3	4	1	3	2	*	2	2	*
SUNFM	2	2	*	*	*	*	1	*	1	*	2	1	1	*	*	*	*	*
ACS	98	68	12	11	8	19	25	32	9	13	40	30	10	39	26	12	33	13
3LO	16	12	3	*	1	*	*	3	3	10	7	1	6	9	1	7	9	1
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	5	5	*	*	*	*	*	*	3	2	3	*	3	2	*	1	2	1
ABCFM	4	3	1	*	1	*	*	*	1	4	2	*	2	3	*	3	3	*
OTH-AM	6	5	1	*	*	*	*	2	*	3	3	2	1	3	1	2	3	*
OTH-FM	6	6	1	*	*	2	2	1	1	*	3	1	1	1	1	*	2	1
ALL	135	98	17	11	9	21	27	38	17	32	58	34	23	56	30	26	52	16

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (THURS)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	403
3BA	105	70	24	7	5	17	22	28	16	22	42	22	20	45	27	18	34	15
3BO	134	91	24	15	7	21	15	50	18	29	68	46	22	45	19	26	53	18
3CV	161	124	35	7	8	42	62	43	12	2	47	40	7	72	65	8	36	21
3SH	7	7	*	*	*	4	*	3	*	*	3	3	*	*	*	*	*	*
3SR	3	3	*	*	*	*	*	3	*	*	3	3	*	*	*	*	*	*
3UZ	25	22	5	*	2	*	*	3	4	18	15	3	13	10	*	10	10	*
SUNFM	5	5	*	*	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	424	316	82	30	23	85	93	125	50	71	177	115	63	162	103	59	126	50
3LO	81	63	14	*	4	*	*	12	24	45	37	7	30	44	5	39	47	8
3RN	2	2	*	*	*	*	*	*	*	2	*	*	*	2	*	2	2	*
3WV	29	27	*	2	*	*	*	5	10	14	18	3	16	11	2	9	11	4
ABCFM	13	9	2	*	2	*	*	*	4	9	4	*	4	9	*	9	9	2
OTH-AM	19	14	4	*	*	*	2	7	*	9	8	5	2	11	4	7	13	2
OTH-FM	23	23	4	*	*	6	11	2	4	*	12	8	4	4	4	*	6	4
ALL	574	440	106	32	30	91	101	152	88	142	248	136	112	235	117	118	204	70

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (THURS)

5 30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	55	30	8	15	2	4	9	18	13	11	25	13	12	26	13	13	18	7
3BO	96	55	9	29	3	8	15	38	14	20	47	32	14	41	21	20	38	18
3CV	78	33	14	29	2	11	28	26	11	3	37	28	9	30	25	5	19	14
3SH	3	2	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	13	9	2	1	1	*	*	2	1	9	9	2	7	3	*	3	5	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	245	131	33	75	7	24	51	85	41	44	120	76	43	101	60	42	82	40
3LO	44	34	6	3	1	*	1	8	12	23	20	4	15	24	4	20	24	5
3RN	1	1	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1	*
3WV	8	7	2	*	*	*	*	1	2	4	4	*	3	4	1	3	4	1
ABCFM	9	5	2	2	1	*	*	2	2	5	4	1	3	5	1	4	5	1
OTH-AM	11	8	*	1	2	1	*	2	1	7	5	2	4	5	1	4	5	*
OTH-FM	6	4	2	*	*	1	1	2	2	*	3	1	2	2	2	1	3	2
ALL	325	189	45	82	10	27	53	100	61	84	156	85	71	143	68	74	123	49

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (THURS)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	414	333	131	58	12	60	67	104	89	94	164	78	85	191	93	98	146	59
3BO	597	498	178	95	35	74	61	194	106	163	254	130	123	270	124	146	255	108
3CV	479	322	194	96	33	109	135	143	60	32	188	146	42	181	132	50	133	82
3SH	32	30	4	4	2	6	*	5	10	11	16	3	13	10	2	8	12	8
3SR	3	3	*	*	*	*	*	3	*	*	3	3	*	*	*	*	*	*
3UZ	92	69	23	10	6	*	2	20	12	58	59	16	43	33	7	26	46	9
SUNFM	5	5	*	*	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1390	1163	497	253	83	228	219	392	247	305	580	310	270	583	301	282	498	219
3LO	350	286	117	21	9	4	7	75	110	154	178	43	135	168	38	129	166	43
3RN	20	11	9	4	*	*	*	2	8	9	11	*	11	9	2	6	9	2
3WV	80	64	18	4	*	4	*	18	18	40	40	11	29	35	7	29	34	8
ABCFM	70	48	19	7	5	*	*	9	17	43	31	5	26	38	4	34	44	6
OTH-AM	59	49	6	4	10	2	2	12	5	37	28	10	18	29	4	25	32	4
OTH-FM	55	41	17	5	*	8	16	17	14	*	30	19	12	16	14	2	18	10
ALL	1726	1485	648	287	99	234	224	460	347	461	752	359	393	741	326	415	663	261

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (FRI)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	87	74	8	4	*	8	10	21	27	21	33	11	22	46	20	26	37	15
3BO	160	126	9	23	2	18	19	56	32	34	66	37	29	75	38	37	73	34
3CV	101	68	11	20	2	16	28	34	19	4	47	31	16	38	32	6	25	15
3SH	15	12	3	*	*	2	*	*	5	7	8	*	8	5	*	5	7	3
3SR	1	1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
3UZ	16	14	1	*	*	*	*	3	2	11	12	2	10	4	1	3	6	1
SUNPM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	379	295	33	47	4	45	57	115	85	78	165	81	85	169	91	78	147	69
3LO	81	74	6	*	*	1	2	10	24	43	35	6	29	45	6	39	42	7
3RN	1	1	*	*	*	*	*	*	*	1	1	*	1	*	*	*	*	*
3WV	19	18	1	*	*	1	*	4	3	11	8	1	6	11	3	8	11	3
ABCPM	10	10	*	*	*	*	*	*	4	7	5	*	4	6	*	6	6	*
OTH-AM	9	5	3	1	1	1	3	2	1	2	5	5	1	3	1	3	3	1
OTH-PM	5	4	*	1	*	1	1	2	2	*	3	1	2	2	2	*	3	2
ALL	505	406	44	50	5	48	63	134	118	142	222	95	127	236	103	133	212	82

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (FRI)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	WEEKLY
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	298	262	61	12	2	42	42	71	74	70	114	50	64	142	62	80	113	45
3BO	428	383	86	55	8	57	44	151	82	94	187	106	81	184	89	95	177	78
3CV	313	221	88	55	11	65	82	104	51	12	136	94	42	112	91	21	70	46
3SH	29	27	11	*	*	6	*	*	12	11	15	*	15	8	*	8	10	6
3SR	5	5	*	*	*	*	*	*	*	5	2	*	2	2	*	2	2	*
3UZ	45	39	9	2	*	*	*	10	6	29	30	6	24	16	4	11	18	4
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	1066	921	254	125	19	165	158	315	212	216	457	240	217	444	234	211	374	169
3LO	251	223	47	4	2	4	9	45	89	103	126	27	99	121	27	94	119	32
3RN	2	2	*	*	*	*	*	*	*	2	2	*	2	*	*	*	*	*
3WV	64	53	11	*	*	4	*	15	10	34	31	9	23	28	7	22	28	8
ABCFM	38	36	2	*	*	*	3	*	10	25	18	3	15	19	*	19	21	*
OTH-AM	26	19	3	2	2	2	3	7	4	10	10	8	2	13	2	11	13	2
OTH-FM	28	22	2	5	*	6	5	9	8	*	15	7	8	7	7	*	10	6
ALL	1367	1201	318	135	24	171	169	369	301	357	603	277	326	593	260	333	529	208

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (FRI)

9 00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	70	41	7	20	2	2	6	23	16	23	27	14	13	41	15	26	33	11
3BO	141	75	12	52	2	5	31	48	25	32	71	51	21	65	28	37	58	27
3CV	117	36	16	63	2	9	39	48	18	4	58	41	17	50	46	4	27	18
3SH	8	3	2	*	3	*	*			6	4	*	4	4	*	4	6	2
3SR	*	*	*	*	*	*	*			*	*	*	*	*	*	*	*	*
3UZ	23	18	3	*	2	*	*			16	12	4	8	11	2	9	14	3
SUNFM	1	1	*	*	*	*	1			*	1	1	*	*	*	*	*	*
ACS	361	175	40	136	10	16	78			81	173	111	62	172	92	80	138	62
3LO	50	31	13	5	*	*	*			29	16	2	13	34	6	28	31	7
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	9	7	2	*	*	*	*	3	1	5	2	*	2	7	3	4	6	3
ABCFM	8	5	2	1	*	*	*	1	1	6	2	*	2	6	1	5	6	1
OTH-AM	22	15	2	4	2	2	1	4	5	10	6	2	4	14	3	11	13	4
OTH FM	5	4	*	1	*	*	1	3	1	*	1	1	1	3	3	*	3	3
ALL	454	237	58	146	12	18	79	144	82	130	200	115	85	236	108	128	197	82

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (FRI)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	403
3BA	130	79	32	27	6	2	19	30	32	47	51	23	29	77	27	50	59	24
3BO	245	150	55	62	7	8	39	82	47	69	111	65	46	126	56	69	107	46
3CV	201	79	71	69	7	15	66	79	32	9	89	64	26	97	82	15	62	41
3SH	10	6	6	*	5	*	*	*	4	6	4	*	4	6	*	6	8	4
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	52	34	15	2	3	*	*	15	4	33	34	11	24	18	4	14	25	6
SUNFM	3	3	*	*	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	622	342	180	159	25	25	125	202	115	155	289	165	124	308	162	146	251	116
3LO	117	68	45	12	*	*	2	18	31	66	48	9	39	69	12	58	61	10
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	23	14	9	*	*	*	*	4	4	14	11	*	11	12	4	7	9	4
ABCFM	26	15	8	2	*	*	*	4	6	15	6	*	6	19	4	15	21	6
OTH-AM	39	28	7	4	2	2	3	9	5	19	15	6	9	22	7	16	21	6
OTH-FM	12	9	*	3	*	*	5	4	2	*	5	3	2	7	7	*	4	4
ALL	812	468	240	177	27	27	129	240	159	256	364	176	187	421	193	228	354	148

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (FRI)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3RA	44	13	13	18	1	1	7	16	9	10	21	11	10	21	12	10	15	6
3BO	98	37	14	42	4	7	18	41	8	23	55	40	15	36	20	17	35	18
3CV	90	12	20	56	3	7	28	36	16	4	52	37	15	31	27	4	17	12
3SH	5	1	2	*	2	*	*	2	*	2	2	1	1	2	1	1	2	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	34	24	2	3	3	*	1	13	1	19	22	10	12	12	3	8	13	3
SUNFM	1	1	*	*	*	*	1	*	*	*	1	1	*	*	*	*	*	*
ACS	272	88	51	119	14	16	55	108	34	59	153	100	53	103	63	40	82	40
3LO	29	23	4	1	*	1	*	6	6	17	14	3	11	15	3	12	16	4
3RN	1	1	*	1	*	*	*	*	1	1	1	*	1	1	*	1	1	*
3WV	5	2	1	1	*	*	*	*	1	3	3	*	3	2	*	2	2	*
ABCFM	8	3	2	3	*	*	*	2	3	2	4	*	4	4	2	1	5	3
OTH AM	11	4	*	3	4	2	*	4	2	4	4	1	2	6	2	4	7	4
OTH FM	6	1	3	1	*	*	3	2	1	*	2	1	1	4	4	*	2	2
ALL	332	122	62	130	18	18	57	123	49	85	180	106	75	133	74	59	115	52

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (FRI)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	403
3BA	140	50	75	29	4	8	24	40	24	43	63	28	35	68	36	32	51	21
3BO	245	96	93	58	17	17	32	98	30	69	109	63	46	119	67	53	111	60
3CV	216	40	96	81	9	32	60	77	37	11	93	64	29	92	73	19	60	34
3SH	16	2	9	*	5	2	*	7	2	5	7	3	4	7	4	2	7	4
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	68	45	18	7	8	*	3	23	10	32	45	19	25	23	7	17	24	6
SUNFM	3	3	*	*	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	664	236	281	173	38	57	118	230	103	155	314	174	140	293	174	119	242	121
3LO	126	92	38	7	*	2	*	25	35	64	73	14	59	51	12	40	58	18
3RN	7	4	*	2	*	*	*	*	2	4	2	*	2	4	*	4	4	*
3WV	24	9	11	4	*	*	*	3	10	12	20	3	17	4	*	4	6	2
ABCFM	31	15	12	10	*	*	*	7	14	11	15	*	15	17	7	10	20	8
OTH-AM	27	14	*	4	10	2	*	7	4	14	9	3	6	16	4	11	15	6
OTH-FM	19	7	7	5	*	*	8	9	2	*	7	6	2	11	11	*	8	7
ALL	842	352	343	199	43	61	123	266	154	238	413	194	220	368	195	173	317	147

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (FRI)

4 00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	32	17	9	7	*	6	11	9	3	5	13	9	3	14	10	4	8	3
3HO	60	28	12	15	5	7	8	22	8	14	30	21	9	23	10	13	24	10
3CV	64	20	18	22	4	18	21	13	8	4	25	18	7	21	16	6	11	6
3SH	7	2	1	1	3	2	*	2	1	3	2	*	2	3	2	1	3	2
3SR	4	*	1	*	3	1	*	*	1	2	2	*	2	1	*	1	1	*
3UZ	15	11	4	*	1	*	*	3	1	11	9	1	8	6	1	5	6	2
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	182	78	44	45	16	33	40	48	22	39	81	50	30	68	38	30	52	23
3LO	33	19	11	2	2	1	*	5	11	17	20	3	17	13	2	11	14	3
3RN	1	1	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1	*
3WV	6	2	4	*	*	1	*	1	3	1	4	1	3	1	*	1	1	1
ABCFM	7	4	*	2	*	*	*	3	1	3	2	*	2	5	3	2	6	2
OTH-AM	9	5	1	1	1	*	*	2	1	5	5	1	4	4	1	2	4	2
OTH-FM	7	4	2	*	*	*	2	4	*	*	4	4	*	2	2	*	1	1
ALL	245	114	62	50	19	35	43	63	39	66	117	60	57	94	46	47	80	32

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (FRI)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	114	63	43	18	*	17	39	23	14	21	46	26	20	51	36	15	27	10
3BO	164	66	69	33	12	13	24	60	29	38	89	57	32	62	28	34	66	30
3CV	174	54	78	44	12	48	61	35	20	10	59	47	13	66	49	17	40	21
3SH	13	4	6	2	5	4	*	2	2	5	4	*	4	4	2	2	4	2
3SR	9	*	2	*	7	2	*	*	2	5	4	*	4	2	*	2	2	*
3UZ	39	25	13	*	3	*	*	7	4	28	27	5	22	12	2	10	14	4
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	486	213	200	95	33	84	110	120	71	101	213	120	93	189	111	79	146	63
3LO	108	58	55	4	2	2	*	21	41	44	74	14	60	32	7	25	33	10
3RN	6	4	2	*	*	*	*	*	4	2	4	*	4	2	*	2	2	*
3WV	22	9	16	*	*	4	*	3	10	5	14	3	11	4	*	4	4	4
ABCFM	19	15	2	2	*	*	*	4	4	11	6	*	6	13	4	9	15	2
OTH-AM	22	16	2	2	2	*	*	7	5	9	9	3	6	13	4	8	14	6
OTH-FM	15	10	5	*	*	2	5	8	*	*	9	9	*	4	4	*	2	2
ALL	668	324	277	103	38	90	115	163	130	169	320	149	172	257	130	127	217	87

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (FRI)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3HA	14	11	1	2	*	4	2	2	3	3	4	2	1	7	2	5	4	2
3HO	32	24	6	3	*	7	6	8	3	8	14	11	3	11	4	7	11	3
3CV	41	31	4	4	2	14	10	9	5	3	10	6	4	16	13	4	10	7
3SH	3	1	1	*	2	*	*	*	*	3	2	*	2	1	*	1	2	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	9	8	1	*	*	*	*	1	1	7	7	1	5	2	*	2	3	*
SUNFM	2	2	*	*	*	*	2	*	*	*	2	2	*	*	*	*	*	*
ACS	102	75	13	10	4	26	20	21	12	24	38	22	17	38	19	19	30	12
3LO	16	11	3	*	2	*	*	*	3	13	7	*	7	9	*	9	10	*
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	6	6	*	*	*	*	*	1	2	3	4	*	3	2	*	2	2	1
ABCFM	2	2	*	*	*	*	*	*	*	2	*	*	*	2	*	1	2	*
OTH-AM	7	5	2	*	*	*	2	1	*	4	4	3	2	3	*	3	3	*
OTH-FM	3	2	*	*	*	1	1	*	*	*	1	1	*	*	*	*	1	*
ALL	135	101	18	11	6	27	23	23	18	46	54	26	29	54	20	35	48	13

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (FRI)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	83	67	11	5	*	19	15	16	13	20	28	15	13	36	16	20	22	9
3BO	120	78	32	10	*	17	22	43	12	27	57	40	17	46	24	22	47	18
3CV	163	114	33	8	10	52	44	44	18	5	38	28	10	72	60	12	40	30
3SH	6	2	5	*	5	*	*	*	*	6	4	*	4	2	*	2	4	*
3SR	2	*	*	*	2	2	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	32	27	6	2	*	*	*	5	6	20	22	5	17	9	*	9	12	*
SUNFM	5	5	*	*	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	389	284	84	23	17	89	78	102	52	69	141	83	58	160	97	62	119	57
3LO	67	51	16	*	2	*	*	*	14	52	33	*	33	34	*	34	34	2
3RN	4	4	*	*	*	*	*	*	*	4	*	*	*	4	*	4	4	*
3WV	27	25	2	*	*	*	*	5	8	14	16	3	13	11	2	9	11	4
ABCFM	11	9	*	2	*	*	*	2	*	9	2	*	2	9	2	7	9	2
OTH-AM	24	21	3	*	*	*	3	3	2	16	13	6	7	11	*	11	11	*
OTH-FM	11	9	*	2	*	4	5	*	2	*	4	2	2	2	2	*	2	*
ALL	510	389	100	28	19	93	82	112	74	149	198	91	107	220	104	116	179	65

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (FRI)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	46	29	7	10	*	4	7	13	11	12	18	9	9	24	11	13	18	7
3BO	93	55	10	25	2	9	16	33	14	21	45	30	14	39	19	21	38	17
3CV	79	33	13	31	2	13	24	26	12	4	36	25	11	30	25	5	17	11
3SH	7	4	1	*	2	1	*	1	2	4	3	*	3	3	1	2	4	1
3SR	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	19	15	2	1	1	*	*	5	1	12	12	4	8	7	2	5	8	2
SUNPM	1	1	*	*	*	*	1	*	*	*	1	1	*	*	*	*	*	*
ACS	246	136	34	67	9	27	47	79	40	53	116	69	47	103	57	46	84	39
3LO	39	30	7	2	1	*	*	5	10	23	17	3	14	22	3	19	21	4
3RN	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	9	7	2	*	*	*	*	2	2	5	4	1	4	4	1	3	4	1
ABCPM	7	4	1	1	*	*	*	1	2	4	3	*	3	4	1	3	5	1
OTH-AM	11	6	2	1	2	1	1	3	2	5	5	2	2	6	1	4	6	2
OTH-PM	5	3	1	1	*	*	2	2	1	*	2	2	1	2	2	*	2	1
ALL	317	188	46	72	11	29	50	92	57	89	147	76	71	142	56	76	123	49

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (FRI)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	380	319	128	39	11	55	65	86	83	91	152	73	79	172	78	94	135	53
3BO	579	463	201	79	35	67	62	195	103	151	256	138	118	255	120	135	239	102
3CV	492	302	203	94	35	101	132	151	78	30	197	139	58	194	144	50	141	86
3SH	40	33	22	2	5	8	*	7	12	13	20	3	17	12	4	8	16	10
3SR	9	5	2	*	7	2	*	*	2	5	4	*	4	2	*	2	2	*
3UZ	118	92	34	12	8	*	3	28	18	69	74	24	50	44	7	37	47	6
SUNFM	5	5	*	*	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1369	1126	549	212	86	204	220	388	250	307	588	304	283	577	303	274	490	219
3LO	331	273	106	20	5	6	12	57	102	154	165	32	132	160	36	123	154	44
3RN	11	9	2	2	*	*	*	*	4	7	7	*	7	4	*	4	4	*
3WV	78	55	33	4	*	4	*	18	18	37	42	11	31	31	7	25	30	10
ABCFM	68	54	16	10	*	*	3	11	18	36	29	3	26	39	11	28	42	11
OTH-AM	65	51	10	4	10	2	3	17	8	35	32	14	18	31	7	25	32	6
OTH-FM	54	36	9	8	*	8	15	19	12	*	30	18	12	16	16	*	19	10
ALL	1679	1426	674	248	95	210	232	445	338	453	738	345	392	731	332	398	646	261

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World Radio History

World Radio History

AVERAGE & CUMULATIVE AUDIENCE ESTIMATES

ALL FIGURES IN THIS SECTION ARE HUNDREDS

BY DAY PART

MONDAY – SUNDAY

5.30 – 12.00 MN

MONDAY – FRIDAY
SATURDAY – SUNDAY
SATURDAY
SUNDAY

5.30 AM	–	9.00 AM
9.00 AM	–	12.00N
12.00 N	–	4.00 PM
4.00 PM	–	7.00 PM
7.00 PM	–	12.00 MN
5.30 AM	–	12.00 MN

NOTE: * = less than 100

World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON-SUN)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	45	28	7	10	1	4	7	13	11	10	19	10	10	22	11	11	15	6
3BO	85	52	8	21	3	8	13	30	14	20	39	25	14	38	18	20	35	15
3CV	73	34	13	24	2	11	22	24	11	4	34	24	10	28	22	5	19	12
3SH	5	3	1	1	1	1	*	*	2	2	2	*	2	2	*	2	2	1
3SR	1	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*
3UZ	19	16	2	1	1	*	*	4	2	13	12	3	9	7	1	5	8	1
SUNFM	1	*	*	1	*	*	1	*	1	*	1	1	1	*	*	*	*	*
ACS	229	133	31	56	8	24	43	72	41	48	109	63	46	96	53	44	80	36
3LO	44	35	5	2	1	1	*	7	12	24	20	5	15	23	2	21	22	4
3RN	1	1	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	*
3WV	9	8	1	*	*	*	*	2	3	5	5	1	4	5	1	3	4	1
ABCFM	8	6	1	1	*	*	*	2	2	4	4	1	3	5	1	3	5	1
OTH-AM	10	7	1	1	1	1	1	1	1	6	5	1	4	4	*	4	4	1
OTH-FM	6	4	2	1	*	1	1	2	1	*	3	2	1	3	2	1	3	1
ALL	307	193	42	62	11	27	45	86	60	89	144	72	73	136	60	76	119	44

AW 40-54 - 55+
BA 21
BO 34
CV 15

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World Radio History

CENTRAL VICTORIA – CUMULATIVE AUDIENCE – BY DAYPART (MON–SUN)

Figures below in 00 s / %

5.30am–12midnight

Survey #1 – 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	575	468	279	100	62	83	96	129	134	133	234	107	127	258	118	139	199	81
	28	23	14	5	3	30	34	25	33	25	27	26	28	29	30	28	26	27
3BO	822	695	418	139	89	116	100	248	150	207	345	176	169	361	172	189	339	141
	40	34	21	7	4	42	36	47	37	38	40	43	38	40	43	38	43	47
3CV	770	536	441	151	113	148	184	232	123	84	314	216	98	309	200	109	233	124
	38	26	22	7	6	53	66	44	30	15	37	53	22	34	50	22	30	41
3SH	67	55	40	6	10	10	2	12	25	18	30	6	25	27	9	18	31	16
	3	3	2	*	*	4	1	2	6	3	4	1	6	3	2	4	4	5
3SR	40	24	18	2	12	6	2	6	10	16	27	6	22	6	2	4	8	2
	2	1	1	*	1	2	1	1	2	3	3	1	5	1	1	1	1	1
3UZ	228	201	72	21	19	4	12	47	45	120	126	44	82	98	15	82	99	18
	11	10	4	1	1	1	4	9	11	22	15	11	18	11	4	16	13	6
SUNFM	22	10	6	5	2	2	6	*	6	7	13	6	7	7	*	7	4	*
	1	*	*	*	*	1	2	*	1	1	2	1	2	1	*	1	1	*
ACS	1678	1500	1001	350	250	257	258	462	316	386	702	368	334	718	351	367	611	261
	83	74	49	17	12	92	92	88	78	71	82	90	75	80	88	73	78	86
3LO	513	424	222	38	33	25	15	110	144	218	251	67	184	237	59	178	233	65
	25	21	11	2	2	9	5	21	35	40	29	16	41	26	15	36	30	21
3RN	41	26	13	9	2	2	*	4	14	21	20	*	20	19	4	15	19	6
	2	1	1	*	*	1	*	1	3	4	2	*	4	2	1	3	2	2
3WV	120	102	49	9	7	10	*	26	28	55	59	20	39	50	7	44	51	10
	6	5	2	*	*	4	*	5	7	10	7	5	9	6	2	9	7	3
ABCFM	180	138	70	15	19	19	6	50	35	70	77	25	52	84	31	53	84	21
	9	7	3	1	1	7	2	10	9	13	9	6	12	9	8	11	11	7
OTH-AM	107	71	55	4	21	10	8	25	24	40	52	22	30	45	12	33	44	10
	5	3	3	*	1	4	3	5	6	7	6	5	7	5	3	7	6	3
OTH-FM	186	105	105	10	8	23	41	66	34	22	90	57	33	73	50	23	60	28
	9	5	5	*	*	8	15	13	8	4	11	14	7	8	13	5	8	9
ALL	1932	1799	1202	390	301	261	269	505	385	512	818	393	425	852	380	472	742	285
	95	88	59	19	15	94	96	96	95	94	96	96	95	95	95	94	95	94

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON-FRI)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	89	74	8	6	*	8	10	22	29	21	36	13	23	45	19	26	36	15
3BO	164	126	10	25	3	18	18	55	33	40	66	36	30	80	38	43	74	33
3CV	100	62	13	23	2	18	27	34	17	4	47	33	15	35	29	6	24	15
3SH	11	9	1	1	*	2	*	*	5	4	6	*	5	4	*	4	5	3
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	14	13	1	*	*	*	*	4	1	9	11	3	8	4	2	2	6	2
SUNFM	1	*	*	*	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	379	285	34	55	5	45	55	116	85	79	167	84	83	167	86	81	145	68
3LO	86	78	6	2	1	1	2	12	25	47	40	8	31	46	5	40	44	7
3RN	2	2	*	*	*	*	*	*	*	2	1	*	1	1	*	1	1	*
3WV	23	20	3	*	*	1	*	5	4	13	10	2	8	12	2	9	11	2
ABCFM	11	10	1	*	*	*	*	*	3	7	5	*	5	6	*	6	6	*
OTH-AM	8	4	2	1	1	1	2	2	1	3	4	3	1	3	1	3	3	*
OTH-FM	6	3	2	1	*	1	1	3	2	*	4	2	2	2	2	*	3	2
ALL	516	401	47	59	8	48	59	137	121	150	231	100	131	236	97	140	214	80

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON-FRI)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	396	327	122	39	6	53	62	90	95	96	164	76	88	179	76	103	139	55
3BO	578	511	155	77	16	78	63	191	104	141	247	133	113	253	121	132	236	95
3CV	443	320	169	78	24	99	114	140	65	25	184	138	46	160	117	44	121	69
3SH	36	36	16	2	2	6	*	5	14	11	18	3	15	12	2	10	14	10
3SR	7	7	2	*	*	*	*	*	*	7	5	*	5	2	*	2	2	*
3UZ	59	53	13	7	*	*	2	15	6	36	35	11	24	24	7	18	29	9
SUNFM	5	3	2	2	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1320	1148	431	188	43	211	198	387	250	274	564	310	255	545	275	269	460	202
3LO	344	296	82	12	12	8	11	79	107	138	167	48	119	169	42	127	168	49
3RN	13	9	4	*	*	*	*	*	4	9	7	*	7	6	*	6	6	*
3WV	89	78	27	2	2	4	*	21	20	44	45	14	31	39	7	33	38	8
ABCFM	55	40	21	*	5	2	3	5	16	29	30	8	22	23	*	23	27	*
OTH-AM	57	27	18	2	14	8	6	14	10	19	22	11	11	27	9	18	23	6
OTH-FM	53	29	20	5	*	8	9	22	14	*	31	18	14	13	13	*	21	10
ALL	1654	1459	557	208	73	217	211	452	343	431	726	361	366	711	301	409	635	241

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON-FRI)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 + ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	PEOPLE 10-17	18-24	25-39	40-54	55+	MEN 18+	18-39	40+	WOMEN 18+	18-39	40+	HHOLD SHOPPER ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	75	41	7	25	2	2	9	27 36	17	19	31	18	13	42	18	23	28	10
3BO	142	77	9	54	3	5	29	53 62	23	33	69	50	19	69	32	38	61	30
3CV	121	36	17	66	2	9	36	50 86	19	7	59	42	17	53	44	9	36	24
3SH	6	4	1	*	1	*	*	*	3	3	3	*	3	3	*	3	4	2
3SR	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
3UZ	21	16	4	1	*	*	*	5	2	15	12	3	9	9	2	7	10	2
SUNFM	2	*	*	1	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	367	175	39	146	7	16	75	134	65	77	175	113	62	176	97	80	141	68
3LO	57	41	8	8	*	*	1	8	18	30	23	5	18	34	4	30	32	7
3RN	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	11	7	1	1	1	*	*	3	2	5	4	*	4	7	3	4	6	3
ABCFM	10	5	2	2	*	*	*	3	2	5	3	*	3	6	2	4	7	2
OTH-AM	22	16	2	3	2	2	1	2	4	13	9	2	7	11	1	10	11	2
OTH-FM	8	5	2	2	*	*	3	4	2	*	3	3	1	5	4	1	4	3
ALL	476	249	54	162	11	18	80	154	93	131	218	123	96	240	111	129	202	86

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON-FRI)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	303	190	97	61	19	13	60	68	67	94	138	60	78	152	68	83	114	41
3BO	408	277	142	90	22	19	56	139	76	117	176	100	77	212	95	117	196	86
3CV	371	160	170	103	26	32	111	132	57	40	158	115	43	182	128	54	137	78
3SH	26	19	13	*	5	*	*	4	10	11	15	*	15	10	4	6	12	8
3SR	4	2	*	2	*	*	*	*	2	2	2	*	2	2	*	2	4	2
3UZ	86	64	27	9	3	*	2	23	12	49	55	16	39	31	9	22	37	8
SUNFM	7	3	4	2	*	2	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1027	646	421	243	72	61	195	319	194	258	463	251	213	502	263	239	417	189
3LO	245	178	89	22	3	4	9	43	74	115	118	27	91	123	25	98	117	22
3RN	13	8	5	*	*	*	*	2	4	7	5	*	5	8	2	6	8	4
3WV	34	21	13	7	2	*	*	4	8	21	18	*	18	16	4	11	13	6
ABCFM	58	33	22	6	2	*	*	18	16	25	22	3	19	36	15	21	31	8
OTH-AM	71	41	25	4	7	6	6	14	14	30	34	14	20	31	7	24	32	8
OTH-FM	48	26	16	5	6	*	15	25	8	*	20	14	6	28	26	2	16	10
ALL	1294	874	549	273	90	72	201	364	267	391	587	272	314	636	292	344	549	219

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON-FRI)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	48	13	10	23	1	2	8	19	10	8	25	15	11	20	13	7	12	5
3BO	103	41	12	46	4	6	23	44	10	20	57	42	15	41	25	15	36	21
3CV	99	19	19	58	3	9	31	37	18	5	56	39	17	34	28	6	23	15
3SH	4	2	1	*	1	*	*	1	1	1	2	*	2	1	*	1	1	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	27	20	3	2	1	*	*	8	2	17	19	6	13	8	2	6	11	2
SUNFM	1	*	*	1	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	282	95	46	131	10	17	62	109	43	51	161	102	59	104	69	35	83	43
3LO	37	27	6	5	*	1	*	6	11	20	17	3	14	19	2	17	18	3
3RN	2	1	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1	*
3WV	6	3	1	1	1	*	*	*	2	3	3	*	3	2	*	2	2	1
ABCFM	8	4	2	3	*	*	*	3	3	2	4	1	4	4	2	2	4	2
OTH-AM	12	7	1	3	1	2	*	2	2	7	4	1	4	6	1	5	6	1
OTH-FM	7	4	2	1	*	*	2	2	2	1	3	1	1	4	3	1	3	2
ALL	354	141	57	143	13	20	65	121	63	85	194	109	85	140	77	63	118	52

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON-FRI)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	279	136	147	67	17	24	59	74	57	64	126	60	66	129	74	56	99	46
3BO	424	243	213	103	40	28	62	148	75	111	185	106	78	211	104	108	200	94
3CV	417	132	225	120	44	57	102	147	66	44	187	129	58	173	121	52	144	80
3SH	33	12	18	*	7	2	*	12	10	9	19	6	13	13	7	6	14	10
3SR	3	*	3	*	*	*	*	3	*	*	3	3	*	*	*	*	*	*
3UZ	110	80	41	10	12	*	5	29	22	54	72	25	47	38	9	29	42	8
SUNFM	5	3	2	2	*	*	3	*	2	*	5	3	2	*	*	*	*	*
ACS	1052	554	561	267	108	106	185	343	189	229	475	265	210	471	263	208	416	203
3LO	247	182	92	24	5	4	*	54	72	116	143	36	107	99	18	81	107	24
3RN	15	13	*	2	*	*	*	*	6	9	4	*	4	10	*	10	10	2
3WV	53	31	15	7	4	2	*	7	16	27	27	3	24	24	4	19	25	10
ABCFM	70	45	24	13	9	*	*	20	23	27	26	3	23	44	17	27	41	8
OTH-AM	63	37	20	4	10	4	3	18	10	28	29	12	18	30	9	20	25	6
OTH-FM	56	24	26	6	2	2	12	22	13	7	27	12	15	27	23	4	22	14
ALL	1304	770	674	306	130	112	189	388	259	355	607	293	314	585	285	300	523	226

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON-FRI)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	36	17	11	7	*	5	11	10 21	6	5	16	10	5	15	10	5	9	4
3BO	66	31	13	19	3	8	10	26 36	9	13	33	23	10	25	13	12	24	10
3CV	66	25	18	20	3	15	20	18 38	9	4	28	21	8	22	17	5	13	7
3SH	3	1	*	1	1	1	*	*	2	1	2	*	2	1	*	1	1	1
3SR	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	14	11	3	*	1	*	*	2	2	10	8	1	8	6	2	4	6	2
SUNFM	1	*	*	1	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	187	85	45	49	8	29	41	55	29	33	89	55	34	69	42	28	54	24
3LO	39	24	10	3	2	*	*	7	11	20	20	5	15	19	2	17	18	4
3RN	1	*	*	*	*	*	*	*	1	1	1	*	1	*	*	*	*	*
3WV	5	3	2	*	*	1	*	*	3	2	3	*	2	2	*	2	2	1
ABCFM	9	5	2	1	*	*	*	2	2	5	4	*	4	5	2	3	6	1
OTH-AM	8	7	*	1	*	*	*	1	1	6	4	1	3	4	*	3	4	1
OTH-FM	7	6	1	*	*	1	2	2	1	*	4	3	*	2	1	1	1	1
ALL	256	130	61	54	10	31	43	67	47	67	124	64	60	101	47	54	86	31

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON-FRI)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	239	154	111	30	3	42	62	44	42	49	91	50	42	106	57	49	71	29
3BO	348	192	164	62	28	44	54	107	58	85	153	90	63	151	71	80	137	57
3CV	366	162	206	67	30	78	119	90	49	30	143	102	41	145	107	38	102	59
3SH	23	10	8	4	5	6	*	2	8	6	11	*	11	6	2	4	8	4
3SR	9	*	2	*	7	2	*	*	2	5	4	*	4	2	*	2	2	*
3UZ	77	54	22	2	7	*	2	9	14	51	46	5	41	31	7	25	36	6
SUNFM	7	3	2	2	*	*	3	*	2	2	5	3	2	2	*	2	2	*
ACS	891	517	456	158	69	152	187	226	147	179	380	204	175	360	209	151	288	133
3LO	214	140	105	12	9	4	*	48	65	97	125	30	95	85	18	67	84	24
3RN	13	7	6	4	2	*	*	*	6	7	9	*	9	4	*	4	4	*
3WV	37	20	22	4	2	4	*	3	14	16	18	3	16	15	*	15	15	4
ABCFM	57	34	23	2	*	*	*	12	18	27	31	3	28	27	9	17	27	2
OTH-AM	43	32	5	4	2	2	*	13	5	23	19	6	13	22	7	15	21	6
OTH-FM	46	23	20	5	*	6	14	12	9	5	27	17	10	13	9	4	14	8
ALL	1148	725	571	179	80	162	195	280	215	296	514	243	271	472	232	240	399	159

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON-FRI)

7.00pm-12mn

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	17	12	2	3	*	3	3	5	2	4	7	5	2	7	4	3	6	2
3BO	32	22	4	5	1	6	4	10	4	8	15	11	4	11	3	8	14	3
3CV	40	32	4	3	2	11	14	11	3	1	12	10	2	17	15	2	9	6
3SH	1	1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	6	5	1	*	*	*	*	1	1	4	4	1	4	2	*	2	2	*
SUNFM	2	2	*	1	*	*	1	*	1	*	2	1	1	*	*	*	*	*
ACS	99	73	11	12	4	20	23	27	11	18	41	28	13	38	22	16	31	11
3LO	15	12	2	*	1	*	*	1	3	11	6	1	6	9	*	9	9	1
3RN	1	*	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	*
3WV	5	5	*	*	*	*	*	*	2	2	3	*	3	2	*	2	2	1
ABCFM	4	3	1	*	1	*	*	*	1	3	1	*	1	3	*	3	3	*
OTH-AM	5	4	1	*	*	*	1	1	*	3	3	2	1	2	*	2	3	*
OTH-FM	4	4	*	*	*	2	1	1	1	*	2	1	1	*	*	*	1	*
ALL	134	100	15	12	6	22	25	30	18	38	56	31	25	55	23	32	49	12

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON-FRI)

7.00pm-12mn

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	206	150	58	12	8	32	54	47	28	46	79	46	33	95	55	40	57	23
3BO	261	187	76	17	12	42	44	78	36	61	121	78	43	97	44	53	99	34
3CV	335	237	106	18	23	82	116	84	33	19	119	99	19	134	101	33	82	50
3SH	16	11	5	*	5	6	*	3	*	6	7	3	4	2	*	2	4	*
3SR	7	5	*	*	2	2	*	3	*	2	5	3	2	*	*	*	2	*
3UZ	71	59	14	2	2	*	2	18	8	43	42	14	28	29	7	23	32	2
SUNFM	7	5	*	2	*	*	3	*	4	*	7	3	4	*	*	*	*	*
ACS	762	569	233	45	50	145	180	201	98	138	321	203	118	296	178	119	226	96
3LO	144	110	43	2	9	*	*	20	39	85	70	12	58	74	8	66	77	12
3RN	9	4	*	2	2	*	*	*	2	7	2	*	2	7	*	7	7	*
3WV	36	34	2	2	*	2	*	5	10	18	21	3	18	13	2	11	13	4
ABCFM	40	28	11	2	2	2	*	5	12	21	16	*	16	22	5	17	19	4
OTH-AM	38	25	13	*	*	2	5	13	2	16	21	14	7	16	4	11	18	2
OTH-FM	46	43	9	2	*	8	16	12	10	*	27	21	6	11	7	4	17	6
ALL	942	728	292	51	56	156	188	240	138	220	402	229	173	384	199	185	317	116

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (MON-FRI)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	50	29	7	12	1	4	8	16	12	10	22	11	10	24	12	12	17	7
3BO	96	56	9	28	3	8	16	35	15	21	45	31	15	42	21	22	39	18
3CV	81	35	13	32	2	12	25	28	13	4	39	28	11	31	25	5	20	13
3SH	5	3	1	*	*	1	*	*	2	2	2	*	2	2	*	2	2	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	16	13	2	1	1	*	*	4	1	11	11	2	8	5	1	4	7	1
SUNFM	1	1	*	1	*	*	1	*	1	*	1	1	1	*	*	*	*	*
ACS	249	136	33	74	7	25	49	83	44	48	120	73	48	104	60	44	86	40
3LO	44	34	6	3	1	*	*	6	13	24	20	4	16	24	3	21	23	4
3RN	1	1	*	*	*	*	*	*	*	1	1	*	1	1	*	1	1	*
3WV	9	7	1	*	*	*	*	2	3	5	5	1	4	5	1	4	4	1
ABCFM	8	5	1	1	*	*	*	2	2	4	3	*	3	5	1	3	5	1
OTH-AM	11	7	1	1	1	1	1	1	1	6	5	2	3	5	1	4	5	1
OTH-FM	6	4	1	1	*	1	2	2	1	*	3	2	1	2	2	1	3	1
ALL	329	195	44	81	9	27	52	96	64	89	156	81	75	145	67	78	126	49

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (MON-FRI)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	534	419	246	91	40	72	91	123	121	126	220	101	118	242	113	129	191	78
3BO	778	655	370	133	77	103	95	240	141	198	331	170	161	343	165	178	322	135
3CV	691	453	376	138	86	133	169	209	107	75	284	199	85	275	179	96	212	116
3SH	54	45	31	4	7	10	*	12	16	15	27	6	22	16	7	10	20	14
3SR	17	12	7	2	7	2	*	3	4	9	13	3	10	2	*	2	6	2
3UZ	171	143	58	21	12	*	8	36	29	98	102	32	70	69	11	58	76	13
SUNFM	11	5	6	2	*	2	3	*	4	2	7	3	4	2	*	2	2	*
ACS	1619	1403	892	329	196	251	252	456	300	359	684	363	321	684	346	338	586	252
3LO	439	361	182	32	24	15	13	99	126	185	214	56	158	210	57	153	207	61
3RN	33	20	11	6	2	*	*	2	12	18	18	*	18	15	2	13	15	4
3WV	109	89	42	9	4	4	*	24	28	53	56	17	39	48	7	41	48	10
ABCFM	125	88	57	13	9	4	3	30	31	57	59	11	48	62	22	40	61	13
OTH-AM	93	62	43	4	19	8	8	23	14	40	46	22	24	38	9	29	39	8
OTH-FM	129	85	56	10	8	12	33	49	25	9	66	40	26	50	42	8	45	22
ALL	1897	1710	1059	368	237	257	264	500	381	494	815	393	421	825	371	454	722	281

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT-SUN)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	50	44	4	2	*	6	*	10	18	15	24	6	18	20	4	16	19	7
3BO	85	73	4	8	1	5	8	24	20	28	36	18	18	44	14	30	40	10
3CV	54	40	9	2	1	12	17	13	7	4	24	16	7	17	14	3	11	6
3SH	7	5	1	*	1	1	*	1	2	4	4	1	3	3	*	3	4	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	15	15	*	*	*	*	*	2	1	12	9	1	8	6	1	6	8	1
SUNFM	3	1	*	1	*	*	1	*	*	1	2	1	1	1	*	1	*	*
ACS	214	178	18	14	4	25	27	50	49	64	99	44	55	91	33	58	82	26
3LO	73	70	3	1	*	*	*	10	15	48	33	6	27	40	3	36	37	4
3RN	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	22	21	1	1	*	*	*	6	3	13	11	3	8	11	3	8	11	2
ABCFM	15	12	1	1	1	2	1	2	3	6	5	1	4	7	2	5	8	1
OTH-AM	8	5	1	*	2	1	*	1	1	5	5	1	4	2	*	2	2	*
OTH-FM	5	3	2	*	*	1	*	2	1	1	3	2	1	2	1	1	2	1
ALL	338	290	25	15	8	29	28	71	72	138	156	57	99	153	42	111	141	34

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT-SUN)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	232	213	30	8	4	30	7	55	73	67	111	37	73	92	24	67	84	35
3BO	345	304	51	30	3	25	43	105	69	103	159	82	77	161	66	95	147	43
3CV	238	176	68	12	12	61	54	75	36	13	95	66	29	82	62	20	55	35
3SH	24	24	7	2	2	4	*	6	8	6	12	6	6	8	*	8	10	4
3SR	2	*	*	*	2	*	*	*	*	2	2	*	2	*	*	*	*	*
3UZ	73	67	2	*	3	*	*	13	8	52	38	9	30	34	4	30	37	6
SUNFM	10	5	*	3	2	*	3	*	2	5	5	3	2	5	*	5	2	*
ACS	857	757	156	55	23	111	104	228	180	233	388	180	208	357	152	205	311	115
3LO	247	242	32	5	*	4	2	43	71	127	118	24	93	125	21	104	116	22
3RN	5	5	*	*	*	*	*	2	*	2	2	*	2	2	2	*	2	*
3WV	64	61	7	2	3	2	*	15	8	39	31	9	23	31	7	24	31	6
ABCFM	67	57	6	2	5	13	3	12	10	28	18	3	15	36	12	24	34	7
OTH-AM	31	23	4	*	4	4	*	3	8	16	16	3	13	11	*	11	10	2
OTH-FM	38	28	10	*	*	4	6	12	6	10	14	8	6	20	11	9	16	6
ALL	1175	1056	210	62	35	126	108	281	260	400	524	207	317	526	182	344	472	143

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT-SUN)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	69	51	12	5	1	10	12	15	17	16	19	8	11	40	19	21	27	12
3BO	100	76	9	14	1	10	14	36	18	22	40	25	16	50	25	25	43	21
3CV	81	50	16	9	7	18	20	23	15	6	34	22	12	29	20	9	25	16
3SH	8	3	2	1	2	1	*	2	3	3	5	2	3	2	*	2	4	2
3SR	2	*	1	*	1	*	1	1	*	*	2	1	1	1	1	*	*	*
3UZ	40	33	3	*	4	*	*	7	5	27	23	6	17	17	2	15	19	3
SUNFM	2	*	*	2	*	*	2	*	*	*	2	2	*	*	*	*	*	*
ACS	302	212	42	31	16	39	48	84	58	74	125	65	60	138	67	71	118	54
3LO	66	53	11	1	1	1	*	12	18	35	27	7	20	38	5	33	32	6
3RN	1	1	*	*	*	*	*	1	*	*	*	*	*	1	1	*	1	*
3WV	11	10	1	*	*	1	*	3	3	4	3	*	2	8	3	5	8	3
ABCFM	15	14	*	*	*	2	*	6	3	5	6	2	4	7	4	3	7	3
OTH-AM	18	13	2	*	3	1	*	*	3	13	8	*	8	9	*	9	6	*
OTH-FM	10	6	4	*	*	2	1	6	1	*	3	2	*	6	4	1	6	3
ALL	423	309	61	33	21	45	48	112	86	131	172	77	95	206	84	122	177	69

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT-SUN)

9.00am-12noon

Survey #1 - 1991

	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
Station	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	242	191	74	15	7	38	44	48	55	57	82	34	48	121	58	63	86	41
3BO	323	244	79	36	15	42	43	115	57	67	134	82	52	147	75	72	124	62
3CV	301	199	97	21	21	70	70	99	45	18	104	79	25	128	90	38	94	61
3SH	26	15	9	2	5	2	*	10	7	7	16	6	10	9	4	4	12	6
3SR	9	2	2	*	5	*	2	3	2	2	7	3	4	2	2	*	2	2
3UZ	108	96	21	*	6	*	*	21	21	66	61	14	47	47	7	40	51	10
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	896	709	272	74	53	141	143	249	168	195	363	190	173	392	203	190	324	157
3LO	227	179	65	6	7	13	*	39	61	115	103	25	78	111	14	97	104	14
3RN	6	4	2	*	*	*	*	2	2	2	2	*	2	4	2	2	4	*
3WV	47	41	6	2	2	2	*	9	12	23	19	3	16	26	7	20	23	8
ABCFM	65	63	4	2	5	13	*	23	10	20	28	11	17	25	12	13	25	11
OTH-AM	36	25	8	*	5	2	*	3	8	24	14	*	14	20	3	18	15	*
OTH-FM	50	20	32	*	*	15	2	24	6	3	14	12	2	21	14	7	19	10
ALL	1194	966	370	85	72	165	145	314	235	335	498	224	274	531	235	296	463	190

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT-SUN)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	33	19	7	5	2	4	6	8 14	8	7	13	6	8	15	8	7	9	3
3BO	56	35	8	6	7	5	7	17 24	11	16	26	11	14	25	13	12	22	9
3CV	51	24	18	6	3	5	17	16 33	10	4	25	18	7	21	14	7	19	9
3SH	6	1	1	2	2	1	*	1	2	3	3	1	2	2	*	2	4	2
3SR	2	*	1	*	1	*	*	1	1	*	2	1	1	*	*	*	*	*
3UZ	48	40	3	*	4	1	2	9	7	30	32	8	23	15	2	13	19	2
SUNFM	1	*	*	1	*	*	1	*	*	*	1	1	*	*	*	*	*	*
ACS	195	119	38	19	19	15	32	51	38	59	102	46	56	79	37	42	74	25
3LO	36	30	4	2	*	2	*	11	7	16	19	10	9	15	1	14	14	3
3RN	1	1	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	*
3WV	4	3	*	1	*	*	*	*	*	3	2	*	2	1	*	1	1	*
ABCFM	8	7	1	*	*	*	*	3	1	4	4	1	3	4	2	2	4	1
OTH-AM	10	5	2	*	2	1	*	*	2	7	6	*	6	3	*	2	2	*
OTH-FM	7	4	4	*	*	1	1	5	1	*	1	*	1	5	5	*	4	3
ALL	260	169	49	21	22	19	33	70	50	89	134	57	77	107	46	62	100	33

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT-SUN)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	155	106	43	16	11	19	28	37 65	26	44	66	31	35	69	34	36	47	18
3BO	258	162	74	24	28	32	20	79 99	44	81	100	46	55	125	54	71	106	39
3CV	257	121	149	17	23	36	84	79 163	38	21	107	81	26	115	81	34	84	45
3SH	18	7	10	2	5	2	2	6	4	5	10	6	4	6	2	4	6	2
3SR	11	4	4	*	3	2	*	3	4	2	9	3	6	*	*	*	2	2
3UZ	123	108	26	*	12	2	4	24	20	73	74	22	52	47	6	41	49	6
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	749	481	294	62	72	89	117	212	126	205	335	174	162	324	155	169	273	104
3LO	172	146	35	8	7	8	2	46	37	79	89	32	57	74	16	59	71	19
3RN	9	6	2	2	*	2	*	*	2	5	2	*	2	4	*	4	4	2
3WV	24	22	4	2	*	2	*	2	4	16	12	*	12	11	2	9	11	2
ABCFM	36	28	9	*	4	2	*	11	8	15	13	2	11	21	8	13	17	2
OTH-AM	25	16	6	*	2	2	*	2	6	15	14	*	14	9	2	7	6	*
OTH-FM	45	17	30	*	*	13	5	19	8	*	9	3	6	22	21	2	15	11
ALL	960	664	359	72	85	102	122	262	163	310	440	200	240	417	183	234	357	128

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT-SUN)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	19	12	4	2	2	2	3	4	6	5	8	2	6	9	5	5	7	3
3BO	43	24	9	1	8	8	6	8	9	11	16	7	9	19	7	11	19	7
3CV	44	22	18	2	2	6	12	16	8	1	19	15	4	18	13	5	14	10
3SH	4	*	*	3	1	*	*	*	3	1	2	*	2	3	*	3	3	2
3SR	1	*	1	*	*	*	*	*	1	*	1	*	1	*	*	*	*	*
3UZ	26	23	1	*	2	*	1	2	3	20	15	2	13	11	1	10	11	1
SUNFM	1	1	*	*	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	138	82	34	8	14	17	21	30	32	38	62	26	37	60	26	34	54	23
3LO	28	20	6	*	2	2	*	8	5	13	14	7	7	12	2	10	12	3
3RN	2	2	*	*	*	*	*	*	*	2	1	*	1	1	*	1	1	*
3WV	4	3	1	*	*	1	*	1	2	2	3	1	2	1	*	1	1	*
ABCFM	9	6	2	*	1	*	*	4	*	4	6	3	3	3	1	2	5	1
OTH-AM	5	2	1	*	2	*	*	*	*	5	4	*	4	1	*	1	1	*
OTH-FM	4	1	3	*	*	1	*	1	*	1	1	*	1	2	1	1	1	1
ALL	190	115	47	8	20	19	22	45	39	64	91	37	54	80	30	50	75	28

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT-SUN)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	104	57	29	9	12	15	16	14	26	33	41	11	30	48	19	29	36	16
3BO	191	99	75	4	19	30	31	43	34	53	76	35	41	85	40	45	76	28
3CV	209	87	125	8	14	33	65	71	28	11	85	70	15	91	67	24	69	39
3SH	10	2	*	6	2	*	*	*	8	2	4	*	4	6	*	6	8	4
3SR	9	*	9	*	*	2	*	3	4	*	7	3	4	*	*	*	*	*
3UZ	94	87	7	*	10	*	2	12	18	61	51	8	43	43	7	36	45	6
SUNFM	2	2	*	*	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	589	330	233	27	57	78	110	135	115	151	251	118	133	261	127	134	220	88
3LO	123	79	57	2	2	6	2	36	28	51	68	25	43	48	13	36	52	20
3RN	5	5	*	*	*	*	*	*	*	5	2	*	2	2	*	2	2	*
3WV	23	16	4	*	3	2	*	6	6	9	15	6	9	6	*	6	6	4
ABCFM	30	21	14	*	3	*	*	8	2	20	14	5	9	16	3	13	17	2
OTH-AM	18	7	9	*	2	*	*	2	4	12	11	*	11	7	2	5	6	4
OTH-FM	26	4	21	*	*	6	5	10	*	5	5	3	2	14	12	2	7	4
ALL	751	445	320	29	67	86	114	182	145	224	339	149	191	326	147	178	285	114

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT-SUN)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	11	8	1	1	1	2	3	2	2	3	4	3	2	5	3	2	4	1
3BO	23	17	3	1	1	5	2	6	5	5	8	4	4	10	4	6	10	3
3CV	35	28	5	1	1	7	13	11	3	1	11	10	1	17	14	2	9	5
3SH	2	1	*	*	1	*	*	*	*	1	*	*	*	1	*	1	1	*
3SR	2	2	*	*	*	*	*	*	1	2	1	*	1	1	*	1	1	*
3UZ	9	9	*	*	*	*	1	1	2	6	5	1	4	4	1	3	4	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	83	65	10	3	4	15	19	20	12	17	30	18	12	38	22	16	29	10
3LO	22	18	2	*	2	*	*	4	2	16	9	3	6	13	1	12	13	*
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	5	5	*	*	*	*	*	2	2	1	3	1	2	2	1	1	2	1
ABCFM	3	3	*	*	*	*	*	*	1	3	1	*	1	2	*	2	2	*
OTH-AM	6	3	2	*	1	*	*	1	*	5	4	1	3	2	*	2	2	*
OTH-FM	4	3	1	*	*	1	1	1	1	*	2	1	1	1	1	1	1	1
ALL	124	98	15	3	8	16	21	27	18	42	49	23	26	58	24	34	50	12

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT-SUN)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	117	86	31	2	4	21	25	20	22	31	42	17	26	54	27	27	36	15
3BO	162	125	35	4	9	33	21	46	25	36	57	31	25	72	36	36	71	30
3CV	212	152	73	3	9	47	75	63	18	10	73	65	8	92	73	19	52	27
3SH	11	7	2	*	2	2	*	3	4	2	3	3	*	6	*	6	6	*
3SR	13	13	4	*	*	2	*	*	4	7	7	*	7	4	*	4	4	*
3UZ	51	49	*	*	2	2	2	7	10	30	29	5	24	20	4	16	21	2
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	524	405	143	9	27	101	112	134	73	103	200	118	82	223	129	94	176	70
3LO	117	105	13	*	2	*	*	19	24	74	63	16	46	54	2	52	53	4
3RN	5	5	*	*	*	*	*	*	*	5	2	*	2	2	*	2	2	*
3WV	35	35	2	*	*	4	*	13	6	11	17	9	9	13	4	9	13	6
ABCFM	29	24	3	*	2	*	*	3	6	20	13	*	13	16	3	13	15	*
OTH-AM	21	14	5	*	2	*	2	3	*	16	12	5	7	9	*	9	11	*
OTH-FM	34	20	16	*	*	8	8	7	8	2	15	9	6	11	7	4	10	6
ALL	702	571	166	9	33	112	117	168	103	202	282	142	139	308	142	165	257	84

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT-SUN)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	34	25	5	3	1	4	4	7	9	8	13	5	9	16	7	9	12	5
3BO	58	42	6	5	4	6	7	17	12	15	24	12	12	27	12	16	25	9
3CV	51	32	13	4	2	9	16	15	8	3	22	16	6	20	15	5	15	9
3SH	5	2	1	1	1	*	*	1	2	2	3	1	2	2	*	2	3	1
3SR	2	1	1	*	*	*	*	*	*	1	1	*	1	*	*	*	*	*
3UZ	26	23	1	*	2	*	1	4	4	18	16	3	13	10	1	9	12	1
SUNFM	1	*	*	1	*	*	1	*	*	*	1	1	*	*	*	*	*	*
ACS	176	125	27	14	11	21	28	44	35	48	79	38	41	76	35	41	67	25
3LO	43	36	5	1	1	1	*	8	9	24	19	6	13	22	2	20	21	3
3RN	1	1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
3WV	9	8	*	*	*	*	*	2	2	4	4	1	3	4	1	3	4	1
ABCFM	9	8	1	*	1	1	*	3	2	4	4	1	3	4	2	3	5	1
OTH-AM	9	5	2	*	2	*	*	1	1	7	5	*	5	3	*	3	3	*
OTH-FM	6	3	3	*	*	1	1	3	1	1	2	1	1	3	2	1	3	2
ALL	253	186	37	15	15	25	29	61	50	88	114	48	67	114	43	71	103	33

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT-SUN)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	388	338	127	25	33	61	59	85	94	89	166	71	95	161	73	88	122	51
3BO	564	467	187	41	42	72	62	173	97	160	230	116	114	262	119	143	233	81
3CV	532	368	266	32	50	114	138	160	78	42	199	146	53	219	152	67	154	81
3SH	49	36	18	6	5	8	2	10	17	11	20	6	14	21	7	14	23	10
3SR	31	17	14	*	5	4	2	6	8	12	21	6	15	6	2	4	6	2
3UZ	182	167	35	*	15	4	4	39	37	98	101	30	71	77	13	64	82	14
SUNFM	12	7	*	3	2	*	3	*	4	5	7	3	4	5	*	5	2	*
ACS	1385	1198	573	102	125	213	216	373	250	333	583	296	287	589	293	295	490	194
3LO	394	340	121	13	16	19	4	78	103	189	192	49	143	183	34	149	182	40
3RN	22	17	4	2	*	2	*	2	4	14	9	*	9	10	2	8	10	2
3WV	88	81	15	5	5	8	*	18	18	44	38	11	27	42	7	35	39	8
ABCFM	115	101	32	4	12	15	3	31	20	47	45	17	28	56	17	39	53	13
OTH-AM	71	51	22	*	7	4	2	13	14	37	30	8	22	36	7	29	32	4
OTH-FM	114	63	59	*	*	19	19	38	20	17	45	26	19	50	31	19	40	18
ALL	1696	1523	716	122	152	223	227	435	325	485	725	333	392	748	329	419	651	227

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	54	48	4	*	1	8	*	10	19	17	25	6	19	21	4	16	20	8
3BO	87	72	4	9	2	7	9	26	19	26	38	19	19	42	15	27	38	9
3CV	62	47	10	3	2	14	23	15	7	4	31	24	7	17	13	4	10	5
3SH	7	5	1	*	2	1	*	1	1	5	4	1	3	3	*	3	5	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	17	16	1	*	*	*	*	3	*	13	10	2	9	6	1	5	10	2
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	230	188	20	16	7	30	34	54	47	65	111	54	57	89	34	55	83	25
3LO	73	68	4	1	*	*	*	10	15	49	33	5	27	40	4	36	38	6
3RN	1	1	*	*	*	*	*	1	*	1	1	*	1	1	1	*	1	*
3WV	23	19	1	1	1	*	*	6	4	13	11	4	8	11	3	9	11	3
ABCFM	14	11	2	1	*	1	2	2	4	5	6	2	4	7	2	5	7	2
OTH-AM	6	3	*	*	2	*	*	2	1	4	5	2	3	1	*	1	1	*
OTH-FM	2	2	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	*
ALL	349	293	27	19	10	31	36	75	70	137	167	67	100	151	44	107	143	35

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	185	167	18	4	4	27	*	42	55	61	84	26	59	73	16	57	66	25
3BO	268	244	33	22	3	21	26	84	55	82	125	59	66	122	52	71	112	30
3CV	171	134	38	10	6	46	46	44	26	9	68	50	19	57	41	16	35	21
3SH	15	10	3	*	2	2	*	3	4	6	9	3	6	4	*	4	6	2
3SR	2	*	*	*	2	*	*	*	*	2	2	*	2	*	*	*	*	*
3UZ	52	47	2	*	3	*	*	10	2	41	26	6	21	26	4	21	29	6
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	664	588	94	39	18	90	75	172	134	193	301	134	167	273	113	160	242	82
3LO	201	196	20	5	*	*	*	35	60	105	99	19	81	102	17	85	99	20
3RN	5	5	*	*	*	*	*	2	*	2	2	*	2	2	2	*	2	*
3WV	53	48	7	2	3	*	*	13	6	34	27	9	18	26	4	22	26	4
ABCFM	42	40	4	2	*	7	3	4	10	18	16	3	13	19	4	15	21	4
OTH-AM	12	9	*	*	2	*	*	3	2	7	8	3	5	4	*	4	4	*
OTH-FM	16	16	*	*	*	2	5	2	4	3	4	2	2	9	5	5	4	*
ALL	941	858	125	48	23	97	78	217	208	342	429	161	268	415	133	282	386	106

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	63	45	12	6	*	10	10	15	13	14	19	10	8	34	16	19	23	11
3BO	93	66	8	19	1	10	16	36	11	21	40	27	13	44	25	18	39	20
3CV	83	47	16	10	9	17	23	21	15	6	33	22	11	33	23	10	28	18
3SH	7	1	*	2	5	*	*	4	2	2	5	4	2	2	*	2	4	2
3SR	3	*	*	*	3	*	*	2	*	1	3	2	1	*	*	*	*	*
3UZ	47	39	3	*	5	*	*	11	6	30	29	8	21	18	3	15	23	5
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	299	198	40	40	22	37	52	89	46	74	131	75	56	131	67	64	117	57
3LO	67	56	11	1	*	1	*	13	18	36	27	7	19	40	5	35	33	6
3RN	2	1	1	*	*	*	*	1	*	1	1	*	1	1	1	*	1	*
3WV	12	11	1	1	*	1	*	3	2	6	2	*	2	9	3	6	8	4
ABCFM	14	13	*	1	*	2	*	7	3	2	4	3	2	8	5	3	8	5
OTH-AM	15	12	*	*	3	*	*	1	2	13	6	*	6	9	1	8	6	*
OTH-FM	11	5	6	*	*	2	*	6	2	*	2	2	*	6	4	2	6	3
ALL	422	297	58	42	25	44	52	121	73	131	174	87	87	204	86	118	180	75

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	154	113	47	6	2	19	27	35	32	41	55	28	26	80	33	47	62	31
3BO	213	150	41	26	4	23	27	79	29	55	88	51	37	102	55	46	87	41
3CV	198	126	62	11	13	45	47	67	28	11	68	52	17	84	62	22	65	42
3SH	10	3	*	2	5	*	*	6	2	2	7	6	2	2	*	2	4	2
3SR	5	*	*	*	5	*	*	3	*	2	5	3	2	*	*	*	*	*
3UZ	84	76	11	*	6	*	*	16	13	55	51	11	40	32	4	28	36	8
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	637	454	161	49	33	85	101	195	102	153	267	145	122	285	151	134	244	120
3LO	167	133	47	3	*	6	*	29	53	79	76	19	57	84	9	75	74	13
3RN	5	2	2	*	*	*	*	2	*	2	2	*	2	2	2	*	2	*
3WV	27	23	4	2	*	2	*	4	4	17	7	*	7	18	4	13	15	6
ABCFM	31	29	2	2	*	7	*	14	6	4	9	5	4	15	9	6	17	11
OTH-AM	26	21	*	*	5	*	*	3	2	21	9	*	9	17	3	14	11	*
OTH-FM	25	9	16	*	*	8	*	14	2	*	7	7	*	9	7	2	11	4
ALL	863	651	220	56	38	100	101	244	156	262	360	169	191	404	177	227	356	147

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	32	17	4	7	4	5	5	8	7	6	12	5	7	15	8	7	8	3
3BO	43	30	6	3	3	2	8	15	6	12	22	11	11	19	13	6	20	8
3CV	50	25	17	6	1	3	16	16	9	6	23	17	6	24	15	9	24	10
3SH	6	*	*	2	4	*	*	1	2	2	3	1	2	2	*	2	4	2
3SR	1	*	*	*	1	*	*	1	*	*	1	1	*	*	*	*	*	*
3UZ	66	55	4	*	7	1	3	14	12	36	45	13	32	20	4	16	25	4
SUNFM	2	*	*	2	*	*	2	*	*	*	2	2	*	*	*	*	*	*
ACS	200	129	31	20	20	11	34	55	36	63	107	50	57	81	40	41	81	28
3LO	49	40	6	3	1	3	*	15	10	21	26	13	13	20	2	18	18	4
3RN	1	*	*	1	*	*	*	*	*	1	1	*	1	*	*	*	*	*
3WV	3	3	*	*	*	1	*	*	1	2	2	*	2	1	*	1	1	*
ABCFM	11	10	1	*	*	*	*	5	*	5	4	2	2	6	3	3	6	2
OTH-AM	9	5	2	*	2	*	*	1	2	6	6	*	6	3	1	2	2	*
OTH-FM	7	3	5	*	*	2	1	3	1	*	1	*	1	5	4	1	2	*
ALL	280	189	44	23	23	17	35	80	51	97	146	65	81	117	50	67	110	34

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	92	67	10	12	6	17	16	21	14	24	33	14	20	41	23	18	25	8
3BO	144	102	33	14	6	8	14	48	26	48	63	26	37	73	37	36	72	28
3CV	134	59	77	9	11	13	45	46	20	11	57	42	15	65	48	16	54	28
3SH	9	2	*	2	5	*	*	3	4	2	4	3	2	4	*	4	6	2
3SR	3	*	*	*	3	*	*	3	*	*	3	3	*	*	*	*	*	*
3UZ	102	89	21	*	12	2	4	19	18	59	62	16	45	38	6	32	40	6
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	464	306	138	40	43	40	72	137	77	137	217	104	114	206	106	101	186	70
3LO	122	101	21	5	7	8	2	32	27	53	62	24	38	52	9	43	47	10
3RN	5	2	*	2	*	*	*	*	*	5	2	*	2	2	*	2	2	*
3WV	20	18	4	*	*	2	*	2	4	12	9	*	9	9	2	6	9	2
ABCFM	22	18	4	*	2	2	*	5	2	13	9	2	7	11	3	9	13	2
OTH-AM	18	14	2	*	2	*	*	2	4	12	9	*	9	9	2	7	6	*
OTH-FM	24	8	16	*	*	8	2	9	4	*	2	*	2	14	12	2	8	4
ALL	635	445	181	46	54	57	75	177	104	223	299	127	172	279	125	154	253	85

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	17	7	6	1	3	3	2	4	5	3	5	1	4	8	5	4	5	3
3BO	39	25	9	1	4	6	6	9	7	11	14	6	8	19	9	10	20	8
3CV	43	23	17	1	3	6	10	15	11	1	20	13	7	16	12	5	14	11
3SH	6	1	*	3	2	*	*	*	3	2	2	*	2	4	*	4	5	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	36	31	1	*	4	*	2	5	6	23	21	4	17	15	2	12	15	2
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	140	87	32	4	16	16	20	32	32	40	62	24	38	62	28	34	58	24
3LO	26	20	4	1	2	1	*	8	7	10	14	7	7	11	2	9	11	3
3RN	1	1	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	*
3WV	5	4	1	*	1	*	*	1	2	3	3	1	2	2	*	2	2	1
ABCFM	10	8	2	*	*	*	*	6	*	4	6	4	2	4	2	2	6	1
OTH-AM	5	2	1	*	2	*	*	*	*	5	5	*	5	*	*	*	*	*
OTH-FM	3	*	3	*	*	1	*	2	*	*	1	1	*	1	1	*	1	1
ALL	190	121	43	5	21	18	20	49	40	62	90	37	53	82	33	49	79	30

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	60	24	26	2	10	11	11	9	14	15	19	6	13	31	15	16	22	12
3BO	105	59	42	2	9	12	15	27	20	31	41	18	23	52	24	28	50	19
3CV	125	51	65	2	11	23	35	42	20	5	52	37	15	50	41	10	35	23
3SH	10	2	*	6	2	*	*	*	8	2	4	*	4	6	*	6	8	4
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	80	73	2	*	10	*	2	12	16	50	46	8	38	34	7	28	36	6
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	370	209	134	12	42	46	58	86	77	103	158	65	93	167	79	87	147	60
3LO	72	53	20	2	2	2	2	19	20	30	42	14	28	28	6	22	29	10
3RN	2	2	*	*	*	*	*	*	*	2	*	*	*	2	*	2	2	*
3WV	18	13	2	*	3	*	*	3	6	9	12	3	9	6	*	6	6	4
ABCFM	16	16	5	*	*	*	*	8	*	9	7	5	2	10	3	7	11	2
OTH-AM	9	2	5	*	2	*	*	2	*	7	7	*	7	2	2	*	2	2
OTH-FM	17	2	14	*	*	6	2	8	*	*	3	3	*	7	7	*	2	2
ALL	496	294	179	14	49	54	61	125	101	155	227	90	137	215	96	119	196	78

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	8	7	2	*	*	2	3	1	1	2	4	2	2	2	1	1	2	1
3BO	18	12	2	1	2	3	2	6	4	4	7	5	2	9	3	6	8	3
3CV	32	24	5	2	1	7	12	9	2	1	12	11	1	14	11	3	8	5
3SH	3	1	*	*	2	*	*	1	*	2	1	1	*	2	*	2	2	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	12	12	*	*	1	*	2	2	4	5	7	1	6	5	2	3	4	1
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	73	55	9	3	6	12	19	18	11	14	30	20	10	32	17	14	24	10
3LO	17	14	1	*	2	*	*	*	2	15	6	*	5	11	*	11	12	*
3RN	1	1	*	*	*	*	*	*	*	1	1	*	1	*	*	*	*	*
3WV	6	6	*	*	*	*	*	2	2	1	4	2	2	2	*	2	2	1
ABCFM	3	3	*	*	*	*	*	*	*	3	1	*	1	2	*	2	2	*
OTH-AM	6	3	1	*	2	*	1	1	*	4	4	2	2	2	*	2	3	*
OTH-FM	3	1	1	*	*	1	*	1	1	*	1	1	1	1	1	*	1	1
ALL	109	82	13	3	11	13	20	22	16	38	47	24	22	50	18	32	44	12

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	52	42	11	*	*	13	8	5	9	16	19	6	13	20	7	12	16	8
3BO	78	57	12	4	5	15	8	25	16	15	29	15	15	35	18	17	33	15
3CV	125	91	36	3	6	27	41	43	10	5	51	47	4	47	36	11	34	17
3SH	7	5	*	*	2	*	*	3	2	2	3	3	*	4	*	4	4	*
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	34	32	*	*	2	2	2	7	8	14	21	5	15	11	4	7	10	2
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	292	223	59	7	15	54	60	82	43	53	123	76	47	115	66	49	95	42
3LO	60	52	6	*	2	*	*	3	14	43	29	3	26	31	*	31	32	2
3RN	5	5	*	*	*	*	*	*	*	5	2	*	2	2	*	2	2	*
3WV	23	21	2	*	*	2	*	8	4	9	13	6	7	9	2	6	9	4
ABCFM	11	11	*	*	*	*	*	*	*	11	5	*	5	7	*	7	7	*
OTH-AM	16	11	3	*	2	*	2	3	*	11	8	5	2	9	*	9	11	*
OTH-FM	16	7	10	*	*	4	3	5	4	*	8	6	2	4	2	2	4	4
ALL	407	323	72	7	20	61	62	98	65	122	176	89	87	170	71	99	153	52

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SAT)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	32	23	5	3	1	5	4	7	8	8	12	5	8	15	6	9	11	5
3BO	52	38	5	6	2	5	8	17	9	14	23	13	10	24	12	13	23	9
3CV	52	32	12	4	3	9	16	15	8	3	22	17	6	20	14	6	16	9
3SH	5	1	*	1	3	*	*	1	1	3	3	1	1	3	*	3	4	1
3SR	1	*	*	*	1	*	*	1	*	*	1	1	*	*	*	*	*	*
3UZ	34	29	2	*	3	*	1	7	6	20	22	5	16	12	2	10	14	2
SUNFM	1	*	*	1	*	*	1	*	*	*	1	1	*	*	*	*	*	*
ACS	178	124	25	15	14	20	31	47	32	48	84	42	41	74	35	39	68	26
3LO	44	37	5	1	1	1	*	8	10	25	20	6	14	23	2	21	22	3
3RN	1	1	*	*	*	*	*	*	*	1	1	*	1	1	*	*	1	*
3WV	9	8	1	*	*	*	*	2	2	5	4	1	3	5	1	4	5	2
ABCFM	10	8	1	*	*	1	*	4	1	4	4	2	2	5	2	3	5	2
OTH-AM	8	5	1	*	2	*	*	1	1	6	5	1	4	3	*	3	3	*
OTH-FM	5	2	3	*	*	1	*	2	1	*	1	1	*	3	2	1	2	1
ALL	255	186	34	17	17	23	32	65	47	89	119	53	65	114	43	71	105	34

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SAT)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	308	255	75	12	17	47	43	72	69	78	131	59	71	131	55	76	102	45
3BO	418	357	104	33	16	46	36	137	73	126	182	90	93	189	83	106	172	54
3CV	369	248	159	20	35	82	101	109	54	23	137	101	36	150	109	41	110	59
3SH	24	15	3	6	5	2	*	6	9	6	14	6	8	8	*	8	11	5
3SR	5	*	*	*	5	*	*	3	*	2	5	3	2	*	*	*	*	*
3UZ	146	134	26	*	15	4	4	28	27	83	82	21	60	60	11	50	63	12
SUNFM	3	*	*	3	*	*	3	*	*	*	3	3	*	*	*	*	*	*
ACS	1100	914	351	71	85	165	163	301	201	271	479	242	238	456	222	234	396	155
3LO	302	275	70	10	9	8	2	59	88	145	153	38	115	141	23	118	140	30
3RN	14	9	2	2	*	*	*	2	*	12	7	*	7	7	2	4	7	*
3WV	69	60	13	5	3	4	*	13	10	42	29	9	21	35	4	31	32	6
ABCFM	76	70	15	4	2	9	3	17	16	31	31	11	20	37	9	28	38	11
OTH-AM	52	37	10	*	5	*	2	13	4	33	22	8	14	30	7	23	27	2
OTH-FM	57	32	28	*	*	10	10	24	10	3	22	15	6	25	18	7	19	8
ALL	1391	1215	445	88	99	169	168	363	273	419	613	274	339	609	257	353	550	190

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SUN)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	47	40	4	3	*	4	1	10	18	14	24	7	17	19	4	15	17	7
3BO	83	74	3	6	*	3	7	23	21	29	34	16	18	46	13	33	42	11
3CV	45	34	8	2	1	11	12	12	7	3	16	9	8	18	15	2	12	7
3SH	7	5	1	1	*	1	*	1	2	2	4	1	2	2	*	2	2	1
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	14	14	*	*	*	*	*	1	2	11	7	1	6	7	*	7	6	*
SUNFM	2	2	*	*	*	*	*	*	*	2	1	*	1	1	*	1	*	*
ACS	198	169	16	12	1	20	20	46	51	62	86	34	53	93	32	60	80	26
3LO	74	73	1	*	*	1	*	10	15	48	34	7	27	39	2	37	36	3
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	22	22	*	*	*	*	*	5	3	13	11	3	8	11	2	8	11	2
ABCFM	16	14	*	*	2	4	*	2	3	7	4	*	4	8	2	6	8	1
OTH-AM	10	6	1	*	3	1	*	*	2	7	5	*	5	3	*	3	3	*
OTH-FM	8	4	4	*	*	1	*	4	1	2	5	3	2	2	1	1	3	1
ALL	327	287	23	12	6	27	20	67	75	139	145	47	99	155	40	115	140	33

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SUN)

5.30am-9.00am

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	158	146	17	4	*	13	7	34	54	51	81	23	58	64	18	46	58	24
3BO	247	224	25	15	*	13	28	70	52	85	111	56	55	124	42	82	115	32
3CV	141	104	39	2	6	31	30	53	18	9	51	34	16	59	49	10	39	25
3SH	22	20	4	2	*	4	*	6	8	5	10	6	4	8	*	8	8	4
3SR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3UZ	37	37	*	*	*	*	*	3	6	28	21	3	18	16	*	16	15	*
SUNFM	7	5	*	*	2	*	*	*	2	5	2	*	2	5	*	5	2	*
ACS	598	528	85	23	8	61	65	160	136	177	269	116	153	269	109	160	230	84
3LO	205	196	12	*	*	4	2	32	52	115	89	19	70	112	15	97	99	12
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	52	52	2	*	*	2	*	7	8	34	26	3	23	24	4	20	24	4
ABCFM	49	42	2	*	5	6	*	10	8	24	11	*	11	32	10	22	28	4
OTH-AM	28	20	4	*	4	4	*	*	8	16	13	*	13	11	*	11	10	2
OTH-FM	29	18	10	*	*	4	2	12	4	7	14	8	6	11	6	4	14	6
ALL	902	806	110	23	16	77	69	205	204	347	396	140	256	428	134	295	381	107

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SUN)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	75	57	12	4	1	9	14	14	21	17	20	6	14	46	22	24	30	13
3BO	107	86	9	9	2	11	11	36	26	23	41	22	18	56	25	31	46	21
3CV	78	52	15	7	4	19	16	24	14	5	35	22	12	25	18	7	23	14
3SH	9	5	4	1	*	1	*	1	4	3	6	*	5	2	1	1	4	2
3SR	2	1	1	*	*	*	1	*	1	*	1	*	1	1	1	*	1	1
3UZ	33	26	3	*	3	*	*	4	4	24	17	4	14	15	*	15	15	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	304	227	45	22	11	40	43	79	69	74	119	55	64	145	66	79	118	51
3LO	64	49	12	2	2	2	*	11	18	34	27	6	21	35	5	31	31	5
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	11	10	*	*	1	*	*	4	4	3	4	1	3	7	3	4	7	3
ABCFM	15	14	*	*	1	1	*	4	2	7	7	1	6	6	3	3	7	2
OTH-AM	20	13	5	*	2	2	*	*	5	13	9	*	9	9	*	9	6	*
OTH-FM	10	7	3	*	*	2	1	6	1	*	4	3	1	5	4	*	6	4
ALL	425	321	64	24	16	47	44	103	99	131	170	66	104	208	81	127	175	64

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SUN)

9.00am-12noon

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	160	127	38	8	4	26	24	30	38	42	47	11	35	87	43	45	57	26
3BO	218	165	41	14	11	30	28	69	47	44	87	48	38	102	50	52	84	40
3CV	191	126	48	12	8	42	45	68	25	11	70	56	14	79	57	21	55	36
3SH	24	13	9	2	*	2	*	7	7	7	13	3	10	9	4	4	12	6
3SR	4	2	2	*	*	*	2	*	2	*	2	*	2	2	2	*	2	2
3UZ	54	44	9	*	3	*	*	8	9	37	28	6	22	26	2	24	27	2
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	618	468	147	34	26	95	97	167	120	139	238	118	120	285	146	139	224	105
3LO	142	108	27	3	7	6	*	23	34	78	64	14	50	72	9	62	67	10
3RN	2	2	*	*	*	*	*	*	2	*	*	*	*	2	*	2	2	*
3WV	31	29	2	*	2	*	*	9	10	11	12	3	9	19	7	13	19	6
ABCFM	43	39	2	*	5	6	*	16	4	17	21	6	15	17	10	7	15	4
OTH-AM	27	18	8	*	2	2	*	*	8	17	12	*	12	13	*	13	10	*
OTH-FM	35	18	16	*	*	9	2	17	4	3	12	10	2	14	9	5	13	8
ALL	855	657	201	37	42	116	100	221	176	243	347	144	202	393	176	217	334	132

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SUN)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	33	20	10	2	1	3	6	8	9	7	15	6	9	15	8	7	11	4
3BO	68	40	9	9	11	8	6	19	15	20	30	12	17	31	13	18	24	10
3CV	52	23	19	5	4	6	17	16	10	3	28	20	8	18	12	5	15	7
3SH	6	2	3	2	*	1	*	*	2	3	3	*	3	2	*	2	3	2
3SR	2	1	2	*	*	1	*	*	1	*	2	*	2	*	*	*	*	*
3UZ	29	24	2	*	2	*	*	4	2	23	18	4	15	11	*	11	13	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	190	110	45	18	17	18	29	47	39	56	96	42	54	76	34	42	67	23
3LO	23	20	2	1	*	1	*	7	4	11	12	6	6	10	1	9	11	3
3RN	1	1	*	*	*	*	*	*	1	*	*	*	*	1	*	1	1	1
3WV	4	3	*	1	*	*	*	*	*	3	3	*	3	1	*	1	1	*
ABCFM	6	5	*	*	*	*	*	1	2	2	4	*	4	2	1	1	2	*
OTH-AM	11	6	3	*	2	1	*	*	1	8	7	*	7	2	*	2	2	*
OTH-FM	7	5	3	*	*	*	1	6	1	*	1	*	1	6	6	*	5	5
ALL	241	148	53	20	20	21	30	60	49	81	122	48	74	98	42	56	89	31

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SUN)

12noon-4.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	102	67	33	4	5	4	23	26	18	30	49	23	26	48	27	21	32	12
3BO	176	97	48	14	22	26	15	48	29	58	67	28	39	82	35	48	64	21
3CV	174	83	92	10	12	30	54	48	28	14	73	56	17	71	46	25	47	21
3SH	16	5	10	2	*	2	2	6	2	5	10	6	4	5	2	2	4	2
3SR	8	4	4	*	*	2	*	*	4	2	6	*	6	*	*	*	2	2
3UZ	46	41	5	*	3	*	*	9	4	34	28	9	19	19	*	19	21	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	497	290	184	29	37	62	85	134	82	136	221	118	102	215	100	115	170	57
3LO	88	73	19	3	*	2	*	23	17	46	52	16	35	34	7	27	34	8
3RN	4	4	2	*	*	2	*	*	2	*	*	*	*	2	*	2	2	2
3WV	14	11	*	2	*	*	*	*	2	12	9	*	9	4	*	4	4	*
ABCFM	23	16	4	*	2	*	*	6	6	11	11	*	11	12	6	6	8	*
OTH-AM	16	9	4	*	2	2	*	*	2	12	12	*	12	2	*	2	2	*
OTH-FM	27	11	16	*	*	4	2	16	4	*	7	3	4	15	15	*	13	11
ALL	648	399	225	34	41	70	87	173	109	208	300	135	165	278	125	153	228	76

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SUN)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	22	16	2	3	*	1	3	4	7	7	11	3	9	10	4	6	8	3
3BO	47	24	10	2	11	10	6	7	12	11	18	7	11	19	6	13	18	7
3CV	44	21	20	3	*	6	14	16	6	1	19	17	1	20	14	6	14	10
3SH	3	*	*	3	*	*	*	*	3	*	2	*	2	1	*	1	2	2
3SR	3	*	3	*	*	1	*	*	2	*	2	*	2	*	*	*	*	*
3UZ	17	16	1	*	*	*	*	*	*	16	9	*	9	7	*	7	7	*
SUNFM	1	1	*	*	*	*	*	*	1	*	1	*	1	*	*	*	*	*
ACS	137	78	36	11	12	17	23	28	32	36	63	27	35	57	24	33	50	22
3LO	29	20	8	*	2	3	*	8	3	15	14	7	6	13	1	12	13	3
3RN	2	2	*	*	*	*	*	*	*	2	1	*	1	1	*	1	1	*
3WV	3	2	1	*	*	1	*	*	1	*	2	*	2	*	*	*	*	*
ABCFM	8	3	3	*	3	*	*	3	1	5	7	3	4	2	*	2	4	*
OTH-AM	6	3	1	*	2	*	*	*	1	5	4	*	4	2	*	2	2	*
OTH-FM	4	1	3	*	*	*	*	1	*	2	1	*	1	3	1	1	2	1
ALL	190	109	51	11	18	21	24	41	38	67	92	37	54	77	27	50	71	26

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SUN)

4.00pm-7.00pm

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	64	45	11	6	2	4	9	10	17	25	30	8	22	30	11	19	25	6
3BO	116	62	37	4	13	17	20	24	24	32	49	23	26	50	21	30	46	15
3CV	125	50	77	8	2	19	43	45	12	7	47	45	2	59	43	16	42	22
3SH	6	*	*	6	*	*	*	*	6	*	4	*	4	2	*	2	4	4
3SR	9	*	9	*	*	2	*	3	4	*	7	3	4	*	*	*	*	*
3UZ	27	25	4	*	*	*	*	*	2	25	13	*	13	14	*	14	14	*
SUNFM	2	2	*	*	*	*	*	*	2	*	2	*	2	*	*	*	*	*
ACS	338	181	129	24	18	40	69	79	63	86	147	76	71	151	72	79	128	47
3LO	85	48	37	*	2	6	*	28	12	39	43	19	24	36	9	27	38	14
3RN	5	5	*	*	*	*	*	*	*	5	2	*	2	2	*	2	2	*
3WV	9	7	2	*	*	2	*	3	2	2	7	3	4	*	*	*	*	*
ABCFM	18	6	9	*	3	*	*	3	2	13	11	3	9	7	*	7	9	*
OTH-AM	11	5	4	*	2	*	*	*	4	7	6	*	6	5	*	5	4	2
OTH-FM	9	2	7	*	*	*	2	2	*	5	2	*	2	7	4	2	4	2
ALL	462	248	184	24	25	49	71	112	81	148	213	98	114	200	85	115	176	65

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SUN)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	15	10	1	2	1	2	3	4	2	3	5	3	2	8	4	3	6	1
3BO	28	23	4	*	1	7	2	6	6	7	9	3	6	11	5	6	12	3
3CV	38	32	6	*	*	8	14	12	3	1	11	9	1	19	17	2	9	6
3SH	1	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*
3SR	5	4	1	*	*	*	*	*	1	4	3	*	3	2	*	2	2	*
3UZ	6	6	*	*	*	*	*	*	*	6	3	*	3	4	*	4	5	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	92	76	12	3	2	18	20	22	12	20	30	16	14	44	27	18	34	10
3LO	26	21	3	*	2	*	*	7	3	16	12	6	6	15	1	13	13	*
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	5	5	*	*	*	1	*	1	2	1	2	*	2	3	1	1	3	2
ABCFM	4	3	*	*	*	*	*	*	2	2	2	*	2	2	*	2	2	*
OTH-AM	5	3	2	*	*	*	*	*	*	5	3	*	3	1	*	1	1	*
OTH-FM	6	4	2	*	*	2	1	*	2	1	2	1	2	2	1	1	2	*
ALL	138	113	18	3	5	20	21	31	20	46	51	22	29	67	31	36	55	13

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SUN)

7.00pm-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	82	60	20	2	4	11	16	17	14	24	30	11	19	41	23	18	24	8
3BO	125	101	28	2	4	27	16	30	21	31	49	26	23	49	20	30	54	17
3CV	161	121	40	*	3	38	53	51	14	4	46	40	6	77	65	12	39	21
3SH	4	2	2	*	*	2	*	*	2	*	*	*	*	2	*	2	2	*
3SR	13	13	4	*	*	2	*	*	4	7	7	*	7	4	*	4	4	*
3UZ	22	22	*	*	*	*	*	*	2	20	10	*	10	12	*	12	13	*
SUNFM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	397	316	91	4	11	78	83	98	51	87	140	76	64	179	105	74	132	45
3LO	94	82	9	*	2	*	*	16	18	60	45	14	31	49	2	47	47	4
3RN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	24	24	*	*	*	4	*	5	6	9	12	3	9	9	2	6	9	4
ABCFM	20	15	3	*	2	*	*	3	6	11	9	*	9	11	3	8	10	*
OTH-AM	9	5	2	*	2	*	*	*	*	9	7	*	7	2	*	2	2	*
OTH-FM	22	16	6	*	*	8	5	2	4	2	7	3	4	7	4	2	6	2
ALL	533	445	101	4	18	89	88	116	75	165	196	90	106	248	114	134	194	53

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World Radio History

CENTRAL VICTORIA - AVERAGE AUDIENCE - BY DAYPART (SUN)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	36	26	6	3	1	4	5	8	10	9	14	5	9	18	8	10	13	5
3BO	63	47	7	5	5	8	6	17	15	17	25	11	13	31	12	19	27	10
3CV	50	32	13	3	2	9	15	15	8	3	21	15	6	20	15	4	14	8
3SH	5	2	1	1	*	1	*	*	2	2	3	*	2	1	*	1	2	1
3SR	3	1	1	*	*	*	*	*	1	1	2	*	1	1	*	*	1	*
3UZ	19	16	1	*	1	*	*	2	2	15	10	2	9	8	*	8	9	*
SUNFM	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACS	175	126	29	12	8	22	26	42	38	47	75	33	42	79	35	43	66	24
3LO	41	35	5	*	1	1	*	8	8	24	19	6	12	21	2	19	20	3
3RN	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3WV	9	8	*	*	*	*	*	2	2	4	4	1	3	4	1	3	4	1
ABCFM	9	7	1	*	1	1	*	2	2	4	4	1	4	4	1	3	4	*
OTH-AM	10	6	2	*	2	1	*	*	1	7	6	*	6	3	*	3	3	*
OTH-FM	7	4	3	*	*	1	1	3	1	1	3	1	1	3	3	1	3	2
ALL	251	187	39	13	12	26	27	57	52	88	110	42	68	115	42	72	101	31

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World Radio History

CENTRAL VICTORIA - CUMULATIVE AUDIENCE - BY DAYPART (SUN)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10 +					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	W/CHLD
Poten	2033	2033	2033	2033	2033	279	280	526	406	542	855	408	447	899	398	501	780	303
3BA	297	255	82	13	16	45	42	56	78	76	117	37	80	136	61	74	102	37
3BO	443	366	120	22	29	57	44	123	76	142	183	82	101	203	85	118	182	61
3CV	378	270	166	15	18	89	92	120	50	27	127	97	29	163	115	48	110	58
3SH	45	33	18	6	*	8	2	10	15	9	18	6	12	19	7	12	20	10
3SR	26	17	14	*	*	4	2	3	8	9	16	3	13	6	2	4	6	2
3UZ	89	79	14	*	3	*	*	14	12	64	49	11	37	40	2	38	42	2
SUNFM	9	7	*	*	2	*	*	*	4	5	4	*	4	5	*	5	2	*
ACS	1102	931	383	53	60	176	157	285	195	289	444	208	236	483	234	248	398	146
3LO	310	256	78	3	9	13	2	55	76	164	141	32	109	156	26	131	149	28
3RN	11	11	2	*	*	2	*	*	4	5	2	*	2	6	*	6	6	2
3WV	72	70	4	2	2	6	*	15	14	37	36	9	27	30	7	24	30	6
ABCFM	88	72	19	*	10	6	*	24	14	45	33	9	24	49	15	34	45	7
OTH-AM	44	34	15	*	4	4	*	*	12	28	20	*	20	20	*	20	16	2
OTH-FM	81	48	34	*	*	15	12	28	12	14	32	18	14	34	22	12	32	14
ALL	1440	1253	480	58	83	192	168	348	276	456	595	246	349	653	270	383	563	180

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World Radio History

World Radio History

AUDIENCE ESTIMATES – BY QUARTER HOUR – BY DAYS

DAY

AVERAGE DAY MONDAY – FRIDAY

INDIVIDUAL DAYS, DAY BY DAY

T	=	Total People 10+
M	=	Men 18+
W	=	Women 18+
CT	=	Children & Teens 10–17
HS	=	Household Shoppers

NOTE: * = less than 100

World Radio History

CENTRAL VICTORIA - RADIO AUDIENCES BY QUARTER HOURS (MON-FRI DAY)

Survey #1 - 1991

	TOTAL LISTENERS									3BA										3BO										3CV									
	ALL	HM	CAR	WK	OTH	M	W	CT	HS	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	
	98	81	5	10	1	62	34	2	40	15	15	*	*	*	8	7	*	8		29	17	1	10	1	21	8	*	11		20	18	1	*	*	13	6	1	4	
	131	110	11	10	1	75	53	4	58	18	17	1	*	*	9	9	*	11		42	27	5	10	1	25	17	*	20		31	29	2	*	*	20	8	3	7	
6	237	213	10	10	3	134	100	3	105	40	40	*	*	*	24	16	*	17		77	63	3	10	1	39	38	*	38		32	30	2	*	1	20	10	2	8	
	265	236	13	13	3	143	118	5	121	47	47	*	*	*	29	18	*	19		79	66	3	10	1	36	44	*	44		38	30	6	2	1	20	14	4	10	
	374	324	27	18	5	198	157	19	149	82	73	8	1	*	44	32	6	29		108	94	3	9	2	51	55	3	51		54	39	9	3	2	26	19	9	11	
	452	376	44	25	7	237	187	27	177	90	75	13	2	*	50	34	6	31		142	122	8	10	3	65	70	7	65		75	53	13	7	1	39	24	13	16	
7	690	592	55	36	7	315	314	62	283	119	106	10	3	*	52	58	9	52		235	204	16	13	2	92	116	28	107		137	103	16	16	2	71	48	18	32	
	705	599	52	47	7	310	318	77	287	121	111	5	4	*	48	59	14	48		236	203	16	13	4	89	115	32	109		142	106	10	24	2	73	44	24	32	
	689	565	38	77	8	287	309	93	275	119	105	7	7	*	42	58	20	45		223	176	6	36	4	84	106	32	97		141	103	7	29	2	60	47	34	31	
	747	593	57	85	13	308	341	98	303	127	109	9	8	1	45	63	19	50		232	179	8	40	6	83	114	35	103		148	94	19	33	3	60	51	37	33	
8	768	578	64	111	16	312	366	91	322	137	109	12	13	3	45	75	17	58		243	184	9	45	4	92	118	33	107		143	86	11	43	3	61	52	30	39	
	745	524	87	118	16	302	355	88	308	122	89	17	14	2	38	70	14	49		234	172	12	47	3	87	118	30	104		152	78	21	48	6	66	53	33	39	
	678	439	96	131	12	279	337	62	290	107	71	19	16	*	36	66	5	45		211	144	17	47	3	83	104	24	94		150	58	33	56	4	69	54	27	39	
	639	390	104	134	10	276	320	43	276	101	69	14	17	*	39	60	3	41		203	120	33	47	3	78	100	25	91		134	46	29	57	2	67	55	12	40	
9	591	365	64	155	7	261	311	19	262	99	71	8	19	1	41	56	2	38	AVERAGE	181	111	16	53	1	77	98	6	84	AVERAGE	130	44	17	67	1	59	62	8	42	AVERAGE
	545	323	57	157	7	241	288	16	240	90	59	9	20	1	33	55	2	36	DAY	158	96	7	53	1	71	83	5	71	DAY	131	45	18	66	1	63	61	7	41	DAY
	522	302	56	158	6	230	275	17	229	85	55	6	23	1	32	51	3	32	MONDAY	152	88	8	55	1	69	78	5	69	MONDAY	132	46	19	66	1	61	63	8	41	MONDAY
	513	289	56	161	7	227	269	18	225	86	52	9	24	1	32	52	2	33	TO	145	81	8	54	1	66	74	5	65	TO	131	44	19	67	1	63	59	9	39	TO
10	497	272	53	160	12	230	249	19	221	73	42	8	22	1	32	38	3	28	FRIDAY	142	78	8	54	3	68	70	5	63	FRIDAY	122	43	13	64	3	60	53	9	41	FRIDAY
	471	242	51	165	13	210	242	20	207	68	33	7	27	1	29	36	3	24		141	73	10	54	4	65	71	5	64		120	41	11	65	3	56	54	10	39	
	448	224	46	164	14	203	225	20	190	69	33	8	27	2	28	39	3	26		135	69	9	53	4	67	64	5	57		114	35	12	65	3	55	50	10	34	
	450	223	48	164	15	206	225	18	188	63	31	6	25	2	27	34	2	24		138	70	10	54	4	68	67	4	58		117	35	13	66	3	57	50	10	34	
11	437	206	53	167	11	211	207	19	175	67	31	6	28	2	29	36	2	26		138	71	11	53	2	71	63	4	56		114	28	17	67	2	59	45	11	30	
	411	181	52	166	12	198	195	18	162	61	27	4	28	2	26	33	2	23		127	63	8	54	3	67	56	4	50		118	27	23	66	2	61	48	9	31	
	396	172	45	166	12	191	189	16	157	61	26	5	27	2	26	33	2	22		123	59	8	54	3	66	54	4	48		112	25	19	66	2	60	44	8	29	
	431	189	63	166	12	210	203	17	171	75	31	14	28	3	33	40	2	28		128	60	10	54	3	68	56	4	52		114	25	24	64	2	60	45	9	29	
12	445	203	84	148	10	237	191	17	158	66	21	16	28	1	32	31	3	18		134	72	13	46	3	69	61	4	54		100	20	22	55	2	60	34	6	23	
	386	177	59	139	10	215	154	17	131	59	14	17	26	1	30	25	3	15		104	52	6	43	3	56	44	4	37		89	20	15	52	1	56	27	6	18	
	367	174	51	130	12	205	145	18	124	54	16	14	22	2	28	23	3	12		98	46	8	40	4	53	40	5	37		87	23	12	51	2	56	25	6	21	
	365	161	57	136	10	202	146	16	123	52	16	12	22	1	26	23	3	12		99	43	11	42	4	54	41	5	38		95	22	18	54	1	60	30	6	22	
1pm	366	155	55	143	13	206	142	18	120	49	17	7	23	1	27	20	2	10		106	43	11	47	5	56	44	6	37		99	23	18	56	2	60	30	8	25	
	340	137	44	143	16	188	135	16	117	45	12	7	25	2	25	19	1	10		97	37	9	45	5	52	39	5	34		95	22	14	56	2	56	31	7	24	
	331	130	41	146	14	179	138	14	117	42	10	5	25	2	22	19	1	9		96	40	7	44	5	51	40	5	35		94	18	15	60	1	55	33	6	24	
	320	123	33	149	14	176	128	15	111	39	8	4	27	1	22	15	2	8		93	37	4	45	6	51	38	5	32		91	15	14	61	1	54	30	7	22	
2	335	126	41	154	15	190	129	16	107	45	12	7	25	1	25	18	2	11		98	38	8	47	5	57	37	4	33		98	16	16	65	2	55	35	8	21	
	338	123	50	152	14	191	131	16	107	46	9	9	27	1	25	19	1	10		99	36	12	46	5	58	35	5	32		101	18	18	63	2	55	39	7	22	
	331	116	51	149	15	192	122	17	102	43	10	7	24	2	25	16	1	10		100	36	13	46	5	60	35	5	33		101	17	19	63	2	59	34	8	19	
	335	122	50	149	14	189	129	18	106	50	13	11	24	2	26	23	1	14		99	37	9	47	5	58	35	5	32		102	18	17	64	3	58	36	9	20	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MON–FRI DAY)

Survey #1 – 1991

3SH

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	4	4	*	*	*	1	3	*	3	
	7	7	*	*	*	4	4	*	4	
6	7	7	*	*	*	4	3	*	4	
	8	7	*	*	*	4	4	*	4	
	11	9	*	2	*	5	6	*	6	
	11	9	*	2	*	5	5	*	5	
7	19	16	1	2	*	9	6	4	7	
	21	18	1	2	*	11	6	4	7	
	21	17	2	2	*	11	6	4	7	
	16	13	1	2	*	9	4	3	6	
8	8	4	4	*	*	4	2	2	4	
	8	4	4	*	*	4	2	2	4	
	10	5	4	*	*	4	3	2	5	
	8	5	2	*	*	4	4	*	5	
9	6	5	1	*	*	3	3	*	5	AVERAGE
	6	5	1	*	*	3	3	*	5	DAY
	8	5	2	*	*	4	4	*	6	MONDAY
	7	5	2	*	*	3	4	*	5	TO
10	7	6	*	*	1	4	3	*	5	FRIDAY
	7	6	*	*	1	4	3	*	4	
	5	4	*	*	1	2	2	*	4	
	5	4	*	*	1	2	2	*	4	
11	5	4	*	*	1	2	3	*	4	
	4	3	*	*	1	2	3	*	4	
	4	3	*	*	1	2	3	*	4	
	5	3	*	*	1	2	2	*	3	
12	4	2	1	*	1	2	2	*	3	
	3	1	1	*	1	1	2	*	2	
	3	2	*	*	1	2	1	*	2	
	3	2	*	*	1	2	1	*	2	
1pm	3	3	*	*	*	2	1	*	1	
	4	3	1	*	*	3	1	*	1	
	3	2	2	*	*	2	1	*	1	
	2	2	1	*	*	2	1	*	1	
2	3	1	1	*	*	2	1	*	1	
	3	1	1	*	*	2	1	*	1	
	3	1	1	*	*	2	1	*	1	
	3	1	2	*	*	2	1	*	1	

3SR

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
6	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
7	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
8	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
9	*	*	*	*	*	*	*	*	*	AVERAGE
	*	*	*	*	*	*	*	*	*	DAY
	*	*	*	*	*	*	*	*	*	MONDAY
	*	*	*	*	*	*	*	*	*	TO
10	1	*	*	*	*	*	*	*	1	FRIDAY
	1	*	*	*	*	*	*	*	1	
	1	*	*	*	*	*	*	*	1	
	1	*	*	*	*	*	*	*	1	
11	1	*	*	*	*	*	*	*	1	
	1	*	*	*	*	*	*	*	1	
	1	*	*	*	*	*	*	*	1	
	1	*	*	*	*	*	*	*	1	
12	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
1pm	1	*	1	*	*	1	*	*	*	
	1	*	1	*	*	1	*	*	*	
	1	*	1	*	*	1	*	*	*	
	1	*	1	*	*	1	*	*	*	
2	*	*	*	*	*	*	*	*	*	
	1	*	1	*	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	*	1	*	*	1	*	*	*	

3UZ

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	3	2	*	*	*	2	1	*	1	
	3	3	*	*	*	2	1	*	1	
6	5	5	*	*	*	4	1	*	1	
	6	6	*	*	*	5	1	*	2	
	9	9	*	*	*	7	2	*	2	
	9	9	*	*	*	7	2	*	3	
7	20	19	*	*	*	13	7	*	8	
	20	20	*	*	*	13	7	*	8	
	18	18	*	*	*	13	5	*	8	
	18	16	2	*	*	14	4	*	7	
8	23	19	2	2	*	18	5	*	9	
	24	19	3	2	*	19	5	*	10	
	23	18	4	1	*	18	6	*	10	
	22	18	2	1	*	17	4	*	9	
9	22	19	2	1	*	14	8	*	10	AVERAGE
	23	20	3	1	*	15	9	*	11	DAY
	22	19	2	1	*	14	8	*	10	MONDAY
	24	20	3	1	*	15	9	*	12	TO
10	30	24	6	*	1	18	12	*	14	FRIDAY
	25	18	6	*	1	13	12	*	12	
	20	16	4	*	1	9	11	*	11	
	20	16	2	*	1	9	10	*	10	
11	16	13	2	1	1	9	7	*	8	
	16	10	5	1	1	8	8	*	9	
	14	9	3	1	1	7	6	*	8	
	19	12	5	1	1	11	7	*	11	
12	26	16	6	3	1	16	10	*	12	
	30	19	5	3	2	21	9	*	13	
	25	17	4	3	1	17	8	*	10	
	26	20	2	3	1	18	7	*	11	
1pm	24	16	4	3	1	17	7	*	9	
	25	18	2	3	2	18	7	*	12	
	25	18	2	3	2	17	7	*	10	
	26	20	1	3	1	19	7	*	11	
2	29	23	1	3	1	21	8	*	11	
	31	25	1	3	1	23	8	*	13	
	28	22	1	3	1	20	8	*	10	
	29	24	1	3	1	22	7	*	12	

SUNFM

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
6	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	1	*	*	*	1	*	*	*	
7	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
8	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
9	1	*	*	1	*	1	*	*	*	AVERAGE
	1	*	*	1	*	1	*	*	*	DAY
	1	*	*	1	*	1	*	*	*	MONDAY
	1	*	*	1	*	1	*	*	*	TO
10	1	*	*	1	*	1	*	*	*	FRIDAY
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
11	2	1	1	1	*	2	*	*	*	
	2	1	1	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
12	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
1pm	2	1	*	1	*	2	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
2	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	

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Survey #1 – 1991

3LO

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	21	21	*	*	*	12	9	*	12	
	21	21	*	*	*	10	11	*	12	
6	44	43	1	*	*	24	20	*	23	
	49	47	1	*	*	25	24	*	27	
	63	58	3	2	*	34	29	*	31	
	77	68	5	2	2	39	38	*	39	
7	104	97	5	1	1	45	58	1	52	
	104	91	12	1	*	45	58	1	52	
	103	95	6	1	1	44	58	1	53	
	135	125	8	1	1	63	71	1	67	
8	134	121	8	4	1	60	73	1	64	
	128	109	14	4	1	60	66	2	62	
	111	97	10	4	*	47	63	2	59	
	113	94	13	5	*	50	62	*	59	
9	90	74	10	6	*	39	50	*	50	AVERAGE
	72	59	8	5	*	30	42	*	42	DAY
	68	54	10	4	*	29	39	*	39	MONDAY
	66	52	9	5	*	27	38	*	37	TO
10	61	42	9	10	*	22	39	*	36	FRIDAY
	52	34	8	9	1	19	33	*	31	
	50	33	7	9	1	19	30	*	28	
	53	34	9	9	1	21	31	*	28	
11	45	28	8	9	*	19	26	*	24	
	42	27	6	9	*	16	25	*	24	
	39	25	5	9	*	15	25	*	23	
	45	31	5	9	*	20	25	*	23	
12	68	45	14	8	*	37	29	2	29	
	57	45	6	5	*	30	26	1	26	
	53	41	6	6	*	26	25	1	24	
	43	32	5	5	*	20	21	1	18	
1pm	42	32	5	5	*	23	19	*	17	
	34	26	4	5	*	18	16	*	16	
	34	26	4	5	*	17	18	*	18	
	32	25	2	5	*	13	20	*	19	
2	28	21	4	3	*	11	17	*	15	
	25	17	4	3	*	9	15	*	13	
	27	18	5	3	*	10	16	*	15	
	23	17	3	3	*	8	16	*	14	

3RN

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
6	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
7	4	4	*	*	*	2	1	*	1	
	5	5	*	*	*	2	3	*	3	
	4	3	*	*	*	3	1	*	1	
	4	3	*	*	*	3	1	*	1	
8	3	3	*	*	*	1	1	*	1	
	3	3	*	*	*	1	1	*	1	
	2	1	*	*	*	*	1	*	1	
	1	1	*	*	*	*	1	*	1	
9	2	2	*	*	*	1	1	*	1	AVERAGE
	2	1	*	*	*	1	1	*	1	DAY
	*	*	*	*	*	*	*	*	*	MONDAY
	*	*	*	*	*	*	*	*	*	TO
10	*	*	*	*	*	*	*	*	*	FRIDAY
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
11	1	*	*	*	*	*	1	*	1	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
12	2	2	*	*	*	*	2	*	2	
	2	2	*	*	*	*	2	*	2	
	5	5	*	*	*	2	3	*	3	
	5	5	*	*	*	2	3	*	3	
1pm	2	2	*	*	*	*	2	*	2	
	2	2	*	*	*	*	2	*	2	
	1	1	*	*	*	*	1	*	1	
	1	1	*	*	*	*	1	*	1	
2	2	1	*	1	*	1	1	*	1	
	2	1	*	1	*	1	1	*	1	
	2	*	*	1	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	

3WV

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	2	2	*	*	*	2	*	*	*	
	3	2	*	*	*	2	1	*	1	
6	16	15	1	*	*	11	5	*	5	
	19	18	1	*	*	14	5	*	5	
	23	21	1	*	*	16	6	*	6	
	24	22	2	*	*	17	7	*	7	
7	25	24	1	*	*	12	13	*	13	
	26	25	1	*	*	11	15	*	15	
	29	28	1	*	*	13	17	*	18	
	33	32	2	*	*	15	19	*	19	
8	39	28	9	1	*	12	23	4	21	
	40	27	11	1	*	13	22	4	20	
	23	18	2	1	1	5	18	*	15	
	17	13	2	1	1	4	13	*	10	
9	15	11	2	1	1	7	9	*	8	AVERAGE
	13	9	2	1	1	4	9	*	8	DAY
	12	9	1	*	1	3	9	*	8	MONDAY
	12	9	1	*	1	3	8	*	8	TO
10	13	8	2	1	1	5	8	*	8	FRIDAY
	13	8	3	*	1	6	7	*	7	
	11	7	3	*	1	5	6	*	6	
	11	7	2	*	1	4	7	*	7	
11	9	7	1	*	1	3	6	*	6	
	7	5	*	*	1	3	4	*	4	
	5	4	*	*	1	2	4	*	4	
	8	6	*	1	1	3	5	*	5	
12	13	5	5	3	*	8	5	*	6	
	10	6	*	3	*	5	4	*	4	
	12	10	*	3	*	7	5	*	5	
	11	8	*	3	*	5	6	*	6	
1pm	6	3	1	2	*	4	2	*	2	
	4	3	*	*	1	1	3	*	3	
	4	2	*	*	1	1	3	*	3	
	3	2	*	*	1	1	2	*	2	
2	4	1	*	*	2	3	1	*	1	
	4	1	*	*	2	3	1	*	1	
	4	1	*	*	2	3	1	*	1	
	3	2	*	*	1	2	1	*	1	

ABCFM

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
6	7	7	*	*	*	3	5	*	5	
	12	11	*	*	*	5	7	*	7	
	14	14	*	*	*	7	7	*	7	
	14	13	*	*	*	8	6	*	6	
7	15	13	1	*	*	7	8	*	8	
	17	14	3	*	*	8	9	*	9	
	16	13	2	*	1	8	8	*	8	
	19	16	3	*	1	9	10	*	11	
8	14	11	2	*	1	7	7	*	8	
	10	8	1	*	*	4	5	*	7	
	10	9	1	*	*	3	7	*	9	
	8	7	*	*	*	3	5	*	6	
9	12	11	1	*	*	4	8	*	9	AVERAGE
	14	10	1	2	*	5	9	*	9	DAY
	14	9	1	3	*	5	9	*	10	MONDAY
	15	9	2	3	*	5	10	*	11	TO
10	12	5	4	3	*	4	8	*	10	FRIDAY
	10	4	4	3	*	3	8	*	9	
	8	3	2	3	*	3	5	*	7	
	7	2	2	2	*	2	4	*	5	
11	7	2	3	2	*	2	5	*	5	
	5	1	2	2	*	1	4	*	3	
	5	1	2	2	*	1	4	*	3	
	7	3	2	3	*	2	5	*	5	
12	9	5	2	2	*	5	4	*	3	
	8	4	2	2	*	5	3	*	2	
	7	4	2	1	*	5	3	*	3	
	6	3	2	2	*	4	2	*	2	
1pm	8	2	2	3	1	5	3	*	4	
	8	2	2	3	1	5	3	*	4	
	8	2	2	4	1	5	3	*	4	
	9	3	2	4	1	5	4	*	4	
2	10	3	2	4	1	6	4	*	4	
	9	3	2	3	*	5	4	*	4	
	8	2	2	3	*	4	4	*	5	
	9	3	3	3	*	4	5	*	6	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MONDAY DAY)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	110	72	35	4	40	18	10	8	*	8		33	27	7	*	11		17	13	2	2	2		6	*	6	*	6	
	155	92	59	4	70	17	9	8	*	10		60	36	24	*	30		27	21	4	2	4		6	*	6	*	6	
6	244	137	104	4	113	44	28	16	*	18		83	39	44	*	45		26	16	6	4	6		8	2	6	*	6	
	273	156	111	6	126	44	30	14	*	18		89	42	47	*	51		32	18	8	6	8		8	2	6	*	6	
	398	203	172	24	163	84	46	31	7	29		125	54	67	4	61		47	20	16	11	8		12	4	8	*	8	
	460	246	190	23	183	90	55	28	7	29		143	62	73	8	67		66	40	20	6	14		12	4	8	*	8	
7	664	301	305	59	278	113	50	56	6	53		224	83	110	31	102		122	61	44	17	31		12	7	6	*	6	
	687	295	314	78	281	124	47	64	13	52		226	78	114	33	109		129	66	40	23	29		16	7	6	4	6	
	662	263	312	88	276	110	35	60	15	49		219	74	114	31	104		122	47	43	32	29		21	9	6	6	6	
	715	291	342	82	303	106	38	55	12	48		230	74	127	29	110		139	54	47	38	34		17	11	4	2	4	
8	759	313	356	90	325	120	46	61	13	52		257	94	127	36	112		137	55	49	34	42		8	4	2	2	4	
	732	292	349	90	310	109	35	63	10	49		242	82	131	29	115		143	59	44	40	36		8	4	2	2	4	
	667	263	343	61	298	100	37	63	*	44		216	77	114	25	102		134	58	47	30	36		10	4	4	2	6	
	651	276	331	44	283	104	45	59	*	40		210	75	108	27	96		110	55	45	10	34		11	7	4	*	6	
9	612	273	319	21	274	99	47	49	2	37		171	76	91	4	77		119	50	60	8	48		6	2	4	*	6	
	594	263	310	21	273	85	35	48	2	35		166	77	85	4	76		133	59	65	8	50		6	2	4	*	6	
	579	253	303	23	264	89	33	51	4	29		154	71	79	4	72		143	59	72	13	54		10	6	4	*	6	
	557	243	293	21	251	85	30	52	2	27		146	64	78	4	66		141	65	63	13	53		8	4	4	*	6	
10	558	243	290	25	260	79	32	42	4	27		144	54	83	6	76		145	70	63	13	54		10	6	4	*	6	
	514	220	268	26	236	75	28	42	4	23		143	60	76	6	70		136	65	59	13	50		10	6	4	*	6	
	500	220	253	28	216	73	26	42	4	23		141	63	72	6	63		132	63	56	13	46		8	4	4	*	6	
	474	207	243	23	208	58	21	35	2	21		133	58	72	4	63		133	66	54	13	44		8	4	4	*	6	
11	459	206	225	27	186	67	25	37	4	22		136	61	68	6	59		126	67	46	13	36		8	4	4	*	6	
	442	203	212	27	168	62	21	37	4	20		129	62	61	6	52		126	67	46	13	34		4	2	2	*	2	
	419	191	207	21	165	64	21	39	4	22		120	59	57	4	50		121	62	48	10	35		4	2	2	*	2	
	449	206	222	21	184	86	32	50	4	34		126	60	62	4	55		115	59	46	10	33		4	2	2	*	2	
12	442	216	203	23	173	61	26	29	7	16		132	56	72	4	61		98	55	37	6	29		4	2	2	*	2	
	410	219	172	19	150	59	31	24	4	16		107	49	54	4	47		95	52	37	6	27		4	2	2	*	2	
	406	222	165	19	142	67	41	22	4	12		95	45	46	4	44		92	48	37	6	29		6	4	2	*	2	
	392	208	164	19	137	59	30	25	4	13		101	49	48	4	46		105	56	42	6	30		6	4	2	*	2	
1pm	397	218	160	19	136	48	21	20	6	9		119	59	56	4	44		113	70	36	6	35		8	7	2	*	2	
	378	202	157	19	132	49	21	22	6	11		112	57	51	4	40		109	65	38	6	35		8	7	2	*	2	
	355	194	144	17	118	43	21	16	6	7		107	57	46	4	37		108	63	41	4	33		4	2	2	*	2	
	358	197	140	21	121	42	22	11	9	6		111	59	48	4	39		111	66	39	6	33		4	2	2	*	2	
2	366	198	145	24	112	48	23	15	9	6		114	60	50	4	44		110	58	43	9	25		2	2	*	*	*	
	356	194	145	17	113	52	28	20	4	10		109	61	44	4	38		104	53	45	6	25		2	2	*	*	*	
	347	192	139	17	107	50	26	20	4	9		106	58	44	4	40		100	58	36	6	19		2	2	*	*	*	
	348	181	145	21	113	59	28	27	4	14		102	56	42	4	36		100	52	38	11	23		2	2	*	*	*	

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CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MONDAY DAY)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	2	2	*	*	*		2	2	*	*	*		*	*	*	*	*		18	9	9	*	10		*	*	*	*	*	
	2	2	*	*	*		2	2	*	*	*		*	*	*	*	*		22	13	9	*	12		2	*	2	*	2	
6	*	*	*	*	*		5	5	*	*	*		*	*	*	*	*		46	26	20	*	25		2	*	2	*	2	
	*	*	*	*	*		5	5	*	*	*		*	*	*	*	*		55	32	22	*	27		*	*	*	*	*	
	2	2	*	*	*		10	8	2	*	2		*	*	*	*	*		71	39	32	*	35		2	*	2	*	2	
	2	2	*	*	*		10	8	2	*	2		*	*	*	*	*		84	42	42	*	44		*	*	*	*	*	
7	2	2	*	*	*		21	17	4	*	6		*	*	*	*	*		108	46	61	2	55		5	2	2	*	2	
	2	2	*	*	*		26	20	7	*	8		*	*	*	*	*		101	42	57	2	49		7	2	4	*	4	
	*	*	*	*	*		26	22	4	*	8		*	*	*	*	*		105	45	58	2	53		5	2	2	*	2	
	2	2	*	*	*		25	21	4	*	8		*	*	*	*	*		134	61	73	*	65		5	2	2	*	2	
8	2	2	*	*	*		22	16	7	*	10		2	2	*	*	*		128	61	67	*	63		5	2	2	*	2	
	2	2	*	*	*		22	16	7	*	10		2	2	*	*	*		119	58	59	2	56		5	2	2	*	2	
	*	*	*	*	*		25	16	9	*	12		2	2	*	*	*		119	52	65	2	61		2	*	2	*	2	
	*	*	*	*	*		25	16	9	*	12		2	2	*	*	*		125	54	71	*	64		2	*	2	*	2	
9	*	*	*	*	*		31	17	14	*	15		2	2	*	*	*		107	47	60	*	56		5	2	2	*	2	
	*	*	*	*	*		33	17	16	*	17		2	2	*	*	*		97	43	54	*	54		2	2	*	*	*	
	*	*	*	*	*		31	17	14	*	14		2	2	*	*	*		94	41	54	*	54		*	*	*	*	*	
	*	*	*	*	*		33	19	14	*	16		2	2	*	*	*		86	36	50	*	50		*	*	*	*	*	
10	2	*	2	*	2		38	19	18	*	19		2	2	*	*	*		71	32	39	*	41		*	*	*	*	*	
	2	*	2	*	2		29	10	18	*	17		2	2	*	*	*		57	24	32	*	33		*	*	*	*	*	
	2	*	2	*	2		29	10	18	*	17		2	2	*	*	*		57	25	30	2	29		*	*	*	*	*	
	2	*	2	*	2		27	10	16	*	15		2	2	*	*	*		55	22	31	2	29		*	*	*	*	*	
11	2	*	2	*	2		18	8	10	*	8		4	2	*	2	*		48	20	29	*	26		*	*	*	*	*	
	2	*	2	*	2		20	10	10	*	10		4	2	*	2	*		49	20	29	*	25		*	*	*	*	*	
	2	*	2	*	2		20	12	7	*	10		2	2	*	*	*		43	16	27	*	21		*	*	*	*	*	
	2	*	2	*	2		24	14	10	*	14		2	2	*	*	*		44	20	25	*	22		*	*	*	*	*	
12	*	*	*	*	*		35	21	14	*	17		2	2	*	*	*		70	34	31	4	30		*	*	*	*	*	
	*	*	*	*	*		33	26	7	*	12		2	2	*	*	*		73	39	32	2	30		*	*	*	*	*	
	*	*	*	*	*		25	18	7	*	10		2	2	*	*	*		69	37	30	2	26		5	2	2	*	2	
	*	*	*	*	*		27	20	7	*	12		2	2	*	*	*		47	24	21	2	15		7	2	4	*	4	
1pm	*	*	*	*	*		24	16	7	*	8		2	2	*	*	*		43	23	20	*	21		6	2	4	*	4	
	*	*	*	*	*		26	18	7	*	10		2	2	*	*	*		33	15	18	*	19		4	*	4	*	4	
	*	*	*	*	*		24	16	7	*	8		2	2	*	*	*		36	18	18	*	19		*	*	*	*	*	
	*	*	*	*	*		28	21	7	*	10		2	2	*	*	*		32	11	21	*	19		*	*	*	*	*	
2	*	*	*	*	*		24	16	7	*	8		2	2	*	*	*		41	18	23	*	19		*	*	*	*	*	
	*	*	*	*	*		26	18	7	*	10		2	2	*	*	*		36	14	23	*	19		*	*	*	*	*	
	*	*	*	*	*		26	19	7	*	8		2	2	*	*	*		36	11	25	*	21		*	*	*	*	*	
	*	*	*	*	*		28	21	7	*	10		2	2	*	*	*		30	7	23	*	19		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MONDAY DAY)

Survey #1 – 1991

	3MV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
	6	6	*	*	*		2	*	2	*	2																			
	8	6	2	*	2		2	*	2	*	2																			
6	17	12	4	*	4		6	2	4	*	4																			
	17	12	4	*	4		16	7	9	*	9																			
	21	17	4	*	4		15	5	9	2	9																			
	26	19	7	*	7		22	9	10	2	10																			
7	28	16	11	*	11		17	7	10	*	10																			
	27	14	13	*	13		15	7	9	*	9																			
	27	14	13	*	13		13	4	9	*	9																			
	32	14	18	*	18		15	4	11	*	11																			
8	45	17	24	4	21		15	6	8	*	10																			
	48	20	24	4	21		10	4	6	*	8																			
	22	5	18	*	15		10	2	8	*	10																			
	18	5	14	*	11		8	2	6	*	8																			
9	18	9	10	*	7		16	5	11	*	10																			
	16	7	10	*	7		16	5	11	*	10																			
	13	7	7	*	7		18	7	11	*	13																			
	13	7	7	*	7		20	7	13	*	15																			
10	13	7	7	*	7		14	4	10	*	12																			
	13	7	7	*	7		14	4	10	*	12																			
	11	7	4	*	4		10	4	6	*	8																			
	11	7	4	*	4		6	2	4	*	6																			
11	9	4	4	*	4		9	2	7	*	6																			
	4	4	*	*	*		9	2	7	*	6																			
	2	2	*	*	*		9	2	7	*	6																			
	6	4	2	*	2		9	2	7	*	6																			
12	8	6	2	*	4		6	4	2	*	4																			
	6	4	2	*	2		6	6	*	*	2																			
	11	7	4	*	4		11	9	2	*	4																			
	9	4	4	*	4		4	4	*	*	2																			
1pm	*	*	*	*	*		8	6	2	*	4																			
	*	*	*	*	*		8	6	2	*	4																			
	*	*	*	*	*		8	6	2	*	4																			
	2	2	*	*	*		8	6	2	*	4																			
2	2	2	*	*	*		8	6	2	*	4																			
	2	2	*	*	*		8	6	2	*	4																			
	2	2	*	*	*		10	6	4	*	6																			
	4	2	2	*	2		10	6	4	*	6																			

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (TUESDAY DAY)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	102	65	35	2	38	18	12	6	*	8		30	23	6	*	9		23	16	7	*	4		5	2	2	*	2	
	129	71	54	4	56	19	9	10	*	10		39	23	15	*	17		37	24	11	2	8		9	4	4	*	4	
6	247	140	103	4	108	39	20	19	*	19		87	47	40	*	39		32	22	9	2	6		4	2	2	*	2	
	267	143	121	4	121	42	24	19	*	18		89	43	46	*	43		35	21	12	2	8		6	2	4	*	4	
	358	196	145	17	139	78	44	28	7	25		103	48	52	2	48		51	30	15	6	6		8	4	4	*	4	
	446	240	180	26	173	97	57	31	9	31		141	64	71	6	64		67	37	19	11	13		8	4	4	*	4	
7	716	329	324	63	297	137	61	63	13	55		237	92	120	25	112		129	70	42	17	31		18	8	6	4	8	
	718	311	329	78	301	125	54	56	15	48		237	89	119	29	113		139	67	44	28	32		20	11	6	4	8	
	698	290	317	90	276	133	48	64	21	49		219	78	107	34	96		149	69	50	30	30		20	11	6	4	8	
	748	312	334	103	288	140	50	68	21	51		218	72	108	38	97		159	69	53	38	32		12	6	4	2	6	
8	771	301	382	89	323	146	45	81	19	64		228	81	117	29	106		145	63	50	32	37		8	4	2	2	4	
	748	301	365	82	314	126	45	68	13	53		211	75	109	27	98		154	67	55	32	39		10	4	4	2	6	
	677	281	333	63	283	109	39	61	9	43		182	74	89	19	80		161	72	57	32	42		10	6	2	2	4	
	643	284	317	42	272	100	40	56	4	39		178	72	87	19	79		150	75	59	17	43		10	6	4	*	6	
9	618	279	322	16	277	107	44	61	2	41		190	82	106	2	90		139	61	67	10	49		8	4	4	*	6	
	566	259	293	14	245	93	31	60	2	37		159	72	85	2	69		140	67	65	8	49		8	4	4	*	6	
	530	238	278	14	236	88	32	54	2	37		144	64	78	2	67		147	71	68	8	50		10	4	6	*	8	
	539	244	279	17	235	88	32	54	2	39		143	66	73	4	63		148	74	66	8	48		10	4	6	*	8	
10	508	240	246	21	217	80	34	40	6	31		148	74	70	4	62		126	64	54	8	46		6	2	4	*	6	
	490	218	248	23	215	71	28	37	6	25		148	65	79	4	70		130	61	59	10	45		4	2	2	*	4	
	460	205	232	23	196	67	25	36	6	27		149	67	77	4	68		129	61	58	10	41		4	2	2	*	4	
	479	224	235	19	200	69	31	34	4	27		156	76	77	2	66		131	64	57	10	43		4	2	2	*	4	
11	473	231	226	17	193	72	35	36	2	27		153	83	67	2	58		136	61	64	10	47		6	2	4	*	6	
	434	201	218	14	187	64	30	32	2	23		133	70	61	2	56		140	64	68	8	49		6	2	4	*	6	
	407	190	205	12	179	63	29	32	2	24		127	66	59	2	50		126	63	57	6	46		6	2	4	*	6	
	455	217	224	14	193	77	35	40	2	30		136	75	59	2	53		129	63	59	6	43		8	4	4	*	6	
12	443	227	196	19	155	70	34	32	4	19		134	74	58	2	49		99	52	40	6	23		8	2	6	*	6	
	387	209	159	19	129	58	29	25	4	14		111	63	46	2	38		94	54	31	8	21		4	*	4	*	4	
	380	215	146	19	122	49	22	23	4	10		103	60	41	2	35		102	69	25	8	21		2	*	2	*	2	
	395	216	162	17	132	60	28	28	4	12		103	56	45	2	39		107	70	31	6	25		4	2	2	*	2	
1pm	386	223	149	14	128	47	32	15	*	4		100	57	41	2	33		116	66	40	10	35		2	2	*	*	*	
	348	193	142	12	121	47	28	19	*	6		89	46	41	2	35		108	59	41	8	31		4	4	*	*	*	
	329	178	138	12	119	37	17	20	*	8		86	48	36	2	31		100	57	34	8	27		6	4	2	*	2	
	319	169	137	12	118	28	17	10	*	4		87	46	39	2	31		96	51	37	8	29		4	2	2	*	2	
2	339	186	138	14	118	39	23	14	2	6		96	55	39	2	36		106	52	46	8	36		4	2	2	*	2	
	326	184	126	17	105	31	18	10	2	2		95	57	33	4	30		106	52	46	8	34		4	2	2	*	2	
	330	191	123	17	105	31	18	10	2	2		96	62	30	4	30		113	63	42	8	31		4	2	2	*	2	
	341	193	138	10	117	41	22	19	*	10		103	63	37	2	34		108	60	42	6	31		4	2	2	*	2	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (TUESDAY DAY)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		23	11	11	*	13		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	2		*	*	*	*	*		20	9	11	*	13		*	*	*	*	*	
6	*	*	*	*	*		6	4	2	*	4		*	*	*	*	*		51	28	23	*	27		*	*	*	*	*	
	*	*	*	*	*		6	4	2	*	4		*	*	*	*	*		53	25	27	*	29		*	*	*	*	*	
	*	*	*	*	*		9	7	2	*	4		*	*	*	*	*		61	30	31	*	33		*	*	*	*	*	
	*	*	*	*	*		9	7	2	*	4		3	3	*	*	*		80	38	42	*	42		*	*	*	*	*	
7	*	*	*	*	*		24	15	10	*	10		3	3	*	*	*		106	48	56	2	51		5	2	2	*	2	
	*	*	*	*	*		24	15	10	*	10		3	3	*	*	*		107	45	60	2	53		7	2	4	*	4	
	*	*	*	*	*		21	14	7	*	10		*	*	*	*	*		93	42	51	*	45		5	2	2	*	2	
	*	*	*	*	*		18	14	4	*	8		*	*	*	*	*		131	68	62	2	55		5	2	2	*	2	
8	*	*	*	*	*		19	14	4	*	6		2	2	*	*	*		151	68	82	*	66		*	*	*	*	*	
	*	*	*	*	*		25	18	7	*	10		2	2	*	*	*		145	66	78	2	67		*	*	*	*	*	
	*	*	*	*	*		24	15	9	*	13		2	2	*	*	*		122	51	71	*	64		5	2	2	*	2	
	*	*	*	*	*		20	15	4	*	8		2	2	*	*	*		123	53	70	*	65		2	2	*	*	*	
9	*	*	*	*	*		15	11	4	*	8		2	2	*	*	*		91	43	48	*	51		2	2	*	*	*	
	*	*	*	*	*		18	12	7	*	8		2	2	*	*	*		79	38	40	*	43		2	2	*	*	*	
	*	*	*	*	*		19	12	7	*	6		2	2	*	*	*		57	23	34	*	33		*	*	*	*	*	
	*	*	*	*	*		21	14	7	*	8		2	2	*	*	*		66	27	39	*	35		*	*	*	*	*	
10	*	*	*	*	*		26	16	10	*	10		2	2	*	*	*		58	21	37	*	31		*	*	*	*	*	
	*	*	*	*	*		22	12	10	*	8		2	2	*	*	*		55	21	34	*	33		*	*	*	*	*	
	*	*	*	*	*		17	10	7	*	6		2	2	*	*	*		47	19	28	*	27		2	*	2	*	2	
	*	*	*	*	*		19	10	9	*	8		2	2	*	*	*		52	23	29	*	28		2	*	2	*	2	
11	*	*	*	*	*		13	8	5	*	4		2	2	*	*	*		46	24	22	*	21		2	*	2	*	2	
	*	*	*	*	*		15	8	7	*	6		2	2	*	*	*		39	15	24	*	24		2	*	2	*	2	
	*	*	*	*	*		7	2	5	*	4		2	2	*	*	*		39	15	24	*	24		2	*	2	*	2	
	*	*	*	*	*		11	6	5	*	6		2	2	*	*	*		53	22	29	2	25		2	*	2	*	2	
12	*	*	*	*	*		20	11	9	*	10		2	2	*	*	*		62	33	25	4	26		4	*	4	*	4	
	*	*	*	*	*		22	13	9	*	12		2	2	*	*	*		42	24	16	2	16		4	*	4	*	4	
	*	*	*	*	*		20	11	9	*	10		2	2	*	*	*		47	26	18	2	18		6	2	4	*	4	
	*	*	*	*	*		22	13	9	*	12		2	2	*	*	*		41	24	16	2	13		6	2	4	*	4	
1pm	*	*	*	*	*		24	15	9	*	14		2	2	*	*	*		45	24	21	*	16		2	*	2	*	2	
	*	*	*	*	*		22	15	7	*	13		2	2	*	*	*		43	25	18	*	16		2	*	2	*	2	
	*	*	*	*	*		22	15	7	*	11		2	2	*	*	*		44	20	25	*	23		2	*	2	*	2	
	*	*	*	*	*		27	20	7	*	13		2	2	*	*	*		43	15	28	*	23		2	*	2	*	2	
2	*	*	*	*	*		32	25	7	*	11		2	2	*	*	*		31	15	17	*	14		2	*	2	*	2	
	*	*	*	*	*		33	26	7	*	13		2	2	*	*	*		29	15	14	*	12		2	*	2	*	2	
	*	*	*	*	*		32	25	7	*	11		2	2	*	*	*		29	13	17	*	14		2	*	2	*	2	
	*	*	*	*	*		30	24	7	*	13		2	2	*	*	*		29	11	18	*	15		2	*	2	*	2	

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AGB:McNair Anderson

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (TUESDAY DAY)

Survey #1 – 1991

	3W						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
6	17	12	4	*	4		6	2	4	*	4																			
	20	15	4	*	4		11	5	6	*	6																			
	26	19	7	*	7		13	7	6	*	6																			
	26	19	7	*	7		11	7	4	*	4																			
7	32	14	18	*	18		17	11	6	*	6																			
	33	13	20	*	21		17	11	6	*	6																			
	33	13	20	*	21		17	11	6	*	8																			
	37	17	20	*	21		20	11	9	*	10																			
8	42	11	26	4	23		13	7	6	*	8																			
	45	14	26	4	23		11	7	4	*	6																			
	29	9	20	*	17		6	2	4	*	6																			
	25	7	18	*	15		4	2	2	*	4																			
9	16	7	9	*	9		11	4	7	*	8																			
	13	4	9	*	9		13	7	7	*	8																			
	16	4	11	*	11		18	9	9	*	11																			
	13	4	9	*	9		18	9	9	*	11																			
10	18	9	9	*	9		10	4	6	*	8																			
	16	9	7	*	7		10	4	6	*	8																			
	9	4	4	*	4		7	2	4	*	4																			
	9	2	7	*	7		7	2	4	*	4																			
11	11	2	9	*	9		9	2	7	*	7																			
	7	2	4	*	4		7	2	4	*	4																			
	7	2	4	*	4		7	2	4	*	4																			
	8	2	6	*	6		9	2	7	*	7																			
12	15	11	4	*	6		14	4	9	*	6																			
	13	9	4	*	4		11	4	7	*	4																			
	16	12	4	*	4		9	2	7	*	6																			
	16	9	6	*	6		9	2	7	*	6																			
1pm	13	9	4	*	4		7	5	2	*	4																			
	9	4	4	*	4		5	3	2	*	2																			
	7	2	4	*	4		5	3	2	*	2																			
	4	2	2	*	2		5	3	2	*	2																			
2	2	2	*	*	*		7	5	2	*	2																			
	2	2	*	*	*		4	2	2	*	2																			
	2	2	*	*	*		4	*	4	*	4																			
	2	2	*	*	*		6	2	4	*	4																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (WEDNESDAY DAY)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	102	62	38	2	42	13	7	6	*	8		37	24	13	*	17		20	13	7	*	4		5	2	2	*	2	
	127	72	50	4	52	17	9	8	*	10		48	29	19	*	23		27	16	9	2	6		7	5	2	*	2	
6	241	139	100	2	103	42	28	14	*	18		79	42	38	*	39		39	24	15	*	8		5	2	2	*	2	
	279	146	126	6	125	52	30	20	2	22		80	36	44	*	43		47	24	21	2	13		9	4	4	*	4	
	385	206	162	17	152	89	46	36	6	33		114	55	57	2	53		60	28	26	6	15		10	4	6	*	6	
	463	242	194	27	178	93	50	36	6	34		152	70	76	6	70		85	41	30	15	19		9	4	4	*	4	
7	696	319	320	56	278	105	42	57	6	49		239	97	117	25	107		156	83	54	19	35		17	9	4	4	4	
	692	309	318	65	284	107	39	62	6	48		227	88	112	27	105		162	88	47	28	40		22	12	6	4	6	
	700	315	295	90	269	111	42	52	17	40		217	89	99	29	93		159	69	49	40	36		21	14	6	2	8	
	757	327	330	101	299	119	45	58	17	48		238	92	108	38	100		156	65	54	38	33		17	9	4	4	6	
8	784	318	363	103	324	139	46	72	21	57		253	93	124	36	110		148	63	49	36	36		6	2	2	2	4	
	752	310	347	95	304	123	39	66	17	46		241	89	121	32	102		156	72	48	36	35		6	2	2	2	4	
	675	280	325	69	286	107	34	66	7	43		216	86	107	23	95		154	74	47	33	38		6	2	2	2	4	
	631	273	312	46	273	101	37	62	2	43		209	80	105	24	93		140	72	49	19	38		4	2	2	*	4	
9	570	260	294	17	254	95	36	60	*	41		172	73	92	6	79		126	64	54	8	41		2	2	*	*	2	
	506	219	270	17	219	83	27	57	*	33		152	64	82	6	70		124	61	55	8	37		2	2	*	*	2	
	505	224	260	21	212	77	27	48	2	29		157	69	79	9	68		121	59	54	8	32		4	2	2	*	4	
	496	220	253	23	207	80	29	49	2	31		149	66	74	9	64		119	59	50	10	28		4	2	2	*	4	
10	467	228	222	17	193	67	35	33	*	24		134	67	63	4	54		106	52	44	10	31		6	4	2	*	4	
	443	211	216	17	182	64	33	31	*	20		132	63	65	4	56		108	49	48	10	31		6	4	2	*	4	
	420	202	202	17	172	62	31	31	*	20		125	66	54	4	50		101	47	44	10	27		4	2	2	*	4	
	420	207	197	17	162	53	28	25	*	14		130	69	56	4	52		98	47	40	10	23		4	2	2	*	4	
11	407	219	171	17	153	52	27	25	*	14		130	73	53	4	51		101	57	34	10	18		6	2	4	*	6	
	395	215	166	15	149	50	27	23	*	12		120	68	48	4	46		106	60	38	8	23		6	2	4	*	6	
	397	213	169	15	150	52	27	25	*	14		116	68	44	4	42		109	65	36	8	23		6	2	4	*	6	
	449	233	201	15	174	68	35	32	*	19		129	70	55	4	55		120	69	43	8	23		6	2	4	*	6	
12	472	265	194	13	169	59	35	24	*	14		151	81	66	4	62		102	63	35	4	24		2	2	*	*	2	
	381	225	139	17	121	60	39	18	2	8		115	61	48	6	42		80	54	22	4	17		2	2	*	*	2	
	343	201	123	19	110	42	28	14	*	4		105	56	41	8	36		79	53	20	6	18		2	2	*	*	2	
	344	209	121	15	107	42	28	14	*	4		103	56	40	6	39		90	61	25	4	18		2	2	*	*	2	
1pm	361	219	125	17	113	51	36	15	*	4		112	59	47	6	43		93	62	22	8	17		2	2	*	*	2	
	351	204	130	17	119	41	26	15	*	4		100	55	41	4	38		97	62	24	10	19		4	4	*	*	2	
	350	201	134	15	120	43	26	17	*	4		96	53	39	4	35		95	59	28	8	23		4	4	*	*	2	
	336	193	128	15	113	41	27	14	*	4		91	50	36	4	33		93	59	26	8	21		4	4	*	*	2	
2	328	193	120	15	105	41	25	16	*	10		81	48	29	4	28		106	67	31	8	24		5	5	*	*	*	
	348	200	132	17	111	37	23	15	*	6		92	52	34	6	33		109	62	39	8	23		5	5	*	*	*	
	334	202	115	17	99	37	25	12	*	6		99	60	33	6	32		101	63	30	8	19		5	5	*	*	*	
	327	194	116	17	94	39	23	17	*	8		90	53	31	6	28		107	66	32	8	20		5	5	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (WEDNESDAY DAY)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		22	13	9	*	10		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		*	*	*	*	*		20	8	12	*	10		*	*	*	*	*	
6	*	*	*	*	*		2	2	*	*	*		*	*	*	*	*		41	23	18	*	21		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		*	*	*	*	*		50	25	24	*	27		*	*	*	*	*	
	*	*	*	*	*		5	5	*	*	*		*	*	*	*	*		60	34	26	*	27		*	*	*	*	*	
	*	*	*	*	*		5	5	*	*	*		2	2	*	*	*		75	38	38	*	36		*	*	*	*	*	
7	*	*	*	*	*		17	12	4	*	6		2	2	*	*	*		110	42	67	*	57		2	2	*	*	*	
	*	*	*	*	*		17	12	4	*	6		2	2	*	*	*		102	41	61	*	51		5	2	2	*	2	
	*	*	*	*	*		14	9	4	*	6		2	2	*	*	*		102	45	56	*	51		4	4	*	*	*	
	*	*	*	*	*		11	9	2	*	4		2	2	*	*	*		127	61	64	2	61		2	2	*	*	*	
8	*	*	*	*	*		22	18	4	*	8		2	2	*	*	*		122	55	65	2	60		4	2	2	*	2	
	*	*	*	*	*		22	20	2	*	8		2	2	*	*	*		116	56	58	2	59		6	2	4	*	4	
	*	*	*	*	*		20	18	2	*	8		2	2	*	*	*		99	43	54	2	54		2	*	2	*	2	
	*	*	*	*	*		20	18	2	*	8		2	2	*	*	*		99	45	53	*	54		2	*	2	*	2	
9	2	2	*	*	2		28	21	7	*	8		2	2	*	*	*		92	40	51	*	54		*	*	*	*	*	
	2	2	*	*	2		26	19	7	*	8		2	2	*	*	*		61	25	36	*	36		*	*	*	*	*	
	2	2	*	*	2		26	19	7	*	8		2	2	*	*	*		66	30	36	*	37		*	*	*	*	*	
	2	2	*	*	2		22	15	7	*	10		2	2	*	*	*		67	30	37	*	35		*	*	*	*	*	
10	2	2	*	*	2		29	18	12	*	14		2	2	*	*	*		64	25	39	*	33		*	*	*	*	*	
	2	2	*	*	2		25	13	12	*	13		2	2	*	*	*		51	21	30	*	27		*	*	*	*	*	
	2	2	*	*	2		18	9	10	*	10		2	2	*	*	*		52	21	31	*	27		*	*	*	*	*	
	2	2	*	*	2		18	9	10	*	10		2	2	*	*	*		57	26	31	*	25		*	*	*	*	*	
11	2	2	*	*	2		15	8	7	*	10		2	2	*	*	*		46	23	23	*	22		*	*	*	*	*	
	2	2	*	*	2		15	8	7	*	10		2	2	*	*	*		46	23	23	*	25		*	*	*	*	*	
	2	2	*	*	2		15	8	7	*	10		2	2	*	*	*		43	20	23	*	25		*	*	*	*	*	
	2	2	*	*	2		20	12	7	*	12		2	2	*	*	*		43	22	21	*	22		*	*	*	*	*	
12	*	*	*	*	*		27	18	10	*	14		2	2	*	*	*		81	43	36	2	34		*	*	*	*	*	
	*	*	*	*	*		27	22	4	*	14		2	2	*	*	*		55	26	27	2	25		*	*	*	*	*	
	*	*	*	*	*		22	18	4	*	12		2	2	*	*	*		53	24	27	2	23		5	2	2	*	2	
	*	*	*	*	*		24	20	4	*	14		2	2	*	*	*		41	19	21	2	15		5	2	2	*	2	
1pm	3	3	*	*	*		20	16	4	*	10		2	2	*	*	*		31	18	13	*	13		*	*	*	*	*	
	3	3	*	*	*		27	18	10	*	14		2	2	*	*	*		35	20	15	*	17		*	*	*	*	*	
	3	3	*	*	*		27	18	10	*	14		2	2	*	*	*		35	20	15	*	17		*	*	*	*	*	
	3	3	*	*	*		22	15	7	*	12		2	2	*	*	*		34	17	17	*	19		*	*	*	*	*	
2	*	*	*	*	*		25	18	7	*	12		2	2	*	*	*		20	9	11	*	9		2	2	*	*	*	
	3	3	*	*	*		28	21	7	*	15		2	2	*	*	*		22	9	14	*	11		2	2	*	*	*	
	*	*	*	*	*		25	18	7	*	12		2	2	*	*	*		22	9	14	*	11		2	2	*	*	*	
	3	3	*	*	*		27	19	7	*	13		2	2	*	*	*		20	7	14	*	11		*	*	*	*	*	

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World Radio History

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CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (WEDNESDAY DAY)

Survey #1 – 1991

	3MV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
6	19	10	9	*	9		6	2	4	*	4																			
	23	15	9	*	9		7	2	4	*	4																			
	24	17	7	*	7		11	7	4	*	4																			
	24	17	7	*	7		11	7	4	*	4																			
7	21	12	9	*	9		15	7	9	*	9																			
	25	12	13	*	13		18	9	9	*	9																			
	26	11	15	*	17		28	19	9	*	10																			
	35	13	22	*	24		30	19	11	*	13																			
8	40	11	25	4	24		20	14	6	*	8																			
	43	14	25	4	24		8	4	4	*	6																			
	25	4	20	*	18		10	4	6	*	8																			
	16	2	14	*	11		8	4	4	*	6																			
9	11	4	7	*	7		13	6	7	*	9																			
	11	2	9	*	9		15	6	9	*	11																			
	11	2	9	*	9		13	4	9	*	11																			
	11	2	9	*	9		13	4	9	*	11																			
10	16	7	9	*	9		6	2	4	*	6																			
	16	7	9	*	9		6	2	4	*	6																			
	16	7	9	*	9		8	3	4	*	8																			
	16	7	9	*	9		6	3	2	*	6																			
11	13	4	9	*	9		4	2	2	*	4																			
	13	4	9	*	9		2	*	2	*	2																			
	11	2	9	*	9		5	*	5	*	2																			
	15	4	11	*	11		10	*	10	*	7																			
12	18	10	9	*	9		7	2	5	*	2																			
	11	7	4	*	4		7	4	3	*	*																			
	13	7	6	*	6		4	4	*	*	*																			
	13	7	6	*	6		4	4	*	*	*																			
1pm	7	7	*	*	*		11	4	6	*	6																			
	4	2	2	*	2		11	4	6	*	6																			
	4	2	2	*	2		11	4	6	*	6																			
	4	2	2	*	2		13	4	9	*	6																			
2	7	4	2	*	2		13	6	7	*	6																			
	7	4	2	*	2		13	6	7	*	6																			
	7	4	2	*	2		6	4	2	*	4																			
	4	4	*	*	*		6	4	2	*	4																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (THURSDAY DAY)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	98	61	35	2	45	13	7	6	*	8		24	15	9	*	11		24	15	7	2	5		5	2	2	*	2	
	125	72	49	4	57	19	9	10	*	10		33	18	15	*	17		34	23	6	4	8		9	4	4	*	4	
6	229	129	95	4	101	40	23	17	*	16		70	35	35	*	34		35	23	9	4	10		6	4	2	*	2	
	259	139	116	4	124	50	31	19	*	18		71	28	43	*	44		37	23	10	4	12		4	2	2	*	2	
	368	198	155	15	150	78	43	32	2	29		103	49	51	2	49		59	31	18	10	14		8	4	4	*	4	
	448	236	185	27	173	78	41	35	2	29		147	67	73	6	65		78	40	21	17	12		8	4	4	*	4	
7	703	331	314	59	281	116	52	56	9	49		243	101	117	25	107		139	70	51	17	31		21	11	6	4	8	
	743	338	320	85	287	132	54	53	26	42		253	103	118	32	111		139	71	46	21	29		23	14	6	4	8	
	702	295	304	103	273	121	45	51	25	38		225	87	107	32	95		144	59	45	40	29		18	11	6	2	8	
	770	308	352	110	313	148	48	72	27	55		242	91	115	36	103		144	54	51	38	33		14	6	4	4	6	
8	765	319	360	86	315	150	54	79	17	58		237	91	112	34	99		135	54	55	25	42		4	2	*	2	2	
	746	307	355	84	307	131	42	76	13	49		239	92	115	32	99		149	60	59	30	46		4	2	*	2	2	
	685	285	345	55	295	121	44	72	4	48		225	86	111	27	95		137	63	57	17	42		8	4	2	2	4	
	651	283	325	42	277	108	42	64	2	41		215	81	102	31	89		130	64	59	7	44		4	2	2	*	4	
9	590	261	313	17	253	106	45	59	2	37		193	77	107	8	89		127	60	63	4	36		4	2	2	*	4	
	537	241	284	13	233	103	43	58	2	35		164	70	90	4	75		130	64	63	4	38		4	2	2	*	4	
	496	225	259	13	208	90	39	49	2	29		160	75	80	4	70		120	55	61	4	34		4	2	2	*	4	
	479	215	250	15	205	91	39	50	2	33		146	68	74	4	66		117	53	58	6	33		4	2	2	*	4	
10	481	233	234	15	211	74	33	39	2	27		141	72	65	4	62		108	52	50	6	38		6	4	2	*	2	
	455	209	230	17	194	69	30	37	2	23		141	68	69	4	64		111	50	53	8	36		6	4	2	*	2	
	424	201	206	17	169	74	30	42	2	27		129	66	58	4	49		96	48	40	8	25		*	*	*	*	*	
	438	197	224	17	180	74	30	42	2	26		130	59	67	4	58		110	54	48	8	31		*	*	*	*	*	
11	423	196	210	17	172	78	32	44	2	29		137	66	67	4	60		103	53	42	8	29		*	*	*	*	*	
	401	195	192	15	155	71	32	37	2	25		130	68	58	4	56		112	58	47	6	29		*	*	*	*	*	
	379	179	186	15	150	71	32	37	2	25		123	62	56	4	51		105	52	46	6	31		*	*	*	*	*	
	413	205	191	17	159	80	37	40	2	28		120	62	54	4	51		105	53	44	8	31		*	*	*	*	*	
12	411	231	166	15	132	67	35	30	2	18		118	62	52	4	45		94	58	29	6	19		*	*	*	*	*	
	362	205	143	15	115	64	32	29	2	20		82	47	30	4	22		86	59	20	6	12		*	*	*	*	*	
	353	190	146	17	119	59	30	27	2	18		93	51	36	6	33		81	55	20	6	14		*	*	*	*	*	
	338	183	138	17	111	56	28	25	2	16		91	48	36	6	33		86	57	22	6	14		*	*	*	*	*	
1pm	345	193	133	19	105	52	25	27	*	16		100	54	38	8	32		85	57	20	8	15		*	*	*	*	*	
	318	181	120	17	97	48	27	21	*	12		92	51	32	8	26		86	54	26	6	19		*	*	*	*	*	
	321	169	137	15	110	48	27	21	*	12		98	51	41	6	35		89	52	30	6	21		*	*	*	*	*	
	319	176	128	15	105	51	27	23	*	12		99	54	39	6	31		82	52	24	6	16		*	*	*	*	*	
2	333	189	130	15	96	54	27	28	*	16		99	65	30	4	24		90	51	31	8	12		2	*	2	*	2	
	336	191	128	17	101	64	31	33	*	18		92	62	25	4	21		92	51	33	8	19		2	*	2	*	2	
	332	197	117	19	90	54	32	23	*	14		91	60	27	4	23		98	54	34	10	14		2	*	2	*	2	
	342	196	121	25	97	62	32	29	2	20		105	68	29	8	26		95	51	34	10	14		2	*	2	*	2	

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Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		7	5	2	*	4		*	*	*	*	*		24	15	9	*	14		*	*	*	*	*	
	*	*	*	*	*		4	2	2	*	2		*	*	*	*	*		24	12	11	*	17		*	*	*	*	*	
6	*	*	*	*	*		4	2	2	*	2		*	*	*	*	*		40	20	20	*	25		*	*	*	*	*	
	*	*	*	*	*		8	6	2	*	2		*	*	*	*	*		42	20	22	*	27		*	*	*	*	*	
	*	*	*	*	*		12	8	4	*	4		*	*	*	*	*		56	30	26	*	29		*	*	*	*	*	
	*	*	*	*	*		7	5	2	*	2		*	*	*	*	*		74	42	32	*	37		*	*	*	*	*	
7	*	*	*	*	*		16	12	4	*	6		*	*	*	*	*		109	53	56	*	52		5	2	2	*	2	
	*	*	*	*	*		16	9	7	*	8		*	*	*	*	*		113	53	60	*	56		5	2	2	*	2	
	*	*	*	*	*		15	11	4	*	8		*	*	*	*	*		115	52	63	*	62		2	2	*	*	*	
	*	*	*	*	*		17	13	4	*	8		*	*	*	*	*		142	64	78	*	77		4	4	*	*	*	
8	*	*	*	*	*		21	17	4	*	10		*	*	*	*	*		139	67	72	*	68		5	2	2	*	2	
	*	*	*	*	*		21	17	4	*	10		*	*	*	*	*		134	65	67	2	67		2	2	*	*	*	
	*	*	*	*	*		19	15	4	*	10		*	*	*	*	*		116	50	64	2	63		*	*	*	*	*	
	*	*	*	*	*		19	15	4	*	10		*	*	*	*	*		121	59	62	*	61		*	*	*	*	*	
9	*	*	*	*	*		15	11	4	*	8		*	*	*	*	*		85	39	46	*	47		4	*	4	*	4	
	*	*	*	*	*		15	11	4	*	8		*	*	*	*	*		63	26	36	*	41		4	*	4	*	4	
	*	*	*	*	*		15	11	4	*	8		*	*	*	*	*		63	27	36	*	38		*	*	*	*	*	
	*	*	*	*	*		20	13	7	*	10		*	*	*	*	*		57	25	32	*	33		*	*	*	*	*	
10	*	*	*	*	*		27	20	7	*	10		*	*	*	*	*		57	20	37	*	36		*	*	*	*	*	
	*	*	*	*	*		21	13	7	*	8		*	*	*	*	*		46	14	32	*	29		*	*	*	*	*	
	*	*	*	*	*		12	6	5	*	6		*	*	*	*	*		51	18	32	*	29		*	*	*	*	*	
	*	*	*	*	*		14	9	5	*	6		*	*	*	*	*		51	18	32	*	29		*	*	*	*	*	
11	*	*	*	*	*		14	11	3	*	4		*	*	*	*	*		37	12	26	*	23		2	*	2	*	2	
	*	*	*	*	*		9	6	3	*	4		*	*	*	*	*		41	15	26	*	23		*	*	*	*	*	
	*	*	*	*	*		9	6	3	*	4		*	*	*	*	*		36	12	24	*	21		*	*	*	*	*	
	*	*	*	*	*		13	10	3	*	5		*	*	*	*	*		49	24	26	*	23		*	*	*	*	*	
12	*	*	*	*	*		16	13	3	*	5		*	*	*	*	*		68	37	31	*	30		2	*	2	*	2	
	*	*	*	*	*		22	15	7	*	12		*	*	*	*	*		65	31	33	*	32		2	*	2	*	2	
	*	*	*	*	*		16	11	5	*	6		*	*	*	*	*		55	21	33	*	30		5	2	2	*	2	
	*	*	*	*	*		16	13	3	*	5		*	*	*	*	*		46	19	27	*	24		5	2	2	*	2	
1pm	*	*	*	*	*		17	14	3	*	4		*	*	*	*	*		51	30	21	*	19		2	*	2	*	2	
	*	*	*	*	*		19	16	3	*	8		*	*	*	*	*		29	17	12	*	11		2	*	2	*	2	
	*	*	*	*	*		17	14	3	*	6		*	*	*	*	*		31	15	16	*	15		2	*	2	*	2	
	*	*	*	*	*		21	18	3	*	8		*	*	*	*	*		33	15	18	*	17		2	*	2	*	2	
2	*	*	*	*	*		26	21	5	*	8		*	*	*	*	*		29	11	18	*	17		4	2	2	*	2	
	*	*	*	*	*		28	23	5	*	10		*	*	*	*	*		24	8	16	*	15		4	2	2	*	2	
	*	*	*	*	*		28	23	5	*	8		*	*	*	*	*		30	15	16	*	16		2	2	*	*	*	
	*	*	*	*	*		28	25	3	*	8		*	*	*	*	*		24	12	11	*	12		*	*	*	*	*	

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AGB:McNair Anderson

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (THURSDAY DAY)

Survey #1 – 1991

	3MV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*													
	*	*	*	*	*		*	*	*	*	*													
	*	*	*	*	*		*	*	*	*	*													
	*	*	*	*	*		*	*	*	*	*													
6	16	12	4	*	4		6	2	4	*	4													
	24	17	7	*	7		13	5	9	*	9													
	28	19	9	*	9		15	7	9	*	9													
	28	19	9	*	9		14	7	7	*	7													
7	25	12	13	*	13		11	4	6	*	6													
	27	12	15	*	15		15	7	9	*	9													
	30	13	17	*	19		11	4	6	*	6													
	31	14	18	*	18		13	4	9	*	9													
8	32	9	18	4	15		13	4	9	*	9													
	30	10	16	4	13		13	4	9	*	11													
	16	4	12	*	9		13	4	9	*	11													
	12	4	7	*	4		9	2	7	*	7													
9	13	7	7	*	7		11	4	7	*	7													
	11	4	7	*	7		11	4	7	*	7													
	9	2	7	*	7		9	2	7	*	7													
	9	2	7	*	7		9	2	7	*	7													
10	11	4	7	*	7		15	6	9	*	11													
	11	4	7	*	7		11	4	7	*	8													
	11	4	7	*	7		11	4	7	*	8													
	11	4	7	*	7		9	2	7	*	7													
11	4	2	2	*	2		11	2	9	*	9													
	2	*	2	*	2		7	2	4	*	4													
	2	*	2	*	2		5	2	2	*	2													
	6	2	4	*	4		7	4	2	*	2													
12	14	7	6	*	6		7	7	*	*	*													
	11	4	6	*	6		7	7	*	*	*													
	13	7	6	*	6		7	5	2	*	2													
	11	2	9	*	9		5	5	*	*	*													
1pm	4	*	4	*	4		5	3	2	*	2													
	4	*	4	*	4		7	5	2	*	2													
	4	*	4	*	4		10	7	2	*	2													
	4	*	4	*	4		10	7	2	*	2													
2	2	*	2	*	2		12	9	2	*	2													
	2	*	2	*	2		14	9	4	*	4													
	2	*	2	*	2		12	7	4	*	4													
	2	*	2	*	2		12	5	7	*	7													

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (FRIDAY DAY)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	79	49	30	*	33	13	5	8	*	8		22	15	7	*	7		14	10	4	*	4		*	*	*	*	*	
	121	67	52	2	56	19	9	10	*	14		33	20	13	*	13		29	18	9	2	8		6	4	2	*	4	
6	222	125	98	*	99	37	21	16	*	16		66	31	35	*	34		29	16	13	*	10		13	9	4	*	6	
	248	129	115	4	111	47	28	19	*	18		66	29	37	*	38		38	16	18	4	10		11	7	4	*	6	
	358	185	152	21	141	80	39	34	7	30		96	48	45	2	43		50	19	21	10	10		17	9	6	2	8	
	441	222	188	32	178	92	47	37	9	32		126	61	59	6	57		80	35	30	15	23		17	9	6	2	8	
7	673	293	308	71	280	121	55	57	9	54		232	84	116	31	106		139	70	47	21	33		25	11	8	6	10	
	684	296	309	78	283	116	48	57	11	50		236	87	111	38	108		140	75	44	21	30		25	11	8	6	10	
	684	273	318	92	281	123	41	61	21	50		232	92	104	36	99		133	56	49	28	33		23	13	6	4	8	
	747	304	349	94	313	123	44	61	19	47		232	86	111	35	105		143	58	52	34	33		23	13	6	4	8	
8	762	311	367	84	324	131	35	79	17	58		239	99	109	31	107		150	68	57	25	38		12	6	4	2	6	
	748	301	359	88	305	122	29	76	17	50		239	95	112	31	105		158	73	57	27	39		12	6	4	2	6	
	684	284	340	61	290	100	27	69	4	45		217	94	100	23	99		164	76	64	25	39		14	6	4	4	6	
	616	263	313	40	273	91	30	58	4	40		203	83	97	23	99		143	70	64	9	40		10	4	6	*	8	
9	564	234	307	23	254	86	34	50	2	35		179	79	91	8	84		137	60	67	10	38		10	4	6	*	8	
	520	221	282	17	228	86	31	52	2	37		150	69	74	6	67		126	63	57	6	30		10	4	6	*	8	
	500	209	277	15	227	82	27	53	2	35		145	66	75	4	69		130	63	61	6	36		10	4	6	*	8	
	497	212	270	15	228	86	31	53	2	35		140	66	69	4	67		133	66	60	6	36		8	4	4	*	6	
10	472	204	252	17	225	64	28	35	2	29		144	72	68	4	63		124	62	54	8	34		8	4	4	*	6	
	455	191	247	17	209	62	25	35	2	29		140	70	66	4	59		117	55	54	8	32		8	4	4	*	6	
	435	188	230	17	196	71	27	42	2	35		134	71	59	4	55		113	54	51	8	29		8	4	4	*	6	
	439	195	227	17	193	61	24	35	2	33		144	78	62	4	52		114	55	51	8	29		8	4	4	*	6	
11	423	201	202	19	170	67	26	39	2	37		135	70	60	4	51		106	57	39	11	19		6	2	4	*	4	
	384	176	188	19	151	59	21	35	2	33		124	68	52	4	40		107	55	41	11	19		6	2	4	*	4	
	375	180	176	19	141	52	19	31	2	27		131	73	54	4	44		100	58	32	11	12		6	2	4	*	4	
	387	191	177	19	147	64	25	37	2	30		126	73	49	4	45		101	55	34	11	15		5	2	2	*	2	
12	456	247	194	15	162	71	29	40	2	24		132	71	57	4	54		108	71	31	6	19		7	2	4	*	4	
	390	217	158	15	138	53	20	29	4	16		106	58	43	4	38		89	63	23	4	15		7	2	4	*	4	
	355	198	143	15	126	51	17	29	4	17		96	56	36	4	34		83	54	25	4	21		5	2	2	*	2	
	354	195	145	15	127	44	17	22	4	15		99	59	36	4	34		90	57	29	4	23		5	2	2	*	2	
1pm	342	179	144	19	117	46	19	25	2	14		99	54	36	8	33		85	45	34	6	23		2	*	2	*	2	
	304	161	126	17	115	42	21	21	*	14		89	49	32	8	31		74	42	25	6	15		4	2	2	*	2	
	301	153	135	12	118	39	19	21	*	12		93	48	39	6	38		78	44	30	4	17		2	2	*	*	*	
	267	145	109	12	98	34	19	16	*	12		78	46	26	6	25		74	44	26	4	13		*	*	*	*	*	
2	311	183	114	14	102	43	26	17	*	15		101	59	35	6	34		79	50	24	6	9		*	*	*	*	*	
	323	186	123	14	104	44	26	18	*	14		106	59	40	6	38		93	56	31	6	11		*	*	*	*	*	
	314	178	119	17	108	41	24	17	*	18		105	59	39	6	40		95	56	31	8	11		*	*	*	*	*	
	320	179	124	17	108	47	25	22	*	19		92	51	35	6	36		102	61	33	8	11		3	3	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (FRIDAY DAY)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	5	2	2	*	2		5	3	2	*	2		*	*	*	*	*		15	9	6	*	10		*	*	*	*	*	
	5	2	2	*	2		5	3	2	*	2		*	*	*	*	*		18	6	12	*	10		*	*	*	*	*	
6	*	*	*	*	*		5	5	*	*	*		*	*	*	*	*		42	24	18	*	19		*	*	*	*	*	
	*	*	*	*	*		7	5	2	*	2		*	*	*	*	*		44	22	22	*	23		*	*	*	*	*	
	*	*	*	*	*		7	5	2	*	2		*	*	*	*	*		65	35	31	*	32		*	*	*	*	*	
	*	*	*	*	*		12	8	4	*	4		*	*	*	*	*		72	35	37	*	38		*	*	*	*	*	
7	*	*	*	*	*		20	9	11	*	10		*	*	*	*	*		87	36	48	2	46		2	2	*	*	*	
	*	*	*	*	*		18	9	9	*	8		*	*	*	*	*		97	42	53	2	49		2	2	*	*	*	
	*	*	*	*	*		16	9	7	*	6		*	*	*	*	*		100	37	62	2	53		2	2	*	*	*	
	*	*	*	*	*		18	13	4	*	6		*	*	*	*	*		143	62	81	*	76		2	2	*	*	*	
8	*	*	*	*	*		29	25	4	*	10		*	*	*	*	*		130	51	77	2	65		*	*	*	*	*	
	*	*	*	*	*		29	25	4	*	10		*	*	*	*	*		127	55	70	2	60		*	*	*	*	*	
	*	*	*	*	*		29	25	4	*	10		*	*	*	*	*		101	40	59	2	53		*	*	*	*	*	
	*	*	*	*	*		25	22	2	*	8		*	*	*	*	*		97	40	55	2	49		*	*	*	*	*	
9	*	*	*	*	*		20	11	9	*	13		*	*	*	*	*		74	27	47	*	43		*	*	*	*	*	
	*	*	*	*	*		25	16	9	*	13		*	*	*	*	*		61	18	43	*	37		*	*	*	*	*	
	*	*	*	*	*		20	11	9	*	12		*	*	*	*	*		60	22	38	*	33		*	*	*	*	*	
	*	*	*	*	*		22	13	9	*	14		*	*	*	*	*		53	18	35	*	33		*	*	*	*	*	
10	*	*	*	*	*		32	18	14	*	16		*	*	*	*	*		55	12	43	*	41		*	*	*	*	*	
	*	*	*	*	*		28	14	14	*	14		*	*	*	*	*		51	14	37	*	32		*	*	*	*	*	
	*	*	*	*	*		25	12	14	*	14		*	*	*	*	*		42	12	30	*	28		*	*	*	*	*	
	*	*	*	*	*		21	9	12	*	13		*	*	*	*	*		49	16	33	*	30		*	*	*	*	*	
11	*	*	*	*	*		22	11	12	*	14		3	3	*	*	*		47	18	28	*	26		*	*	*	*	*	
	*	*	*	*	*		22	11	12	*	14		3	3	*	*	*		34	10	24	*	22		*	*	*	*	*	
	*	*	*	*	*		18	9	10	*	13		3	3	*	*	*		36	10	27	*	24		*	*	*	*	*	
	*	*	*	*	*		25	13	12	*	17		3	3	*	*	*		37	12	24	*	22		*	*	*	*	*	
12	*	*	*	*	*		33	19	15	*	14		3	3	*	*	*		58	38	20	*	25		2	*	2	*	2	
	*	*	*	*	*		44	29	15	*	16		3	3	*	*	*		50	30	20	*	27		2	*	2	*	2	
	*	*	*	*	*		40	27	12	*	12		3	3	*	*	*		42	24	17	*	23		2	*	2	*	2	
	*	*	*	*	*		39	26	12	*	14		3	3	*	*	*		39	17	22	*	22		2	*	2	*	2	
1pm	*	*	*	*	*		34	22	12	*	12		3	3	*	*	*		40	21	18	*	16		*	*	*	*	*	
	*	*	*	*	*		33	23	10	*	14		*	*	*	*	*		32	15	18	*	18		*	*	*	*	*	
	*	*	*	*	*		33	23	10	*	12		*	*	*	*	*		26	10	16	*	16		*	*	*	*	*	
	*	*	*	*	*		33	23	10	*	14		*	*	*	*	*		20	5	16	*	16		*	*	*	*	*	
2	*	*	*	*	*		38	24	14	*	14		*	*	*	*	*		18	2	16	*	16		2	2	*	*	*	
	*	*	*	*	*		40	26	14	*	16		*	*	*	*	*		11	*	11	*	11		2	2	*	*	*	
	*	*	*	*	*		29	16	12	*	12		*	*	*	*	*		15	4	11	*	13		2	2	*	*	*	
	*	*	*	*	*		33	21	12	*	14		*	*	*	*	*		15	4	11	*	13		*	*	*	*	*	

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CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (FRIDAY DAY)

Survey #1 – 1991

	3WV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
	2	2	*	*	*		*	*	*	*	*																			
	5	2	2	*	2		*	*	*	*	*																			
6	12	9	2	*	2		11	5	6	*	6																			
	12	9	2	*	2		11	5	6	*	6																			
	14	9	4	*	4		16	9	6	*	6																			
	18	9	9	*	9		13	9	4	*	4																			
7	20	7	13	*	13		15	9	6	*	6																			
	20	7	13	*	13		20	9	11	*	11																			
	29	12	17	*	17		11	2	9	*	9																			
	32	14	17	*	17		16	5	11	*	11																			
8	36	12	20	4	20		8	2	6	*	6																			
	33	9	20	4	20		6	2	4	*	4																			
	20	2	18	*	18		10	4	6	*	8																			
	13	2	11	*	11		8	4	4	*	6																			
9	18	7	12	*	9		9	2	7	*	9																			
	16	4	12	*	9		13	4	9	*	11																			
	12	2	10	*	7		13	4	9	*	11																			
	12	2	10	*	7		15	4	11	*	13																			
10	7	*	7	*	7		12	2	10	*	12																			
	9	2	7	*	7		11	*	11	*	11																			
	9	2	7	*	7		7	2	4	*	4																			
	7	*	7	*	7		7	2	4	*	4																			
11	7	2	4	*	4		2	2	*	*	*																			
	7	2	4	*	4		*	*	*	*	*																			
	5	2	2	*	2		*	*	*	*	*																			
	5	2	2	*	2		2	*	2	*	2																			
12	11	7	4	*	6		8	4	4	*	4																			
	7	2	4	*	4		8	4	4	*	4																			
	9	5	4	*	4		6	4	2	*	2																			
	7	2	4	*	4		9	7	2	*	2																			
1pm	5	2	2	*	2		8	6	2	*	4																			
	2	*	2	*	2		8	6	2	*	4																			
	2	*	2	*	2		8	4	4	*	6																			
	2	*	2	*	2		8	6	2	*	4																			
2	4	4	*	*	*		10	6	4	*	6																			
	4	4	*	*	*		6	4	2	*	4																			
	4	4	*	*	*		8	4	4	*	6																			
	2	2	*	*	*		10	4	6	*	8																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SATURDAY DAY)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	77	51	24	2	25	8	4	4	*	4		25	19	6	*	6		23	16	5	2	4		2	*	2	*	2	
	90	62	26	2	28	14	8	6	*	8		28	21	6	*	6		26	19	5	2	4		4	2	2	*	2	
6	160	106	54	*	55	27	21	6	*	8		50	28	22	*	18		23	19	4	*	4		6	4	2	*	4	
	165	98	67	*	66	20	16	4	*	6		42	20	22	*	17		31	22	9	*	6		8	4	4	*	6	
	214	122	83	9	81	31	18	9	4	10		51	26	25	*	21		41	25	12	4	6		8	4	4	*	6	
	239	138	91	11	93	33	18	8	6	10		58	26	31	*	27		43	27	12	4	6		8	4	4	*	6	
7	390	200	166	23	155	61	27	25	8	26		102	49	49	4	50		61	29	23	8	8		10	4	4	2	6	
	392	195	166	31	157	56	26	16	15	18		105	45	55	4	57		63	29	23	11	8		13	7	4	2	6	
	413	201	170	42	161	53	20	16	17	18		109	51	53	6	52		72	32	23	17	8		13	7	4	2	6	
	501	236	204	61	193	71	34	18	19	20		122	52	55	15	52		78	30	23	25	8		13	7	4	2	6	
8	575	243	257	76	242	106	41	48	17	40		150	60	70	21	61		90	35	17	38	14		4	2	2	*	4	
	562	232	267	63	244	100	45	43	13	38		131	45	68	19	59		99	44	24	31	14		4	2	2	*	4	
	554	229	270	54	250	87	38	43	6	38		130	47	64	19	57		113	53	32	27	24		4	2	2	*	4	
	553	226	266	61	248	88	35	45	8	40		120	42	61	17	55		111	53	30	27	27		4	2	2	*	4	
9	536	219	265	53	245	78	24	48	6	41		118	47	59	12	51		105	44	34	27	34		4	2	2	*	4	
	510	204	252	55	227	69	21	41	6	34		107	43	54	10	48		107	41	34	32	31		10	7	2	*	4	
	480	184	238	57	218	69	17	42	11	32		97	41	48	8	47		100	38	32	29	27		10	7	2	*	4	
	456	174	228	53	211	64	9	42	13	30		99	42	48	8	45		89	36	30	23	25		10	7	2	*	4	
10	442	179	216	46	190	67	22	32	13	20		96	38	45	13	40		81	34	35	13	27		10	7	2	*	4	
	407	162	201	44	167	66	21	35	11	19		92	37	43	13	38		85	33	37	15	27		7	4	2	*	4	
	384	159	187	38	159	58	18	30	11	17		82	37	34	10	34		89	35	41	13	29		7	4	2	*	4	
	401	165	195	40	165	67	21	33	13	21		90	43	34	13	32		86	32	43	11	33		7	4	2	*	4	
11	377	163	177	36	147	61	20	30	11	16		96	46	42	8	34		72	25	34	13	29		7	4	2	*	4	
	353	157	162	34	138	55	18	27	11	16		82	37	37	8	33		66	26	30	11	24		7	4	2	*	4	
	358	158	164	36	143	53	16	29	9	16		84	39	39	6	35		57	23	23	11	25		7	4	2	*	4	
	358	161	164	34	145	51	18	27	6	14		78	31	41	6	37		59	26	23	11	25		7	4	2	*	4	
12	413	189	193	32	174	58	25	26	7	17		94	41	51	2	50		61	21	31	8	29		7	4	2	*	4	
	366	178	170	19	149	45	20	18	7	10		67	29	38	*	37		64	24	35	4	33		7	4	2	*	4	
	330	162	152	17	141	37	17	16	4	10		61	27	34	*	33		59	21	33	4	33		4	2	2	*	4	
	307	159	135	13	128	35	17	13	4	10		48	24	24	*	23		56	21	31	4	30		7	4	2	*	4	
1pm	308	160	134	14	121	29	10	14	4	6		45	23	20	2	19		64	31	29	4	31		7	4	2	*	4	
	295	150	128	16	116	30	7	17	6	6		48	26	20	2	21		55	28	24	4	25		4	2	2	*	4	
	266	144	105	17	103	30	7	17	6	6		44	26	15	2	19		43	22	17	4	21		4	2	2	*	4	
	255	139	104	12	101	33	9	20	4	9		37	22	13	2	17		38	19	17	2	21		4	2	2	*	4	
2	246	137	93	17	97	32	9	16	6	8		36	19	13	4	16		38	18	21	*	23		7	4	2	*	4	
	235	129	88	17	88	34	11	16	6	8		26	15	7	4	10		39	18	21	*	21		7	4	2	*	4	
	216	121	81	15	78	28	9	14	4	4		28	17	7	4	10		37	18	19	*	21		7	4	2	*	4	
	218	121	82	15	79	28	9	14	4	4		29	17	8	4	12		40	21	19	*	22		7	4	2	*	4	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SATURDAY DAY)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		11	4	7	*	8		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		11	4	7	*	8		*	*	*	*	*	
6	*	*	*	*	*		2	2	*	*	2		3	3	*	*	*		25	13	12	*	13		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	2		3	3	*	*	*		27	8	19	*	19		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	2		3	3	*	*	*		36	15	21	*	22		*	*	*	*	*	
	*	*	*	*	*		4	4	*	*	4		3	3	*	*	*		42	24	18	*	21		*	*	*	*	*	
7	*	*	*	*	*		13	8	4	*	8		3	3	*	*	*		82	41	41	*	40		2	2	*	*	*	
	*	*	*	*	*		15	13	2	*	8		3	3	*	*	*		81	38	43	*	39		2	2	*	*	*	
	*	*	*	*	*		15	13	2	*	8		3	3	*	*	*		89	44	45	*	43		2	2	*	*	*	
	*	*	*	*	*		18	15	2	*	8		3	3	*	*	*		130	62	68	*	66		2	2	*	*	*	
8	*	*	*	*	*		37	21	16	*	22		3	3	*	*	*		124	57	67	*	64		2	*	2	*	2	
	*	*	*	*	*		40	21	18	*	25		3	3	*	*	*		121	49	72	*	68		2	*	2	*	2	
	*	*	*	*	*		37	19	18	*	25		3	3	*	*	*		122	50	72	*	64		2	*	2	*	2	
	2	2	*	*	*		48	24	24	*	27		3	3	*	*	*		120	50	70	*	62		2	*	2	*	2	
9	2	2	*	*	*		57	33	24	*	29		3	3	*	*	*		102	46	56	*	49		5	2	2	*	2	
	2	2	*	*	*		47	26	21	*	26		3	3	*	*	*		95	42	53	*	45		5	2	2	*	2	
	2	2	*	*	*		48	24	24	*	27		3	3	*	*	*		73	28	45	*	40		5	2	2	*	2	
	2	2	*	*	*		47	24	24	*	27		3	3	*	*	*		68	28	40	*	37		5	2	2	*	2	
10	3	3	*	*	*		50	30	20	*	28		3	3	*	*	*		74	26	46	2	40		2	*	2	*	2	
	3	3	*	*	*		42	26	16	*	22		3	3	*	*	*		53	18	35	*	29		2	*	2	*	2	
	3	3	*	*	*		44	29	16	*	22		3	3	*	*	*		49	16	32	*	26		2	*	2	*	2	
	3	3	*	*	*		44	29	16	*	22		3	3	*	*	*		52	16	35	*	26		2	*	2	*	2	
11	3	3	*	*	*		43	29	14	*	18		3	3	*	*	*		55	21	34	*	28		*	*	*	*	*	
	3	3	*	*	*		43	29	14	*	18		3	3	*	*	*		58	26	32	*	26		*	*	*	*	*	
	3	3	*	*	*		45	32	14	*	18		3	3	*	*	*		66	26	35	4	26		*	*	*	*	*	
	3	3	*	*	*		48	34	14	*	20		3	3	*	*	*		66	29	33	4	24		*	*	*	*	*	
12	3	3	*	*	*		66	48	18	*	26		3	3	*	*	*		67	26	32	8	24		2	*	2	*	2	
	3	3	*	*	*		73	53	20	*	26		3	3	*	*	*		60	27	28	6	19		2	*	2	*	2	
	3	3	*	*	*		66	51	15	*	23		3	3	*	*	*		55	22	26	6	21		2	*	2	*	2	
	3	3	*	*	*		64	48	15	*	23		3	3	*	*	*		53	27	24	2	19		*	*	*	*	*	
1pm	*	*	*	*	*		73	48	23	2	26		3	3	*	*	*		56	27	27	2	21		*	*	*	*	*	
	*	*	*	*	*		71	46	23	2	26		3	3	*	*	*		59	25	32	2	24		*	*	*	*	*	
	*	*	*	*	*		65	46	17	2	23		3	3	*	*	*		57	25	29	2	21		*	*	*	*	*	
	*	*	*	*	*		66	46	17	2	23		3	3	*	*	*		52	25	25	2	17		*	*	*	*	*	
2	*	*	*	*	*		62	43	18	2	24		*	*	*	*	*		42	28	13	2	15		2	2	*	*	*	
	*	*	*	*	*		61	42	17	2	23		*	*	*	*	*		40	23	15	2	15		2	2	*	*	*	
	*	*	*	*	*		60	40	18	2	21		*	*	*	*	*		33	19	13	2	13		2	2	*	*	*	
	*	*	*	*	*		57	38	17	2	21		*	*	*	*	*		33	19	13	2	13		2	2	*	*	*	

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CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SATURDAY DAY)

Survey #1 – 1991

	3WV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
	5	5	*	*	*		*	*	*	*	*																			
	5	5	*	*	*		*	*	*	*	*																			
6	11	7	4	*	4		8	4	4	*	4																			
	19	12	6	*	6		8	4	4	*	4																			
	19	12	6	*	6		16	10	6	*	6																			
	23	15	9	*	9		18	10	9	*	9																			
7	28	19	9	*	9		18	10	9	*	9																			
	28	17	11	*	11		20	10	11	*	11																			
	35	20	15	*	15		16	5	11	*	11																			
	39	20	20	*	20		18	5	13	*	13																			
8	32	10	22	*	22		15	9	6	*	8																			
	32	10	22	*	22		15	9	6	*	8																			
	25	5	20	*	20		18	7	9	2	10																			
	18	2	15	*	15		22	7	9	7	10																			
9	16	2	14	*	11		24	6	11	7	13																			
	16	2	14	*	11		24	6	11	7	13																			
	16	2	14	*	11		25	9	9	7	10																			
	13	2	11	*	11		25	9	9	7	10																			
10	19	5	13	2	13		9	4	5	*	4																			
	17	5	10	2	10		11	4	7	*	6																			
	15	5	8	2	8		9	2	7	*	6																			
	13	2	8	2	8		9	2	7	*	6																			
11	6	*	4	2	4		9	2	7	*	6																			
	4	*	2	2	2		9	2	7	*	6																			
	4	*	2	2	2		9	2	7	*	6																			
	6	*	4	2	4		9	2	7	*	6																			
12	11	2	7	2	7		10	5	5	*	4																			
	7	2	2	2	2		10	5	5	*	4																			
	7	5	*	2	*		12	5	7	*	7																			
	4	*	2	2	2		11	4	7	*	9																			
1pm	4	2	2	*	2		9	4	5	*	6																			
	2	2	*	*	*		7	4	3	*	4																			
	*	*	*	*	*		7	4	3	*	4																			
	*	*	*	*	*		9	4	5	*	6																			
2	2	2	*	*	*		10	5	5	*	4																			
	2	2	*	*	*		10	5	5	*	4																			
	2	2	*	*	*		10	5	5	*	4																			
	2	2	*	*	*		10	5	5	*	4																			

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CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SUNDAY DAY)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	69	39	25	6	25	6	4	2	*	2		16	11	4	*	4		13	7	4	2	4		2	*	2	*	2	
	77	42	29	6	29	9	7	2	*	2		22	13	9	*	9		13	7	4	2	4		2	*	2	*	2	
6	138	70	56	12	58	13	9	4	*	6		42	20	22	*	19		25	9	8	8	10		2	*	2	*	2	
	158	72	75	10	73	15	9	6	*	8		52	22	29	*	27		30	9	15	6	12		2	*	2	*	2	
	210	99	97	15	90	28	15	11	2	10		59	28	31	*	29		34	11	15	8	12		11	4	4	2	4	
	257	123	113	21	104	43	23	15	4	16		58	29	29	*	27		41	11	18	12	12		11	4	4	2	4	
7	384	175	181	27	160	60	31	23	7	22		88	39	48	2	44		52	14	27	10	12		11	7	2	2	2	
	411	189	189	33	172	68	36	25	7	24		87	29	56	2	50		58	20	24	14	14		18	10	4	4	4	
	398	178	189	31	167	51	24	21	6	18		89	33	54	2	48		53	17	24	12	14		14	10	2	2	2	
	448	194	215	39	192	57	29	21	6	22		102	40	58	4	51		58	16	26	16	16		11	7	2	2	2	
8	538	220	270	48	237	83	36	36	11	26		141	52	80	8	75		66	25	25	16	16		4	2	2	*	2	
	505	206	258	41	226	75	32	37	6	30		131	48	74	8	69		57	25	18	14	12		4	2	2	*	2	
	493	213	236	44	209	73	37	29	6	23		136	54	74	8	67		60	31	13	17	15		4	2	2	*	2	
	497	214	242	42	221	78	41	33	4	29		145	56	76	13	71		64	30	21	12	23		2	*	2	*	2	
9	526	206	261	59	221	91	34	50	6	30		126	41	75	10	63		95	45	23	27	23		*	*	*	*	*	
	489	192	247	51	205	77	27	44	6	26		113	38	64	10	55		88	39	28	21	25		3	3	*	*	*	
	471	182	234	55	199	73	20	44	8	26		110	39	59	12	53		82	34	30	19	21		6	4	*	2	*	
	467	181	229	57	203	76	20	45	11	30		107	35	60	12	53		79	39	22	19	23		6	4	*	2	*	
10	444	176	212	57	196	71	19	43	9	30		119	48	54	17	46		93	36	33	23	32		10	6	2	2	4	
	430	169	212	49	187	79	19	49	11	34		106	46	49	11	42		85	31	31	23	27		8	6	*	2	2	
	397	159	193	44	160	75	16	47	11	32		106	44	52	11	39		75	31	25	19	21		8	6	*	2	2	
	393	163	188	42	160	79	19	49	11	35		101	41	49	11	40		72	37	19	17	23		8	6	*	2	2	
11	385	169	182	34	156	77	23	45	9	32		98	40	49	9	42		63	31	19	13	21		16	10	4	2	8	
	357	145	177	34	141	65	14	40	11	28		93	37	50	6	39		67	29	25	13	18		16	10	4	2	8	
	366	150	175	41	134	64	12	43	9	29		105	42	52	11	40		69	35	19	15	19		12	5	7	*	10	
	374	146	185	43	142	69	15	46	9	33		105	42	52	11	40		71	30	26	15	18		14	5	9	*	12	
12	364	169	169	26	131	54	17	35	2	20		108	40	58	9	43		72	36	30	6	20		7	4	2	*	4	
	278	136	123	19	104	27	10	15	2	8		89	36	47	6	34		56	28	22	6	14		4	2	2	*	4	
	259	133	112	15	100	30	13	15	2	8		81	33	41	6	34		52	28	19	4	14		7	4	2	*	4	
	260	130	113	17	103	31	12	17	2	10		80	30	43	6	36		57	36	15	6	14		6	2	5	*	4	
1pm	253	127	107	19	100	40	19	19	2	14		59	25	29	4	25		58	35	16	6	15		8	4	2	2	4	
	227	116	94	17	89	33	20	10	2	8		59	23	32	4	27		55	32	16	6	15		8	4	2	2	4	
	210	103	96	10	89	29	14	12	2	10		53	20	30	2	21		55	32	20	2	21		8	4	2	2	4	
	201	101	89	10	87	28	16	12	*	12		48	20	26	2	19		46	29	15	2	19		8	4	2	2	4	
2	221	118	85	19	81	31	14	15	2	13		60	33	21	7	16		45	26	15	4	15		8	4	2	2	4	
	205	116	70	19	69	29	14	11	4	10		62	32	23	7	18		38	25	10	2	13		8	4	2	2	4	
	214	119	71	24	72	27	14	9	4	8		66	34	23	9	18		42	24	13	4	17		8	4	2	2	4	
	218	126	71	21	74	34	19	11	4	10		62	35	21	7	16		42	24	13	4	17		8	4	2	2	4	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SUNDAY DAY)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		*	*	*	*	*		13	9	5	*	6		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		*	*	*	*	*		11	6	5	*	6		*	*	*	*	*	
6	*	*	*	*	*		5	2	2	*	2		*	*	*	*	*		32	18	14	*	14		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		*	*	*	*	*		33	17	16	*	18		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		*	*	*	*	*		45	26	19	*	18		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	*	2	*	2		57	31	26	*	25		*	*	*	*	*	
7	*	*	*	*	*		6	2	4	*	4		4	2	2	*	2		92	41	51	*	46		*	*	*	*	*	
	*	*	*	*	*		11	5	6	*	6		2	2	*	*	*		92	48	44	*	40		*	*	*	*	*	
	*	*	*	*	*		13	5	8	*	8		2	2	*	*	*		99	49	51	*	42		*	*	*	*	*	
	*	*	*	*	*		15	7	8	*	8		2	2	*	*	*		126	58	68	*	58		*	*	*	*	*	
8	*	*	*	*	*		27	17	10	*	10		5	2	3	*	*		125	49	74	2	66		*	*	*	*	*	
	*	*	*	*	*		30	17	13	*	10		5	2	3	*	*		114	43	67	4	62		*	*	*	*	*	
	*	*	*	*	*		30	17	14	*	11		5	2	3	*	*		97	41	54	2	49		*	*	*	*	*	
	*	*	*	*	*		32	19	14	*	13		5	2	3	*	*		99	43	54	2	49		*	*	*	*	*	
9	*	*	*	*	*		33	17	16	*	15		*	*	*	*	*		91	36	51	4	48		*	*	*	*	*	
	*	*	*	*	*		33	17	16	*	15		*	*	*	*	*		92	36	51	4	46		*	*	*	*	*	
	*	*	*	*	*		30	17	14	*	13		*	*	*	*	*		88	33	51	4	48		2	*	2	*	2	
	2	*	2	*	*		30	17	14	*	13		*	*	*	*	*		82	31	47	4	44		2	*	2	*	2	
10	*	*	*	*	*		39	19	20	*	19		*	*	*	*	*		62	28	33	*	35		*	*	*	*	*	
	*	*	*	*	*		37	16	20	*	19		*	*	*	*	*		62	29	34	*	34		*	*	*	*	*	
	2	*	2	*	*		32	16	16	*	15		*	*	*	*	*		50	25	25	*	21		*	*	*	*	*	
	2	*	2	*	*		30	16	14	*	13		*	*	*	*	*		53	25	28	*	21		*	*	*	*	*	
11	4	2	2	*	2		36	20	16	*	17		*	*	*	*	*		55	27	28	*	23		*	*	*	*	*	
	4	2	2	*	2		32	18	14	*	14		*	*	*	*	*		46	20	25	*	21		*	*	*	*	*	
	4	2	2	*	2		30	18	12	*	12		*	*	*	*	*		50	21	26	2	17		*	*	*	*	*	
	4	2	2	*	2		30	18	12	*	12		*	*	*	*	*		42	14	26	2	17		*	*	*	*	*	
12	2	2	*	*	2		39	25	14	*	16		*	*	*	*	*		39	24	13	2	13		2	*	2	*	2	
	2	2	*	*	2		37	25	12	*	14		*	*	*	*	*		28	17	11	*	13		2	*	2	*	2	
	2	2	*	*	2		34	23	12	*	14		*	*	*	*	*		25	14	11	*	13		2	*	2	*	2	
	2	2	*	*	2		32	20	12	*	14		*	*	*	*	*		27	17	11	*	13		2	*	2	*	2	
1pm	*	*	*	*	*		28	18	10	*	12		*	*	*	*	*		29	12	18	*	18		4	*	2	2	2	
	*	*	*	*	*		28	18	10	*	12		*	*	*	*	*		14	5	9	*	9		2	*	2	*	2	
	*	*	*	*	*		25	15	10	*	12		*	*	*	*	*		11	3	9	*	9		*	*	*	*	*	
	*	*	*	*	*		25	15	10	*	12		*	*	*	*	*		18	5	11	2	9		*	*	*	*	*	
2	*	*	*	*	*		27	18	10	*	12		*	*	*	*	*		21	8	11	2	10		*	*	*	*	*	
	*	*	*	*	*		27	18	10	*	12		*	*	*	*	*		17	8	7	2	6		*	*	*	*	*	
	4	2	*	2	*		27	18	10	*	12		*	*	*	*	*		17	8	7	2	6		*	*	*	*	*	
	4	2	*	2	*		27	18	10	*	12		*	*	*	*	*		18	9	7	2	8		*	*	*	*	*	

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SUNDAY DAY)

Survey #1 – 1991

	3MV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
5am	*	*	*	*	*		*	*	*	*	*																			
	*	*	*	*	*		*	*	*	*	*																			
	3	3	*	*	*		4	*	2	2	2																			
	3	3	*	*	*		4	*	2	2	2																			
6	7	7	*	*	*		6	*	4	2	4																			
	7	7	*	*	*		6	*	4	2	4																			
	9	5	4	*	4		13	2	9	2	9																			
	14	7	6	*	6		17	7	9	2	9																			
7	30	17	13	*	13		15	6	4	4	6																			
	35	17	18	*	18		15	6	4	4	6																			
	39	19	18	2	18		17	6	7	4	9																			
	39	19	18	2	18		19	4	9	6	11																			
8	34	16	18	*	18		24	4	14	6	13																			
	34	14	20	*	20		24	4	14	6	10																			
	29	10	20	*	20		29	6	16	6	13																			
	23	10	13	*	13		24	4	14	6	10																			
9	25	9	15	*	15		31	13	12	6	13																			
	20	7	13	*	13		29	13	12	4	13																			
	18	7	11	*	11		27	14	9	4	11																			
	20	7	13	*	13		25	14	9	2	11																			
10	12	4	8	*	8		6	2	4	*	6																			
	12	4	8	*	8		8	4	4	*	6																			
	8	2	6	*	6		8	4	4	*	6																			
	8	2	6	*	6		8	4	4	*	6																			
11	2	*	2	*	2		12	4	7	*	4																			
	2	*	2	*	2		10	4	5	*	2																			
	*	*	*	*	*		7	4	3	*	*																			
	*	*	*	*	*		9	7	3	*	*																			
12	2	2	*	*	*		9	4	5	*	2																			
	2	2	*	*	*		4	2	2	*	2																			
	4	4	*	*	*		2	2	*	*	*																			
	*	*	*	*	*		2	2	*	*	*																			
1pm	4	*	4	*	4		7	4	2	*	2																			
	4	*	4	*	4		7	4	2	*	2																			
	2	*	2	*	2		7	4	2	*	2																			
	2	*	2	*	2		7	4	2	*	2																			
2	7	5	2	*	2		2	2	*	*	*																			
	5	5	*	*	*		2	2	*	*	*																			
	5	5	*	*	*		4	4	*	*	*																			
	5	5	*	*	*		4	4	*	*	*																			

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World Radio History

World Radio History

AUDIENCE ESTIMATES – BY QUARTER HOUR – BY DAYS

NIGHT

AVERAGE DAY MONDAY – FRIDAY

INDIVIDUAL DAYS, DAY BY DAY

T	=	Total People 10+
M	=	Men 18+
W	=	Women 18+
CT	=	Children & Teens 10–17
HS	=	Household Shoppers

NOTE: * = less than 100

World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MON–FRI NIGHT)

Survey #1 - 1991

	TOTAL LISTENERS									3BA										3BO										3CV									
	ALL	HM	CAR	WK	OTH	M	W	CT	HS	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
3pm	348	127	64	143	13	192	138	18	120	46	14	13	18	1	24	21	1	17		110	39	16	53	3	63	41	5	38		99	17	18	61	3	54	38	8	24	
	353	123	77	139	14	188	145	20	126	42	10	14	17	1	22	19	1	14		107	34	21	49	3	60	42	5	39		109	20	24	60	5	54	46	10	31	
	349	120	77	137	15	175	136	38	113	43	10	12	21	*	24	14	4	9		108	35	20	49	4	58	40	10	36		111	19	30	57	4	52	42	17	29	
	359	131	78	133	18	176	134	50	111	44	11	11	21	*	24	15	5	9		108	35	24	45	4	54	39	15	35		114	21	28	57	7	51	40	23	25	
4	380	165	83	115	17	190	144	46	118	51	19	16	17	*	30	18	3	11		110	43	18	44	5	60	38	13	33		94	24	21	41	8	38	36	19	18	
	338	146	73	103	15	165	131	42	108	46	12	16	18	*	26	15	5	8		95	37	18	35	5	48	35	12	31		88	27	18	39	5	38	33	18	16	
	333	150	84	85	13	166	129	38	103	49	13	19	17	*	26	18	6	10		93	37	22	28	5	48	33	11	29		83	28	20	31	5	34	29	19	15	
	328	155	78	81	14	167	124	36	102	39	11	17	11	*	22	16	2	8		87	36	17	28	6	45	31	12	26		87	32	23	29	4	37	30	21	16	
5	314	157	88	59	11	152	128	34	111	44	22	17	6	*	18	23	3	13		79	36	16	21	5	41	28	10	27		78	27	28	20	2	34	26	17	19	
	275	145	66	54	10	135	106	34	90	34	17	12	5	*	14	15	5	8		69	35	10	20	5	39	20	10	21		70	27	23	19	1	29	25	16	15	
	251	133	64	45	9	120	98	33	91	29	14	11	4	*	12	14	3	10		69	34	16	16	4	33	25	11	26		62	24	20	17	2	27	20	15	16	
	249	144	55	42	9	117	101	32	91	29	19	6	4	*	10	15	5	11	AVERAGE	64	35	12	14	4	32	24	8	24	AVERAGE	60	24	18	17	2	24	20	16	14	AVERAGE
6	183	112	43	23	5	87	75	20	68	35	26	6	3	1	15	15	5	11	DAY	38	23	7	7	1	16	19	3	22	DAY	44	22	12	9	1	21	13	11	9	DAY
	154	92	38	19	5	69	63	22	54	31	22	6	2	1	10	14	7	8	MONDAY	31	19	5	6	1	14	14	3	17	MONDAY	43	23	11	9	1	20	13	10	9	MONDAY
	135	82	31	15	7	59	56	19	48	20	16	1	1	1	4	9	6	4	TO	31	18	7	5	1	14	14	3	16	TO	41	22	10	7	2	19	13	9	7	TO
	134	84	30	12	8	58	54	21	46	20	16	2	1	1	4	9	7	4	FRIDAY	30	18	6	5	1	12	14	3	16	FRIDAY	41	22	13	4	1	20	11	10	7	FRIDAY
7	124	78	22	14	10	53	50	21	47	23	13	5	3	1	9	8	5	5		29	16	7	5	1	12	15	3	16		36	25	5	4	2	13	11	12	8	
	109	68	19	13	9	42	46	20	44	21	12	5	3	1	7	8	6	7		24	15	4	5	*	11	11	2	13		33	23	5	3	2	11	11	11	9	
	113	64	27	13	9	44	47	22	44	17	8	5	3	1	5	7	5	8		26	16	4	5	*	11	12	3	14		35	22	8	3	2	11	13	11	8	
	115	69	25	13	9	45	49	22	45	17	9	4	3	1	4	7	7	6		26	15	5	5	*	11	12	3	14		33	22	7	3	2	12	12	10	8	
8	116	76	20	12	9	47	49	20	43	16	11	1	3	1	4	6	6	4		27	17	4	5	1	11	12	4	14		35	24	7	3	2	12	14	8	8	
	119	82	17	11	9	48	48	24	42	13	9	*	3	1	2	5	5	3		31	20	4	5	1	11	13	6	16		35	25	6	2	3	12	14	9	8	
	133	95	19	12	7	48	49	36	43	15	10	2	3	*	3	5	7	4		36	25	4	5	1	12	14	10	16		42	32	6	2	2	14	14	14	7	
	133	96	17	13	7	50	47	35	41	14	10	2	3	*	3	4	7	4		33	23	3	6	*	11	11	11	13		41	31	5	3	2	14	14	13	7	
9	140	104	14	16	6	55	47	38	43	18	11	3	3	*	4	7	7	6		38	25	4	8	2	18	7	13	11		44	36	3	4	1	16	14	14	7	
	137	104	14	15	5	51	52	34	44	17	12	3	2	*	4	8	5	6		38	25	4	7	2	16	9	12	12		44	37	3	4	1	15	16	13	8	
	139	110	13	12	4	54	55	30	45	18	13	3	2	*	6	8	3	6		35	23	4	7	2	17	7	10	11		43	38	2	2	1	13	18	12	8	
	142	118	9	11	4	56	58	27	49	17	15	1	2	*	6	9	3	6		35	25	3	6	2	16	9	10	13		40	34	3	2	1	12	15	12	8	
10	169	138	12	14	5	78	71	20	63	17	12	1	4	*	10	6	1	4		36	24	4	7	2	15	14	7	17		46	40	2	2	1	13	23	11	12	
	166	135	13	14	5	75	70	22	60	20	13	3	4	*	12	7	1	5		36	23	4	6	2	16	14	5	18		48	42	3	2	1	11	23	13	11	
	172	145	11	11	5	79	72	21	63	24	18	2	4	*	17	7	*	6		32	24	3	4	2	15	13	5	16		53	47	2	2	1	14	25	14	13	
	164	136	12	10	5	76	70	18	66	18	14	*	4	*	12	7	*	5		35	25	4	3	2	19	12	3	15		52	45	3	2	1	14	26	13	16	
11	142	118	10	11	4	65	64	14	59	16	11	*	4	*	7	8	*	6		35	26	5	2	2	22	11	3	12		43	38	2	2	1	12	22	9	12	
	123	100	9	11	4	57	56	10	51	16	11	*	4	*	8	8	*	7		32	23	5	2	2	20	10	2	11		36	32	1	2	1	10	20	7	10	
	112	89	7	12	4	53	53	5	49	15	11	*	4	*	6	9	*	8		32	23	3	4	2	19	11	1	12		30	26	2	2	1	9	18	4	8	
	103	82	5	13	4	51	48	4	43	13	8	*	5	*	6	7	*	6		25	18	2	4	2	15	9	1	9		28	24	1	2	1	8	16	3	6	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MON–FRI NIGHT)

Survey #1 – 1991

3SH

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
3am	4	2	1	*	1	3	1	*	1	AVERAGE DAY MONDAY TO FRIDAY
	4	2	1	*	1	3	1	*	1	
	7	2	3	*	1	4	1	2	1	
	6	2	3	*	1	3	1	2	1	
4	5	2	2	*	*	2	*	2	1	
	2	2	*	*	*	2	*	*	1	
	2	1	*	*	*	1	*	*	1	
	4	1	*	3	*	2	2	*	2	
5	5	2	*	3	*	2	2	*	2	
	5	1	*	3	1	3	2	*	2	
	5	1	*	3	1	2	2	1	2	
	5	1	*	3	1	2	2	1	2	
6	3	*	*	1	1	1	2	*	2	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
7	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
8	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	3	2	*	*	1	*	*	2	*	
	3	2	1	*	*	1	*	1	1	
9	3	2	1	*	*	1	*	1	1	
	2	1	1	*	*	1	*	*	1	
	3	2	1	*	*	1	*	1	1	
	1	1	*	*	*	*	*	1	*	
10	1	1	*	*	*	*	*	1	*	
	1	1	*	*	*	*	*	*	*	
	1	1	*	*	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	
11	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	

3SR

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
	*	*	*	*	*	*	*	*	*	AVERAGE DAY MONDAY TO FRIDAY
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	1	*	*	*	1	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	

3UZ

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
	27	22	3	*	2	20	7	*	9	AVERAGE DAY MONDAY TO FRIDAY
	29	24	3	*	2	20	8	*	11	
	23	20	2	*	2	16	8	*	7	
	24	21	2	*	2	18	7	*	10	
	24	19	3	*	2	16	8	*	10	
	26	21	4	*	1	18	8	*	12	
	24	19	3	*	1	17	7	*	9	
	24	20	4	*	1	18	7	*	11	
	11	8	3	*	*	6	6	*	5	
	10	8	2	*	*	5	5	*	6	
	9	7	2	*	*	4	5	*	5	
	9	7	2	*	*	4	5	*	5	
	8	6	1	*	*	3	4	*	4	
	7	4	3	*	*	3	4	*	3	
	8	5	3	*	*	4	4	*	4	
	7	5	2	*	*	3	4	*	3	
	10	9	1	*	*	7	3	*	3	
	9	7	1	*	*	6	3	*	3	
	8	6	2	*	*	6	2	*	2	
	7	6	1	*	*	6	2	*	2	
	7	6	1	*	*	5	1	*	1	
	9	7	1	*	*	7	1	*	1	
	8	6	1	*	*	6	1	*	1	
	8	7	1	*	*	7	1	*	1	
	5	4	*	*	*	3	2	*	2	
	4	4	*	*	*	3	2	*	2	
	4	3	1	*	*	2	2	*	2	
	6	5	1	*	*	3	3	*	3	
	5	5	*	*	*	3	2	*	2	
	5	5	*	*	*	3	2	*	2	
	7	7	*	*	*	5	2	*	3	
	6	5	*	*	*	4	2	*	3	
	5	4	*	*	*	2	2	*	4	
	4	4	*	*	*	2	2	*	4	
	4	3	*	*	*	2	2	*	4	
	4	3	*	*	*	2	2	*	4	

SUNFM

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
	*	*	*	*	*	*	*	*	*	AVERAGE DAY MONDAY TO FRIDAY
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	1	*	1	*	2	*	*	*	
	2	2	*	1	*	2	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	3	2	*	1	*	3	*	*	*	
	4	3	*	1	*	4	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MON–FRI NIGHT)

Survey #1 – 1991

3LO

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
3pm	32	18	9	4	*	15	16	*	18	
	32	18	10	4	*	16	16	*	17	
	29	19	6	4	1	9	18	2	18	
	34	25	5	4	1	14	18	2	18	
4	51	32	12	6	1	25	24	2	25	
	38	24	8	6	1	17	21	1	21	
	44	25	12	5	1	20	24	*	23	
	47	29	10	5	2	23	23	*	23	
5	54	32	15	4	2	27	27	*	27	
	49	30	13	4	2	25	23	*	24	
	45	28	13	2	2	26	19	*	20	
	46	30	13	1	2	25	21	*	20	AVERAGE
6	32	20	10	1	1	18	14	*	12	DAY
	23	13	8	*	1	13	10	*	8	MONDAY
	17	10	5	*	2	8	9	*	8	TO
	19	13	4	*	3	9	11	*	8	FRIDAY
7	14	10	1	*	3	7	8	*	9	
	10	6	1	*	3	3	7	*	6	
	10	5	3	*	2	3	7	*	5	
	13	7	4	*	1	4	9	*	7	
8	15	10	4	*	1	6	10	*	10	
	15	10	4	*	1	7	9	*	9	
	15	10	4	*	1	6	9	*	9	
	17	12	4	*	1	6	11	*	10	
9	12	10	*	*	1	3	9	*	9	
	12	10	1	*	1	3	8	*	7	
	14	13	*	*	1	4	9	*	9	
	20	19	*	*	1	7	13	*	11	
10	32	28	3	*	1	16	17	*	17	
	24	22	1	*	1	12	12	*	12	
	23	21	1	*	1	10	13	*	13	
	24	21	2	*	1	11	13	*	14	
11	13	11	1	*	1	5	8	*	9	
	9	7	1	*	1	4	6	*	6	
	6	4	*	*	1	2	3	*	4	
	7	6	*	*	1	3	4	*	6	

3RN

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
3pm	1	*	*	1	*	1	*	*	*	
	1	*	*	1	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
4	1	*	*	1	*	1	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	2	*	1	*	*	2	*	*	*	
5	3	*	2	*	*	3	*	*	*	
	3	*	2	*	*	2	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	AVERAGE
6	1	1	*	*	*	*	1	*	1	DAY
	1	1	*	*	*	*	1	*	1	MONDAY
	1	1	*	*	*	*	1	*	1	TO
	1	1	*	*	*	*	1	*	1	FRIDAY
7	1	1	*	*	*	*	1	*	1	
	1	*	*	*	*	*	1	*	1	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
8	1	*	*	*	*	*	1	*	1	
	1	*	*	*	*	*	1	*	1	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
9	1	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	*	*	*	
10	*	*	*	*	*	*	*	*	*	
	1	*	*	*	*	*	1	*	1	
	1	*	*	*	*	*	1	*	1	
	*	*	*	*	*	*	*	*	*	
11	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	

3AW

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
3pm	3	1	1	*	1	3	*	*	*	
	4	1	1	*	1	3	*	*	*	
	4	1	1	*	1	3	1	*	1	
	3	1	1	*	1	3	1	*	1	
4	10	3	6	*	1	5	2	3	2	
	7	*	6	*	1	3	1	3	1	
	3	*	3	*	*	2	1	*	1	
	3	1	2	*	*	2	1	*	1	
5	3	2	1	*	*	2	2	*	2	
	2	1	1	*	*	1	1	*	1	
	2	1	*	*	*	1	1	*	1	
	6	5	*	*	*	3	3	*	3	AVERAGE
6	7	5	1	*	*	3	3	*	3	DAY
	8	6	1	*	*	4	4	*	4	MONDAY
	7	6	1	*	*	3	4	*	4	TO
	7	6	*	*	*	3	4	*	4	FRIDAY
7	2	1	*	*	*	*	1	*	1	
	1	1	*	*	*	*	1	*	1	
	2	2	*	*	*	*	1	*	1	
	3	3	*	*	*	*	2	*	2	
8	2	2	*	*	*	1	1	*	1	
	1	1	*	*	*	1	*	*	*	
	1	1	*	*	*	*	*	*	*	
	2	2	*	*	*	1	*	*	*	
9	6	5	*	*	*	5	1	*	1	
	5	4	*	*	*	3	1	*	1	
	6	5	*	*	*	4	2	*	2	
	6	6	*	*	*	4	2	*	2	
10	11	11	*	*	*	9	2	*	2	
	11	11	*	*	*	8	3	*	3	
	8	8	*	*	*	6	2	*	2	
	7	7	*	*	*	4	3	*	3	
11	7	7	*	*	*	4	3	*	3	
	6	6	*	*	*	4	2	*	2	
	5	5	*	*	*	3	2	*	2	
	5	5	*	*	*	3	2	*	2	

ABCFM

	T	HM	CAR	WK	OTH	M	W	CT	HS	PROGRAMME
3pm	9	6	1	2	1	4	6	*	6	
	9	6	1	2	*	3	6	*	6	
	6	3	1	2	*	2	4	*	5	
	7	5	1	2	*	2	5	*	6	
4	10	7	2	2	*	3	7	*	7	
	10	6	2	2	*	3	7	*	7	
	10	6	2	2	*	3	7	*	7	
	9	6	1	2	*	3	6	*	6	
5	12	7	2	2	*	5	6	*	7	
	12	7	2	2	*	5	6	*	7	
	10	7	2	2	*	5	5	*	7	
	10	6	2	2	*	5	5	*	6	AVERAGE
6	6	3	3	*	*	4	2	*	4	DAY
	5	2	2	*	*	3	2	*	3	MONDAY
	4	2	2	*	*	3	1	*	3	TO
	4	2	2	*	*	3	1	*	2	FRIDAY
7	3	1	2	*	*	1	2	*	2	
	4	1	1	*	1	2	2	*	2	
	4	1	1	*	1	2	2	*	2	
	6	2	2	*	2	3	2	*	2	
8	3	*	1	*	2	2	1	*	*	
	2	*	1	*	2	2	1	*	*	
	2	*	1	*	2	2	1	*	*	
	2	*	1	*	2	2	1	*	*	
9	4	3	*	*	1	1	3	*	3	
	3	3	*	*	*	*	3	*	3	
	4	4	*	*	*	*	4	*	4	
	4	4	*	*	*	*	4	*	4	
10	8	7	*	*	*	2	5	*	5	
	7	6	*	*	*	2	5	*	5	
	6	6	*	*	*	1	5	*	5	
	6	6	*	*	*	1	5	*	5	
11	7	7	*	*	*	1	5	*	5	
	4	4	*	*	*	*	4	*	4	
	4	4	*	*	*	*	4	*	4	
	3	3	*	*	*	*	3	*	3	

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Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	368	193	154	21	135	52	26	24	2	17		117	60	53	4	44		107	56	40	11	27		2	2	*	*	*	
	367	178	162	27	145	40	16	22	2	13		118	59	55	4	47		120	58	47	15	39		2	2	*	*	*	
	362	182	134	46	112	43	18	18	6	7		116	61	44	10	36		116	56	39	21	30		7	5	*	2	*	
	351	182	122	47	104	41	19	16	6	7		115	58	46	10	38		106	51	31	24	20		4	2	*	2	*	
4	365	191	127	46	112	54	32	20	2	11		120	60	44	17	33		84	42	22	21	14		4	2	*	2	*	
	328	164	120	44	101	43	27	14	2	4		98	45	36	17	28		89	42	24	23	14		2	2	*	*	*	
	350	170	132	49	111	48	27	17	4	10		96	40	39	17	29		86	39	22	25	12		2	2	*	*	*	
	352	170	136	46	112	41	24	17	*	10		95	41	37	17	27		93	33	32	27	13		4	2	2	*	2	
5	362	167	146	48	125	60	26	29	6	14		88	43	32	13	31		88	29	34	25	26		6	4	2	*	2	
	325	153	124	48	101	46	20	21	6	6		74	41	19	15	21		84	27	34	23	22		6	4	2	*	2	
	269	128	106	35	91	29	12	13	4	6		70	36	23	10	25		70	23	30	17	20		4	2	2	*	2	
	270	125	106	39	98	36	6	20	10	12		70	38	24	8	25		63	21	25	17	20		4	2	2	*	2	
6	169	87	70	13	62	41	13	20	8	13		36	19	17	*	21		38	21	13	4	8		4	2	2	*	2	
	138	68	58	13	51	33	8	18	6	10		29	17	10	2	16		37	18	15	4	8		*	*	*	*	*	
	131	55	63	13	53	22	*	15	7	8		34	17	15	2	18		40	18	18	4	8		*	*	*	*	*	
	126	56	55	15	51	20	3	10	7	6		34	17	15	2	19		41	18	17	6	10		*	*	*	*	*	
7	128	54	53	21	44	24	10	10	4	4		34	15	13	6	17		41	11	20	11	8		*	*	*	*	*	
	114	52	41	21	34	26	10	9	7	6		30	17	9	4	12		39	11	17	11	6		*	*	*	*	*	
	115	54	39	21	33	20	5	6	9	6		33	20	9	4	12		38	14	18	6	4		*	*	*	*	*	
	110	54	39	17	33	16	5	6	4	4		30	17	9	4	12		40	17	17	6	6		*	*	*	*	*	
8	116	44	49	23	40	15	2	6	6	4		29	12	13	4	17		37	14	13	10	4		*	*	*	*	*	
	121	48	48	25	39	11	2	5	4	2		33	12	13	9	17		40	14	16	10	7		*	*	*	*	*	
	150	53	57	41	47	16	5	5	7	2		42	14	15	13	19		45	14	16	15	7		2	*	*	2	*	
	136	53	47	36	44	14	5	2	7	2		39	12	13	15	17		36	14	12	11	4		*	*	*	*	*	
9	136	53	45	38	43	16	5	2	9	4		47	22	10	15	16		29	11	10	8	2		2	*	*	2	*	
	146	52	61	33	51	18	5	7	6	6		52	23	17	12	21		34	9	14	10	4		*	*	*	*	*	
	145	56	62	27	47	19	5	9	4	6		48	25	13	10	16		38	9	19	10	4		*	*	*	*	*	
	148	61	62	25	48	21	5	12	4	6		51	28	13	10	19		33	9	16	8	4		*	*	*	*	*	
10	183	89	74	21	64	15	10	2	2	2		54	26	17	10	23		46	15	25	6	10		2	*	*	2	*	
	176	87	63	25	56	17	13	2	2	2		53	28	15	10	23		48	15	23	11	8		2	*	*	2	*	
	195	93	77	25	66	15	15	*	*	2		53	27	18	8	21		62	19	30	13	17		2	*	*	2	*	
	179	92	68	19	68	15	15	*	*	2		48	31	13	4	17		59	19	27	13	17		*	*	*	*	*	
11	168	80	71	16	66	15	10	5	*	4		43	28	13	2	14		50	17	23	10	13		*	*	*	*	*	
	139	70	59	10	49	15	12	3	*	2		41	25	13	2	12		39	14	19	6	9		*	*	*	*	*	
	134	67	60	6	55	16	9	7	*	8		37	22	13	2	14		44	19	21	4	9		*	*	*	*	*	
	116	57	54	6	48	11	7	5	*	6		30	18	10	2	12		37	14	19	4	4		*	*	*	*	*	

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Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	*	*	*	*	*		27	18	10	*	10		*	*	*	*	*		39	19	19	*	25		2	2	*	*	*	
	*	*	*	*	*		26	17	10	*	12		*	*	*	*	*		35	15	19	*	23		2	2	*	*	*	
	*	*	*	*	*		25	15	10	*	10		*	*	*	*	*		30	11	17	2	19		2	2	*	*	*	
	*	*	*	*	*		22	17	5	*	10		*	*	*	*	*		38	21	15	2	19		2	2	*	*	*	
4	*	*	*	*	*		12	10	2	*	8		*	*	*	*	*		54	30	22	2	28		2	2	*	*	*	
	*	*	*	*	*		14	12	2	*	10		*	*	*	*	*		48	22	26	*	28		*	*	*	*	*	
	*	*	*	*	*		17	13	4	*	10		3	3	*	*	*		56	28	29	*	30		*	*	*	*	*	
	*	*	*	*	*		18	14	4	*	11		3	3	*	*	*		60	32	29	*	32		2	2	*	*	*	
5	*	*	*	*	*		11	7	4	*	6		3	3	*	*	*		64	31	33	*	30		2	2	*	*	*	
	*	*	*	*	*		11	4	6	*	8		3	3	*	*	*		60	31	29	*	26		2	2	*	*	*	
	*	*	*	*	*		8	4	4	*	6		3	3	*	*	*		53	31	23	*	20		*	*	*	*	*	
	*	*	*	*	*		9	7	2	*	4		*	*	*	*	*		55	32	23	*	23		*	*	*	*	*	
6	*	*	*	*	*		2	2	*	*	*		4	2	2	*	2		31	17	13	*	13		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		4	2	2	*	2		22	12	10	*	10		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		4	2	2	*	2		18	7	10	*	10		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		2	2	*	*	*		16	5	10	*	10		*	*	*	*	*	
7	*	*	*	*	*		7	4	2	*	2		2	2	*	*	*		16	9	7	*	9		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		9	5	4	*	4		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		7	2	4	*	4		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		7	2	4	*	4		*	*	*	*	*	
8	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		18	7	11	*	11		*	*	*	*	*	
	*	*	*	*	*		9	7	2	*	2		2	2	*	*	*		16	7	10	*	9		*	*	*	*	*	
	*	*	*	*	*		9	7	2	*	2		2	2	*	*	*		20	7	13	*	13		*	*	*	*	*	
	*	*	*	*	*		9	7	2	*	2		2	2	*	*	*		20	8	11	*	13		*	*	*	*	*	
9	*	*	*	*	*		9	4	4	*	4		2	2	*	*	*		12	2	10	*	7		2	2	*	*	*	
	*	*	*	*	*		9	4	4	*	4		2	2	*	*	*		14	4	10	*	7		2	2	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		16	7	10	*	9		2	2	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		21	8	12	*	10		2	2	*	*	*	
10	*	*	*	*	*		2	*	2	*	2		2	2	*	*	*		39	21	18	*	17		*	*	*	*	*	
	*	*	*	*	*		2	*	2	*	2		2	2	*	*	*		29	18	12	*	11		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		29	13	16	*	12		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		2	2	*	*	*		23	11	13	*	15		*	*	*	*	*	
11	*	*	*	*	*		6	2	4	*	6		5	5	*	*	*		13	2	10	*	10		*	*	*	*	*	
	*	*	*	*	*		6	2	4	*	6		5	5	*	*	*		8	2	6	*	6		*	*	*	*	*	
	*	*	*	*	*		6	2	4	*	6		5	5	*	*	*		4	*	4	*	4		*	*	*	*	*	
	*	*	*	*	*		6	2	4	*	6		5	5	*	*	*		6	2	4	*	6		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (MONDAY NIGHT)

Survey #1 – 1991

	3MV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	2	2	*	*	*		10	4	6	*	8																			
	4	2	*	2	*		10	4	6	*	8																			
	2	2	*	*	*		8	4	4	*	6																			
	2	2	*	*	*		8	4	4	*	6																			
4	7	4	2	*	2		11	2	9	*	9																			
	2	2	*	*	*		11	2	9	*	9																			
	2	2	*	*	*		11	2	9	*	9																			
	2	2	*	*	*		9	2	7	*	7																			
5	8	5	4	*	4		9	7	2	*	4																			
	6	2	4	*	4		9	7	2	*	4																			
	4	2	2	*	2		6	4	2	*	4																			
	8	4	4	*	4		6	4	2	*	4																			
6	4	2	2	*	2		6	6	*	*	2																			
	4	2	2	*	2		6	6	*	*	2																			
	4	2	2	*	2		4	4	*	*	2																			
	4	2	2	*	2		4	4	*	*	2																			
7	*	*	*	*	*		2	*	2	*	2																			
	*	*	*	*	*		2	2	*	*	*																			
	*	*	*	*	*		7	4	*	2	*																			
	*	*	*	*	*		7	4	*	2	*																			
8	*	*	*	*	*		5	2	3	*	*																			
	*	*	*	*	*		5	2	3	*	*																			
	*	*	*	*	*		5	2	3	*	*																			
	*	*	*	*	*		5	2	3	*	*																			
9	2	2	*	*	*		5	2	2	*	2																			
	2	2	*	*	*		2	*	2	*	2																			
	4	4	*	*	*		4	*	4	*	4																			
	4	4	*	*	*		4	*	4	*	4																			
10	7	7	*	*	*		11	4	7	*	7																			
	4	4	*	*	*		11	4	7	*	7																			
	4	4	*	*	*		11	4	7	*	7																			
	4	2	2	*	2		9	2	7	*	7																			
11	6	2	2	2	2		9	2	7	*	7																			
	4	2	2	*	2		4	*	4	*	4																			
	4	2	2	*	2		4	*	4	*	4																			
	4	2	2	*	2		4	*	4	*	4																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (TUESDAY NIGHT)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	363	199	150	14	134	40	18	21	2	18		120	68	50	2	46		102	58	38	6	25		4	4	*	*	*	
	376	199	158	19	139	43	21	20	2	15		111	64	46	2	42		117	55	51	11	36		4	4	*	*	*	
	370	179	152	40	130	39	23	11	4	9		109	54	47	8	42		124	56	48	19	36		8	6	*	2	2	
	390	182	155	53	129	44	24	13	7	9		108	50	45	13	40		131	53	53	26	36		8	6	*	2	2	
4	383	182	158	44	123	48	28	16	4	9		109	53	45	10	37		95	38	40	17	21		8	6	*	2	2	
	347	161	146	40	114	46	28	14	4	7		97	45	42	10	34		82	30	38	15	19		4	4	*	*	2	
	344	168	141	36	104	56	29	20	6	13		100	54	38	8	30		78	29	32	17	15		4	4	*	*	2	
	344	172	136	36	109	43	23	16	4	9		86	44	31	10	28		83	35	31	17	17		8	6	2	*	4	
5	328	160	135	33	126	47	16	27	4	20		74	45	22	8	21		80	36	27	17	22		6	4	2	*	4	
	271	145	101	25	100	36	17	15	4	13		64	42	15	6	17		65	29	23	13	15		4	2	2	*	2	
	254	127	96	31	100	41	22	14	4	14		72	37	25	10	27		47	20	13	15	13		4	2	2	*	2	
	251	126	96	29	94	35	14	17	4	15		62	35	19	8	21		46	23	9	15	9		4	2	2	*	2	
6	216	107	95	14	82	33	13	17	2	12		43	18	23	2	26		52	28	16	8	9		*	*	*	*	*	
	176	76	82	19	70	31	9	17	4	10		38	18	17	2	20		45	22	13	10	9		*	*	*	*	*	
	152	67	67	19	59	23	8	11	4	8		33	15	13	4	15		41	20	11	10	4		*	*	*	*	*	
	155	72	66	17	55	21	8	11	2	6		35	15	15	4	17		43	24	9	10	4		*	*	*	*	*	
7	137	59	55	23	50	26	13	9	4	7		41	19	17	4	18		39	14	10	15	8		*	*	*	*	*	
	111	43	44	23	44	19	8	7	4	7		25	15	8	2	12		36	10	11	15	8		*	*	*	*	*	
	103	43	44	17	46	16	5	9	2	11		27	15	8	4	12		25	6	11	8	6		*	*	*	*	*	
	102	47	39	15	44	9	2	2	4	4		30	18	10	2	14		25	8	11	6	8		*	*	*	*	*	
8	110	51	42	17	38	18	5	5	9	4		30	18	12	*	16		32	13	13	6	9		*	*	*	*	*	
	103	43	42	19	38	12	2	3	7	2		28	12	14	2	18		30	11	11	8	7		*	*	*	*	*	
	124	45	47	32	38	14	2	5	7	2		38	15	15	8	18		34	11	13	10	6		2	*	*	2	*	
	131	53	47	32	39	13	2	5	7	2		34	15	10	8	14		44	16	18	10	8		2	*	*	2	*	
9	148	54	49	44	40	15	2	6	6	4		35	20	2	13	7		61	22	21	19	8		2	*	*	2	*	
	133	41	47	44	38	15	2	6	6	6		31	14	2	15	7		53	14	23	17	10		2	*	*	2	*	
	126	45	50	32	38	20	8	8	4	6		23	14	2	6	7		46	14	18	15	8		4	*	*	4	*	
	141	53	56	32	46	20	7	9	4	6		25	14	5	6	7		48	16	17	15	10		4	*	*	4	*	
10	146	59	71	17	58	19	7	10	2	4		27	12	13	2	15		39	8	21	10	13		2	*	*	2	*	
	149	60	70	19	60	16	5	10	2	4		34	15	17	2	19		42	8	21	13	13		*	*	*	*	*	
	147	64	64	19	64	17	12	5	*	4		29	12	13	4	17		37	8	17	13	11		*	*	*	*	*	
	141	64	63	15	70	14	10	5	*	4		24	10	13	2	17		41	13	18	10	17		*	*	*	*	*	
11	129	50	65	15	56	18	4	11	2	8		30	14	14	2	14		40	11	20	8	10		*	*	*	*	*	
	117	46	63	8	56	20	6	14	*	12		26	14	12	*	12		35	8	20	6	8		*	*	*	*	*	
	97	38	57	2	48	17	4	14	*	12		24	14	10	*	10		23	3	17	2	4		*	*	*	*	*	
	90	42	48	*	45	16	7	9	*	10		17	9	8	*	8		16	3	13	*	2		*	*	*	*	*	

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (TUESDAY NIGHT)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	*	*	*	*	*		32	24	9	*	11		*	*	*	*	*		34	16	18	*	18		*	*	*	*	*	
	*	*	*	*	*		32	23	9	*	13		*	*	*	*	*		39	21	18	*	18		*	*	*	*	*	
	*	*	*	*	*		27	17	10	*	8		*	*	*	*	*		35	13	20	2	19		*	*	*	*	*	
	*	*	*	*	*		34	24	10	*	12		*	*	*	*	*		38	17	19	2	17		*	*	*	*	*	
4	*	*	*	*	*		31	15	16	*	14		*	*	*	*	*		52	25	25	2	23		*	*	*	*	*	
	*	*	*	*	*		40	24	16	*	18		*	*	*	*	*		38	17	21	*	17		*	*	*	*	*	
	*	*	*	*	*		31	17	14	*	12		*	*	*	*	*		38	16	23	*	19		*	*	*	*	*	
	*	*	*	*	*		37	23	14	*	16		*	*	*	*	*		45	22	23	*	18		4	2	2	*	2	
5	*	*	*	*	*		15	6	9	*	8		*	*	*	*	*		60	29	30	*	31		4	2	2	*	2	
	*	*	*	*	*		15	9	7	*	8		*	*	*	*	*		46	22	25	*	25		4	2	2	*	2	
	*	*	*	*	*		13	6	7	*	6		*	*	*	*	*		45	23	22	*	22		2	*	2	*	2	
	*	*	*	*	*		18	9	9	*	8		*	*	*	*	*		49	24	25	*	23		2	*	2	*	2	
6	*	*	*	*	*		18	6	11	*	10		2	2	*	*	*		50	27	20	2	18		2	*	2	*	2	
	*	*	*	*	*		13	4	9	*	8		2	2	*	*	*		34	16	16	2	13		2	*	2	*	2	
	*	*	*	*	*		15	6	9	*	10		2	2	*	*	*		23	9	14	*	11		2	*	2	*	2	
	*	*	*	*	*		11	4	7	*	6		2	2	*	*	*		28	13	15	*	11		2	*	2	*	2	
7	*	*	*	*	*		11	6	4	*	6		2	2	*	*	*		14	4	9	*	6		2	*	2	*	2	
	*	*	*	*	*		11	6	4	*	6		2	2	*	*	*		10	*	10	*	7		2	*	2	*	2	
	*	*	*	*	*		8	8	*	*	4		2	2	*	*	*		12	2	10	*	7		2	*	2	*	2	
	*	*	*	*	*		6	6	*	*	2		2	2	*	*	*		14	4	10	*	9		2	*	2	*	2	
8	*	*	*	*	*		7	7	*	*	*		2	2	*	*	*		14	4	10	*	7		2	*	2	*	2	
	*	*	*	*	*		7	7	*	*	*		2	2	*	*	*		16	7	10	*	7		2	*	2	*	2	
	*	*	*	*	*		7	7	*	*	*		2	2	*	*	*		16	7	10	*	7		2	*	2	*	2	
	*	*	*	*	*		7	7	*	*	*		2	2	*	*	*		18	8	10	*	10		2	*	2	*	2	
9	*	*	*	*	*		*	*	*	*	*		2	2	*	*	*		15	4	11	*	13		2	*	2	*	2	
	*	*	*	*	*		*	*	*	*	*		5	5	*	*	*		14	4	10	*	9		2	*	2	*	2	
	*	*	*	*	*		*	*	*	*	*		5	5	*	*	*		14	2	12	*	9		2	*	2	*	2	
	*	*	*	*	*		*	*	*	*	*		5	5	*	*	*		21	6	15	*	13		2	*	2	*	2	
10	*	*	*	*	*		*	*	*	*	*		5	5	*	*	*		27	11	16	*	15		2	*	2	*	2	
	*	*	*	*	*		5	5	*	*	*		5	5	*	*	*		18	9	9	*	11		2	*	2	*	2	
	2	2	*	*	2		7	5	2	*	2		5	5	*	*	*		22	7	15	*	15		2	*	2	*	2	
	2	2	*	*	2		5	5	*	*	*		5	5	*	*	*		25	11	15	*	17		2	*	2	*	2	
11	2	2	*	*	2		*	*	*	*	*		5	5	*	*	*		8	2	6	*	6		2	*	2	*	2	
	2	2	*	*	2		*	*	*	*	*		5	5	*	*	*		6	2	4	*	6		2	*	2	*	2	
	2	2	*	*	2		*	*	*	*	*		5	5	*	*	*		4	2	2	*	4		2	*	2	*	2	
	2	2	*	*	2		*	*	*	*	*		5	5	*	*	*		8	4	4	*	8		2	*	2	*	2	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (TUESDAY NIGHT)

Survey #1 – 1991

	3MV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	4	2	2	*	2		6	2	4	*	4																			
	4	2	2	*	2		6	2	4	*	4																			
	7	2	4	*	4		2	*	2	*	2																			
	6	2	4	*	4		2	*	2	*	2																			
4	11	4	2	4	2		5	3	2	*	2																			
	8	2	2	4	2		5	3	2	*	2																			
	2	2	*	*	*		5	3	2	*	2																			
	7	2	4	*	4		2	*	2	*	2																			
5	7	2	4	*	4		6	4	2	*	4																			
	4	2	2	*	2		9	4	4	*	6																			
	4	2	2	*	2		9	4	4	*	6																			
	6	2	4	*	4		9	4	4	*	6																			
6	6	2	4	*	4		4	4	*	*	2																			
	8	2	6	*	6		2	2	*	*	2																			
	8	2	6	*	6		4	4	*	*	2																			
	8	2	6	*	6		4	4	*	*	2																			
7	2	*	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		2	2	*	*	*																			
	2	*	2	*	2		2	2	*	*	*																			
	2	*	2	*	2		4	4	*	*	*																			
8	*	*	*	*	*		2	2	*	*	*																			
	*	*	*	*	*		2	2	*	*	*																			
	*	*	*	*	*		2	2	*	*	*																			
	*	*	*	*	*		2	2	*	*	*																			
9	7	4	2	*	2		2	*	2	*	2																			
	4	2	2	*	2		2	*	2	*	2																			
	4	2	2	*	2		4	*	4	*	4																			
	4	2	2	*	2		4	*	4	*	4																			
10	14	11	2	*	2		7	2	4	*	4																			
	16	12	4	*	4		4	*	4	*	4																			
	16	12	4	*	4		4	*	4	*	4																			
	11	7	4	*	4		4	*	4	*	4																			
11	9	4	4	*	4		4	*	4	*	4																			
	6	2	4	*	4		4	*	4	*	4																			
	4	2	2	*	2		4	*	4	*	4																			
	6	4	2	*	2		4	*	4	*	4																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (WEDNESDAY NIGHT)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	355	202	136	17	109	40	24	15	*	10		107	64	37	6	37		110	64	38	8	23		2	2	*	*	*	
	364	205	147	13	118	44	28	16	*	9		101	59	37	4	37		115	61	48	6	31		2	2	*	*	*	
	357	189	134	34	107	44	30	11	2	9		104	56	37	11	32		113	56	42	15	32		4	2	*	2	*	
	360	190	123	47	99	49	33	11	4	8		98	51	33	15	28		110	54	35	21	25		4	2	*	2	*	
4	421	212	161	48	130	54	33	17	4	13		114	58	42	15	36		110	50	41	19	21		4	2	*	2	*	
	369	181	142	46	115	48	26	16	6	12		90	44	33	13	31		107	50	41	17	21		2	2	*	*	*	
	337	173	124	40	96	47	27	16	4	8		84	43	28	13	24		95	41	34	21	19		*	*	*	*	*	
	323	164	121	38	96	38	21	15	2	8		80	39	29	13	24		93	38	34	21	21		2	*	2	*	2	
5	277	137	109	31	86	24	5	15	4	6		67	34	24	8	20		76	34	26	16	21		2	*	2	*	2	
	241	114	94	33	71	22	5	11	6	4		65	37	18	11	15		64	27	22	14	15		2	*	2	*	2	
	245	120	92	33	81	20	5	15	*	8		68	32	22	15	19		62	30	15	16	17		4	*	2	2	2	
	227	106	95	27	83	18	5	13	*	10		53	23	20	11	17		59	25	20	14	17		4	*	2	2	2	
6	156	66	71	19	71	29	9	18	2	14		30	10	15	4	17		37	18	8	10	11		2	*	2	*	2	
	128	52	62	15	54	23	6	13	4	8		28	10	15	2	17		37	18	13	6	12		*	*	*	*	*	
	112	45	52	15	39	19	3	9	7	2		28	9	18	*	17		35	18	10	6	8		*	*	*	*	*	
	116	44	51	21	39	21	3	9	9	2		24	7	15	2	16		37	18	10	8	8		*	*	*	*	*	
7	119	51	50	17	51	16	5	6	4	6		19	4	15	*	17		30	15	6	9	8		*	*	*	*	*	
	108	44	45	19	47	18	8	6	4	8		18	7	10	*	12		32	13	8	11	10		*	*	*	*	*	
	105	42	43	19	45	12	5	4	2	7		20	7	12	*	14		31	10	9	13	8		*	*	*	*	*	
	113	43	49	21	46	11	5	4	2	6		20	7	12	*	14		36	12	9	15	6		*	*	*	*	*	
8	123	51	56	16	51	17	5	10	2	4		26	7	15	4	16		36	15	13	8	11		*	*	*	*	*	
	125	51	53	21	50	17	2	12	2	4		37	10	21	6	25		34	15	8	10	8		*	*	*	*	*	
	126	43	46	36	48	14	2	7	4	4		36	7	19	11	23		42	15	10	17	10		2	*	*	2	*	
	121	45	43	34	42	14	2	7	4	4		32	7	12	13	16		39	16	10	13	10		2	*	*	2	*	
9	137	61	51	25	44	18	2	12	4	6		41	20	11	10	13		41	22	10	9	8		*	*	*	*	*	
	127	54	52	21	44	16	5	9	2	4		38	17	13	8	15		40	22	12	7	9		*	*	*	*	*	
	135	55	51	29	45	19	10	7	2	4		36	17	7	12	11		44	19	16	9	12		2	*	*	2	*	
	133	53	53	27	49	16	7	7	2	4		36	17	7	12	11		41	16	16	9	12		*	*	*	*	*	
10	163	81	63	19	59	20	16	4	*	4		31	9	11	10	13		49	19	21	8	12		*	*	*	*	*	
	159	77	66	17	55	27	21	7	*	7		22	7	11	4	11		49	16	22	10	10		*	*	*	*	*	
	180	90	73	17	64	29	25	4	*	7		21	8	9	4	9		62	22	30	11	17		*	*	*	*	*	
	164	79	72	13	61	17	14	2	*	4		33	16	13	4	11		54	19	29	6	17		*	*	*	*	*	
11	140	67	65	8	56	17	7	10	*	7		32	19	11	2	9		43	16	22	4	12		*	*	*	*	*	
	115	54	56	4	48	17	9	8	*	6		26	14	13	*	13		34	13	18	2	8		*	*	*	*	*	
	108	51	55	2	50	16	7	9	*	8		31	16	15	*	15		27	10	15	2	8		*	*	*	*	*	
	102	50	50	2	43	14	7	7	*	6		27	17	10	*	10		25	8	15	2	6		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (WEDNESDAY NIGHT)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	*	*	*	*	*		25	18	7	*	10		2	2	*	*	*		32	14	18	*	16		*	*	*	*	*	
	*	*	*	*	*		31	24	7	*	13		2	2	*	*	*		31	12	18	*	14		*	*	*	*	*	
	*	*	*	*	*		20	15	5	*	8		2	2	*	*	*		31	9	20	2	15		*	*	*	*	*	
	*	*	*	*	*		22	17	5	*	10		2	2	*	*	*		31	10	19	2	15		*	*	*	*	*	
4	*	*	*	*	*		26	19	7	*	12		2	2	*	*	*		57	25	30	2	27		*	*	*	*	*	
	*	*	*	*	*		29	21	7	*	12		2	2	*	*	*		38	15	21	2	17		*	*	*	*	*	
	*	*	*	*	*		26	21	5	*	12		2	2	*	*	*		41	18	23	*	17		*	*	*	*	*	
	*	*	*	*	*		24	19	5	*	10		2	2	*	*	*		41	23	19	*	15		*	*	*	*	*	
5	*	*	*	*	*		18	13	5	*	6		2	2	*	*	*		50	29	20	*	21		2	2	*	*	*	
	*	*	*	*	*		11	6	5	*	6		2	2	*	*	*		40	20	20	*	19		2	2	*	*	*	
	*	*	*	*	*		11	6	5	*	6		2	2	*	*	*		46	30	16	*	15		*	*	*	*	*	
	*	*	*	*	*		9	4	5	*	6		2	2	*	*	*		46	30	16	*	15		*	*	*	*	*	
6	*	*	*	*	*		7	4	3	*	4		*	*	*	*	*		31	17	14	*	13		*	*	*	*	*	
	*	*	*	*	*		5	2	3	*	2		*	*	*	*	*		17	10	7	*	4		*	*	*	*	*	
	*	*	*	*	*		5	2	3	*	2		*	*	*	*	*		12	7	5	*	4		*	*	*	*	*	
	*	*	*	*	*		5	2	3	*	2		*	*	*	*	*		15	8	7	*	4		*	*	*	*	*	
7	*	*	*	*	*		16	13	3	*	2		*	*	*	*	*		17	8	9	*	10		*	*	*	*	*	
	*	*	*	*	*		9	6	3	*	2		*	*	*	*	*		14	4	9	*	6		*	*	*	*	*	
	*	*	*	*	*		9	6	3	*	2		*	*	*	*	*		11	4	7	*	4		*	*	*	*	*	
	*	*	*	*	*		9	6	3	*	2		*	*	*	*	*		13	4	9	*	8		*	*	*	*	*	
8	*	*	*	*	*		2	2	*	*	*		3	3	*	*	*		17	6	11	*	14		*	*	*	*	*	
	*	*	*	*	*		5	5	*	*	*		3	3	*	*	*		14	5	9	*	9		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		3	3	*	*	*		12	5	7	*	7		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		3	3	*	*	*		12	2	10	*	7		*	*	*	*	*	
9	*	*	*	*	*		2	*	2	*	2		3	3	*	*	*		9	2	7	*	6		*	*	*	*	*	
	*	*	*	*	*		2	*	2	*	2		3	3	*	*	*		7	*	7	*	4		*	*	*	*	*	
	*	*	*	*	*		7	2	4	*	4		3	3	*	*	*		12	2	10	*	7		*	*	*	*	*	
	*	*	*	*	*		7	2	4	*	4		3	3	*	*	*		18	6	12	*	11		*	*	*	*	*	
10	*	*	*	*	*		12	8	4	*	4		3	3	*	*	*		28	13	15	*	19		*	*	*	*	*	
	*	*	*	*	*		12	8	4	*	4		3	3	*	*	*		19	8	11	*	13		2	*	2	*	2	
	*	*	*	*	*		14	9	4	*	6		3	3	*	*	*		19	7	12	*	12		2	*	2	*	2	
	*	*	*	*	*		12	7	4	*	6		3	3	*	*	*		17	7	10	*	10		*	*	*	*	*	
11	*	*	*	*	*		7	5	2	*	4		*	*	*	*	*		12	6	7	*	9		*	*	*	*	*	
	*	*	*	*	*		4	2	2	*	4		*	*	*	*	*		11	5	7	*	6		*	*	*	*	*	
	*	*	*	*	*		4	2	2	*	4		*	*	*	*	*		10	5	5	*	4		*	*	*	*	*	
	*	*	*	*	*		4	2	2	*	4		*	*	*	*	*		12	5	7	*	7		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (WEDNESDAY NIGHT)

Survey #1 – 1991

	3WV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	7	7	*	*	*		7	2	5	*	4																			
	7	7	*	*	*		7	2	5	*	4																			
	7	7	*	*	*		7	2	5	*	4																			
	7	7	*	*	*		9	2	7	*	6																			
4	11	4	2	4	2		13	7	7	*	8																			
	8	2	2	4	2		15	7	9	*	11																			
	2	2	*	*	*		15	7	9	*	11																			
	*	*	*	*	*		18	9	9	*	11																			
5	2	2	*	*	*		12	4	7	*	4																			
	*	*	*	*	*		12	4	7	*	4																			
	*	*	*	*	*		11	4	6	*	6																			
	4	2	2	*	2		11	4	6	*	6																			
6	8	4	4	*	4		6	2	4	*	4																			
	8	4	4	*	4		6	2	4	*	4																			
	8	4	4	*	4		4	2	2	*	2																			
	8	4	4	*	4		4	2	2	*	2																			
7	2	*	2	*	2		9	2	7	*	4																			
	2	*	2	*	2		6	2	4	*	4																			
	5	2	2	*	2		6	2	4	*	4																			
	7	2	4	*	4		11	4	7	*	4																			
8	9	5	4	*	4		5	2	3	*	*																			
	5	5	*	*	*		2	2	*	*	*																			
	2	2	*	*	*		2	2	*	*	*																			
	2	2	*	*	*		2	2	*	*	*																			
9	9	7	2	*	2		7	2	4	*	4																			
	6	4	2	*	2		4	*	4	*	4																			
	4	2	2	*	2		4	*	4	*	4																			
	4	2	2	*	2		4	*	4	*	4																			
10	7	7	*	*	*		9	2	7	*	7																			
	7	7	*	*	*		9	2	7	*	7																			
	7	7	*	*	*		9	2	7	*	7																			
	6	4	2	*	2		9	2	7	*	7																			
11	6	4	2	*	2		9	2	7	*	7																			
	6	4	2	*	2		2	*	2	*	2																			
	6	4	2	*	2		2	*	2	*	2																			
	4	2	2	*	2		2	*	2	*	2																			

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World Radio History

CENTRAL VICTORIA - RADIO AUDIENCES BY QUARTER HOURS (THURSDAY NIGHT)

Survey #1 - 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	344	189	131	23	117	62	32	27	2	23		112	69	35	8	33		87	42	37	8	25		*	*	*	*	*	
	348	181	144	23	126	53	28	23	2	19		113	67	38	8	36		102	45	48	8	31		*	*	*	*	*	
	345	173	133	38	117	48	30	13	4	11		118	69	38	10	37		108	49	44	15	27		2	*	*	2	*	
	349	164	130	55	114	49	25	17	7	12		123	64	40	19	38		105	49	35	21	21		2	*	*	2	*	
4	379	190	141	48	117	60	39	19	2	14		111	67	32	13	30		93	36	38	19	14		4	*	*	4	*	
	328	163	131	33	113	53	32	16	4	10		102	56	36	10	34		88	45	31	12	16		*	*	*	*	*	
	319	158	129	31	114	48	28	15	4	8		95	54	31	10	29		86	36	33	17	23		*	*	*	*	*	
	328	171	126	31	115	38	25	13	*	6		98	54	34	10	30		98	48	29	21	23		4	2	2	*	2	
5	310	153	130	27	111	44	25	19	*	12		97	53	34	11	29		75	38	23	14	15		4	2	2	*	2	
	268	138	101	29	87	33	20	10	2	6		85	48	27	11	25		64	32	18	14	9		4	2	2	*	2	
	249	122	96	31	91	29	15	12	2	10		74	33	29	13	27		74	41	19	14	15		4	2	2	*	2	
	244	110	102	31	85	29	13	12	4	10		71	33	29	8	28		69	30	23	17	11		4	2	2	*	2	
6	182	90	71	21	62	34	17	10	6	10		42	21	19	2	23		42	19	13	10	6		*	*	*	*	*	
	155	75	55	25	47	37	14	10	13	6		32	15	15	2	19		39	16	13	10	8		*	*	*	*	*	
	148	74	52	21	44	26	11	6	9	4		32	15	13	4	16		40	19	13	8	6		*	*	*	*	*	
	145	71	53	21	46	27	8	8	11	5		30	15	13	2	16		40	19	13	8	8		*	*	*	*	*	
7	123	60	47	15	47	29	15	8	7	8		29	13	14	2	17		33	16	10	6	8		*	*	*	*	*	
	105	39	51	15	49	28	9	12	7	12		25	8	14	2	17		21	8	8	4	6		*	*	*	*	*	
	128	41	64	23	54	26	7	14	4	12		26	5	16	4	18		43	11	19	13	10		*	*	*	*	*	
	124	38	63	23	54	28	5	16	7	14		17	5	10	2	13		38	9	17	12	10		*	*	*	*	*	
8	137	56	56	25	52	22	8	8	7	8		27	14	11	2	13		40	8	20	12	11		*	*	*	*	*	
	141	57	57	27	51	18	5	6	7	6		26	14	9	4	11		45	11	22	12	11		*	*	*	*	*	
	142	50	49	42	39	18	5	4	9	6		28	13	9	7	11		53	14	21	19	7		4	*	*	4	*	
	138	49	49	40	40	20	8	4	9	6		25	8	8	9	10		46	11	18	17	7		2	*	*	2	*	
9	131	50	38	42	40	22	8	6	9	8		34	15	6	13	11		42	12	15	15	8		2	*	*	2	*	
	149	58	52	38	48	22	8	8	6	8		36	15	9	13	13		52	18	20	15	11		*	*	*	*	*	
	154	59	62	32	55	20	8	8	4	8		34	15	7	13	11		50	15	23	13	11		*	*	*	*	*	
	147	53	66	28	54	18	7	9	2	8		29	9	9	10	13		41	12	16	13	6		*	*	*	*	*	
10	177	82	78	17	71	16	10	7	*	9		36	14	16	6	20		47	14	22	11	10		*	*	*	*	*	
	175	76	78	21	72	21	10	9	2	9		32	14	16	2	20		51	11	25	15	13		*	*	*	*	*	
	174	82	74	19	70	34	20	12	2	10		26	13	13	*	20		56	14	27	15	12		3	3	*	*	*	
	156	72	70	15	67	21	11	9	*	10		27	16	11	*	17		51	11	27	13	12		*	*	*	*	*	
11	117	65	51	2	54	16	9	7	*	6		29	23	7	*	13		26	8	17	*	10		*	*	*	*	*	
	105	61	42	2	46	16	7	10	*	8		33	26	7	*	11		18	5	13	*	8		*	*	*	*	*	
	91	52	39	*	39	14	7	7	*	6		30	22	9	*	8		18	5	12	*	8		*	*	*	*	*	
	89	50	39	*	37	14	7	7	*	6		25	17	9	*	6		21	8	12	*	8		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (THURSDAY NIGHT)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	*	*	*	*	*		25	20	5	*	6		*	*	*	*	*		32	15	17	*	19		*	*	*	*	*	
	*	*	*	*	*		25	20	5	*	8		*	*	*	*	*		30	13	17	*	19		*	*	*	*	*	
	*	*	*	*	*		20	15	5	*	6		*	*	*	*	*		27	4	21	2	23		*	*	*	*	*	
	*	*	*	*	*		15	12	3	*	5		*	*	*	*	*		32	8	22	2	23		*	*	*	*	*	
4	*	*	*	*	*		18	13	5	*	8		*	*	*	*	*		52	20	30	2	32		2	2	*	*	*	
	*	*	*	*	*		17	12	5	*	10		*	*	*	*	*		32	9	23	*	25		2	2	*	*	*	
	*	*	*	*	*		15	13	3	*	5		*	*	*	*	*		44	16	28	*	29		2	2	*	*	*	
	*	*	*	*	*		15	12	3	*	7		*	*	*	*	*		46	18	28	*	31		2	2	*	*	*	
5	*	*	*	*	*		5	2	3	*	2		*	*	*	*	*		49	17	33	*	33		4	4	*	*	*	
	*	*	*	*	*		7	4	3	*	2		*	*	*	*	*		41	17	24	*	27		2	2	*	*	*	
	*	*	*	*	*		5	2	3	*	2		*	*	*	*	*		33	15	17	*	21		*	*	*	*	*	
	*	*	*	*	*		5	2	3	*	2		*	*	*	*	*		34	14	20	*	19		*	*	*	*	*	
6	*	*	*	*	*		7	2	5	*	4		*	*	*	*	*		33	15	18	*	11		2	2	*	*	*	
	*	*	*	*	*		5	2	3	*	2		*	*	*	*	*		25	15	10	*	7		2	2	*	*	*	
	*	*	*	*	*		9	4	5	*	4		*	*	*	*	*		24	12	12	*	9		2	2	*	*	*	
	*	*	*	*	*		7	4	3	*	2		*	*	*	*	*		25	12	13	*	8		2	2	*	*	*	
7	*	*	*	*	*		7	4	3	*	2		*	*	*	*	*		16	6	9	*	10		*	*	*	*	*	
	*	*	*	*	*		10	7	3	*	2		*	*	*	*	*		9	2	7	*	6		*	*	*	*	*	
	3	3	*	*	*		5	5	*	*	*		*	*	*	*	*		10	5	5	*	4		*	*	*	*	*	
	3	3	*	*	*		5	5	*	*	*		*	*	*	*	*		17	7	10	*	9		*	*	*	*	*	
8	3	3	*	*	*		7	5	2	*	2		2	2	*	*	*		16	7	9	*	11		2	*	2	*	2	
	3	3	*	*	*		12	9	2	*	2		2	2	*	*	*		16	7	9	*	11		2	*	2	*	2	
	*	*	*	*	*		10	7	2	*	2		2	2	*	*	*		12	5	7	*	7		*	*	*	*	*	
	*	*	*	*	*		10	7	2	*	2		2	2	*	*	*		17	6	10	*	9		*	*	*	*	*	
9	*	*	*	*	*		4	4	*	*	*		*	*	*	*	*		11	4	7	*	9		*	*	*	*	*	
	*	*	*	*	*		4	4	*	*	*		*	*	*	*	*		11	4	7	*	9		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		*	*	*	*	*		15	6	9	*	13		*	*	*	*	*	
	*	*	*	*	*		4	2	2	*	2		*	*	*	*	*		21	7	15	*	11		*	*	*	*	*	
10	*	*	*	*	*		5	2	2	*	2		3	3	*	*	*		35	18	17	*	16		*	*	*	*	*	
	*	*	*	*	*		5	2	2	*	2		3	3	*	*	*		26	13	13	*	12		*	*	*	*	*	
	*	*	*	*	*		6	4	2	*	4		3	3	*	*	*		21	13	8	*	10		*	*	*	*	*	
	*	*	*	*	*		4	2	2	*	4		3	3	*	*	*		28	17	11	*	12		*	*	*	*	*	
11	*	*	*	*	*		4	2	2	*	4		3	3	*	*	*		17	8	8	*	10		*	*	*	*	*	
	*	*	*	*	*		4	2	2	*	4		3	3	*	*	*		8	4	4	*	6		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	2		3	3	*	*	*		4	2	2	*	4		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	2		5	5	*	*	*		4	2	2	*	4		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (THURSDAY NIGHT)

Survey #1 – 1991

	3WV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	*	*	*	*	*		13	7	7	*	7																			
	*	*	*	*	*		13	4	9	*	9																			
	*	*	*	*	*		11	2	9	*	9																			
	*	*	*	*	*		11	2	9	*	9																			
4	7	2	*	4	*		13	2	11	*	11																			
	4	*	*	4	*		15	2	13	*	13																			
	2	*	2	*	2		15	2	13	*	13																			
	2	*	2	*	2		13	2	11	*	11																			
5	*	*	*	*	*		18	7	11	*	11																			
	*	*	*	*	*		18	7	11	*	11																			
	2	*	2	*	2		16	9	7	*	8																			
	6	2	4	*	4		13	9	4	*	6																			
6	6	2	4	*	4		9	6	2	*	4																			
	8	4	4	*	4		4	4	*	*	2																			
	8	4	4	*	4		4	4	*	*	2																			
	8	4	4	*	4		4	4	*	*	2																			
7	4	2	2	*	2		4	4	*	*	*																			
	2	*	2	*	2		7	4	2	*	2																			
	2	*	2	*	2		5	2	2	*	2																			
	2	*	2	*	2		5	2	2	*	2																			
8	*	*	*	*	*		2	2	*	*	*																			
	*	*	*	*	*		2	2	*	*	*																			
	*	*	*	*	*		2	2	*	*	*																			
	2	2	*	*	*		2	2	*	*	*																			
9	4	4	*	*	*		4	*	4	*	4																			
	4	4	*	*	*		8	2	6	*	6																			
	7	4	2	*	2		7	2	4	*	4																			
	9	7	2	*	2		7	2	4	*	4																			
10	13	9	4	*	4		7	2	4	*	4																			
	12	7	4	*	4		7	2	4	*	4																			
	4	2	2	*	2		4	*	4	*	4																			
	6	4	2	*	2		4	*	4	*	4																			
11	6	4	2	*	2		4	*	4	*	4																			
	8	7	2	*	2		2	*	2	*	2																			
	6	4	2	*	2		2	*	2	*	2																			
	4	2	2	*	2		2	*	2	*	2																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (FRIDAY NIGHT)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	308	177	119	13	105	36	19	17	*	16		93	55	31	6	30		91	50	37	4	21		10	5	4	*	4	
	310	176	117	17	101	33	17	15	*	12		91	51	34	6	32		93	50	34	8	19		10	5	4	*	4	
	307	150	125	32	96	40	19	17	4	10		92	50	34	8	32		95	42	38	15	21		12	5	4	2	4	
	346	161	138	47	109	36	19	15	2	9		95	48	30	17	32		116	46	47	23	23		12	5	4	2	4	
4	351	176	131	44	107	41	19	18	4	11		96	62	26	8	28		88	26	40	21	19		4	*	2	2	2	
	316	156	116	44	98	41	19	15	6	8		86	49	29	8	30		74	23	30	21	10		2	*	2	*	2	
	313	161	117	35	92	48	19	20	8	11		88	49	31	8	30		68	28	23	17	8		2	*	2	*	2	
	292	159	102	31	79	37	17	16	4	8		76	46	22	8	21		70	28	23	19	6		4	2	2	*	2	
5	293	143	121	29	109	46	20	24	2	15		67	29	30	8	32		70	35	21	15	13		6	2	2	2	2	
	267	126	108	33	93	31	8	17	6	12		58	27	23	8	25		71	29	28	15	13		11	4	4	2	4	
	238	105	101	31	92	24	5	15	4	10		63	27	27	8	29		58	19	25	15	15		11	4	4	2	4	
	255	115	106	33	94	28	11	13	4	8		66	32	28	6	30		65	22	24	19	15		11	4	4	2	4	
6	191	87	68	36	63	39	21	11	6	6		38	13	21	4	23		52	18	13	21	11		9	2	4	2	4	
	171	76	57	38	49	31	11	11	9	4		28	11	13	4	13		59	27	11	21	9		7	2	2	2	2	
	130	52	49	29	44	9	*	2	6	*		28	11	13	4	13		47	21	11	15	9		7	2	2	2	2	
	126	48	47	32	38	13	*	5	9	*		25	8	13	4	13		43	22	6	15	4		7	2	2	2	2	
7	116	40	46	30	44	18	4	6	7	2		23	8	13	2	13		37	10	8	19	8		5	2	2	*	2	
	105	34	48	24	44	13	*	6	7	2		23	8	13	2	13		39	15	12	13	12		5	2	2	*	2	
	114	42	44	28	40	14	3	2	9	2		25	8	15	2	15		38	15	10	13	11		5	2	2	*	2	
	128	42	53	32	49	22	3	4	15	4		31	8	19	4	19		27	12	6	8	9		5	2	2	*	2	
8	93	35	39	19	31	6	*	2	4	2		24	5	10	9	10		27	10	13	4	6		5	2	2	*	2	
	105	42	39	25	35	8	*	2	6	2		29	8	10	11	10		27	10	11	6	6		5	2	2	*	2	
	123	46	46	30	42	12	*	6	6	6		35	11	13	11	10		35	15	9	10	7		5	2	2	*	2	
	137	53	50	34	42	10	*	4	6	4		36	14	11	11	8		39	12	12	15	7		6	4	2	*	4	
9	149	59	50	40	47	19	2	10	6	10		33	13	7	13	7		46	15	12	19	6		6	4	2	*	4	
	131	51	47	34	40	13	*	11	2	8		31	13	7	11	7		43	12	12	19	6		6	4	2	*	4	
	136	57	51	27	42	11	*	9	2	6		34	16	9	9	9		38	10	14	15	6		6	4	2	*	4	
	141	61	55	25	45	11	2	7	2	4		35	13	13	9	13		36	10	12	15	6		2	2	*	*	2	
10	177	78	72	27	62	15	8	7	*	2		35	16	11	8	13		47	7	23	17	12		2	2	*	*	2	
	172	74	71	27	58	18	11	7	*	2		40	18	13	8	16		49	7	26	17	12		2	2	*	*	2	
	164	65	71	27	54	28	14	14	*	6		33	16	11	6	13		50	7	22	21	8		*	*	*	*	*	
	178	71	79	27	65	25	8	17	*	6		41	23	11	6	15		55	7	27	21	14		*	*	*	*	*	
11	157	63	67	27	61	13	6	7	*	4		40	25	9	6	11		55	7	27	21	17		*	*	*	*	*	
	140	55	58	27	56	11	4	7	*	6		33	20	7	6	9		55	7	27	21	17		*	*	*	*	*	
	127	57	56	15	52	11	4	7	*	6		37	21	11	4	13		40	7	23	10	10		*	*	*	*	*	
	116	57	47	13	44	10	4	5	*	4		27	17	6	4	6		40	9	23	8	12		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (FRIDAY NIGHT)

Survey #1 – 1991

	3SR						3UZ						SUMFM						3LO						3RM					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	*	*	*	*	*		26	19	7	*	8		*	*	*	*	*		21	11	9	2	11		2	2	*	*	*	
	*	*	*	*	*		28	18	10	*	10		*	*	*	*	*		27	16	9	2	11		2	2	*	*	*	
	*	*	*	*	*		24	16	8	*	6		*	*	*	*	*		22	9	11	2	13		*	*	*	*	*	
	*	*	*	*	*		30	20	10	*	12		*	*	*	*	*		31	15	14	2	15		*	*	*	*	*	
4	5	2	2	*	2		32	23	10	*	10		*	*	*	*	*		38	25	11	2	15		*	*	*	*	*	
	5	2	2	*	2		32	22	10	*	12		*	*	*	*	*		36	21	13	2	18		*	*	*	*	*	
	5	2	2	*	2		30	20	10	*	8		*	*	*	*	*		39	22	15	2	19		*	*	*	*	*	
	5	2	2	*	2		27	20	7	*	10		*	*	*	*	*		40	22	18	*	19		2	2	*	*	*	
5	7	2	2	2	2		9	2	7	*	6		*	*	*	*	*		46	29	17	*	21		2	2	*	*	*	
	2	*	*	2	*		7	2	5	*	4		*	*	*	*	*		55	35	20	*	21		2	2	*	*	*	
	2	*	*	2	*		7	2	5	*	4		*	*	*	*	*		48	30	18	*	21		*	*	*	*	*	
	2	*	*	2	*		7	2	5	*	4		*	*	*	*	*		45	24	21	*	20		*	*	*	*	*	
6	4	2	*	2	*		5	2	3	*	2		*	*	*	*	*		17	13	4	*	4		2	*	2	*	2	
	4	2	*	2	*		9	4	5	*	4		*	*	*	*	*		14	10	4	*	4		2	*	2	*	2	
	4	2	*	2	*		9	4	5	*	4		*	*	*	*	*		10	5	4	*	4		2	*	2	*	2	
	4	2	*	2	*		9	4	5	*	4		*	*	*	*	*		13	5	7	*	4		2	*	2	*	2	
7	2	*	*	2	*		12	9	3	*	2		*	*	*	*	*		10	6	4	*	8		4	*	4	*	4	
	2	*	*	2	*		10	7	3	*	2		*	*	*	*	*		6	2	4	*	6		2	*	2	*	2	
	2	*	*	2	*		12	9	3	*	2		*	*	*	*	*		9	2	7	*	4		*	*	*	*	*	
	2	*	*	2	*		12	9	3	*	2		*	*	*	*	*		17	5	12	*	6		*	*	*	*	*	
8	*	*	*	*	*		12	9	3	*	2		*	*	*	*	*		11	5	6	*	6		*	*	*	*	*	
	*	*	*	*	*		12	9	3	*	2		*	*	*	*	*		15	9	6	*	8		*	*	*	*	*	
	*	*	*	*	*		12	9	3	*	2		*	*	*	*	*		15	6	9	*	11		*	*	*	*	*	
	*	*	*	*	*		14	11	3	*	2		*	*	*	*	*		20	6	14	*	13		*	*	*	*	*	
9	*	*	*	*	*		9	7	2	*	2		2	2	*	*	*		13	2	11	*	11		*	*	*	*	*	
	*	*	*	*	*		7	5	2	*	2		2	2	*	*	*		13	4	9	*	9		*	*	*	*	*	
	*	*	*	*	*		9	5	4	*	4		3	3	*	*	*		11	4	7	*	7		*	*	*	*	*	
	*	*	*	*	*		14	9	4	*	4		3	3	*	*	*		21	9	12	*	9		*	*	*	*	*	
10	*	*	*	*	*		7	7	*	*	*		3	3	*	*	*		33	16	17	*	17		*	*	*	*	*	
	*	*	*	*	*		2	2	*	*	*		3	3	*	*	*		30	14	16	*	16		*	*	*	*	*	
	*	*	*	*	*		4	4	*	*	2		3	3	*	*	*		25	9	15	*	15		*	*	*	*	*	
	*	*	*	*	*		4	4	*	*	2		3	3	*	*	*		26	11	15	*	17		*	*	*	*	*	
11	*	*	*	*	*		6	4	2	*	6		3	3	*	*	*		15	4	10	*	10		*	*	*	*	*	
	*	*	*	*	*		6	4	2	*	6		3	3	*	*	*		12	6	6	*	8		*	*	*	*	*	
	*	*	*	*	*		6	4	2	*	6		3	3	*	*	*		6	4	2	*	4		*	*	*	*	*	
	*	*	*	*	*		6	4	2	*	6		3	3	*	*	*		6	4	2	*	4		*	*	*	*	*	

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (FRIDAY NIGHT)

Survey #1 – 1991

	3AW						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	4	4	*	*	*		10	4	6	*	8																			
	4	4	*	*	*		8	4	4	*	6																			
	4	4	*	*	*		2	*	2	*	2																			
	2	2	*	*	*		7	2	4	*	4																			
4	16	10	2	4	2		9	2	7	*	7																			
	13	7	2	4	2		4	2	2	*	2																			
	7	5	2	*	2		2	*	2	*	2																			
	5	5	*	*	*		2	*	2	*	2																			
5	*	*	*	*	*		13	4	9	*	11																			
	*	*	*	*	*		11	4	7	*	8																			
	*	*	*	*	*		11	4	7	*	8																			
	4	2	2	*	2		11	4	7	*	8																			
6	8	7	2	*	2		6	2	4	*	6																			
	8	7	2	*	2		6	2	4	*	6																			
	6	4	2	*	2		6	2	4	*	6																			
	4	2	2	*	2		4	2	2	*	4																			
7	*	*	*	*	*		2	*	2	*	2																			
	*	*	*	*	*		2	*	2	*	2																			
	*	*	*	*	*		2	*	2	*	2																			
	2	*	2	*	2		2	*	2	*	2																			
8	2	*	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
	4	2	2	*	2		*	*	*	*	*																			
9	9	7	2	*	2		*	*	*	*	*																			
	6	4	2	*	2		*	*	*	*	*																			
	9	7	2	*	2		*	*	*	*	*																			
	7	4	2	*	2		*	*	*	*	*																			
10	16	12	4	*	4		4	*	4	*	4																			
	14	10	4	*	4		2	*	2	*	2																			
	7	4	2	*	2		2	*	2	*	2																			
	9	4	4	*	4		5	2	2	*	2																			
11	9	4	4	*	4		7	2	4	*	4																			
	6	4	2	*	2		4	*	4	*	4																			
	6	4	2	*	2		4	*	4	*	4																			
	6	4	2	*	2		2	*	2	*	2																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SATURDAY NIGHT)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	252	140	96	17	93	25	9	11	4	6		32	17	13	2	14		50	28	20	2	15		4	2	2	*	4	
	269	141	109	19	107	25	9	11	4	6		34	14	17	2	18		58	30	24	4	19		4	2	2	*	4	
	255	131	105	19	101	25	9	11	4	6		30	14	13	2	15		50	23	23	4	19		6	2	4	*	6	
	245	135	93	17	92	25	9	11	4	6		30	17	11	2	12		43	18	21	4	17		6	2	4	*	6	
4	247	128	100	19	98	23	7	12	4	4		42	22	16	4	17		40	20	14	6	16		6	2	4	*	6	
	232	117	96	19	90	23	7	12	4	4		39	20	13	6	15		42	18	18	6	12		6	2	4	*	6	
	236	117	96	23	95	21	7	10	4	4		41	17	18	6	19		42	20	15	6	12		6	2	4	*	6	
	230	124	81	25	89	22	4	11	6	6		34	17	11	6	12		44	25	12	6	14		10	4	6	*	8	
5	221	111	85	25	87	22	7	9	6	9		46	21	19	6	23		51	26	19	6	16		6	2	4	*	4	
	186	90	82	15	82	11	4	4	2	4		43	14	23	6	24		44	23	16	4	14		6	2	4	*	4	
	186	79	90	17	78	15	4	7	4	4		45	11	28	6	26		43	18	19	6	12		6	2	4	*	4	
	182	78	86	19	76	16	4	9	2	6		42	15	17	10	20		49	18	25	6	16		6	2	4	*	4	
6	169	78	77	14	72	22	11	9	2	8		45	16	23	6	25		41	18	17	6	13		8	2	6	*	6	
	149	65	70	15	62	16	5	9	2	4		35	10	19	6	21		39	18	15	6	13		2	*	2	*	2	
	128	51	63	15	63	6	2	4	*	4		28	5	19	4	21		46	18	17	10	15		2	*	2	*	2	
	114	46	58	10	58	8	2	6	*	4		25	5	17	4	18		32	16	10	6	10		2	*	2	*	2	
7	111	47	54	10	52	*	*	*	*	*		25	5	17	4	18		31	14	11	6	8		4	*	4	*	4	
	99	39	48	12	48	*	*	*	*	*		25	5	17	4	18		24	8	8	8	8		2	*	2	*	2	
	102	34	54	15	50	2	*	2	*	2		22	3	15	4	15		32	7	14	10	12		2	*	2	*	2	
	101	39	45	17	42	7	7	*	*	*		24	3	13	8	13		25	5	12	8	10		2	*	2	*	2	
8	122	50	55	17	54	7	2	2	2	2		22	5	13	4	13		39	16	14	8	12		7	3	4	*	4	
	129	53	60	17	58	6	2	2	2	2		28	8	15	4	15		42	19	14	8	12		5	3	2	*	2	
	113	46	49	17	48	7	2	*	4	*		21	8	10	2	10		30	11	10	9	8		5	3	2	*	2	
	104	48	45	10	44	4	2	*	2	*		19	11	8	*	8		26	11	9	6	6		5	3	2	*	2	
9	98	42	43	13	40	9	3	*	6	*		7	3	4	*	4		29	14	9	6	6		2	*	2	*	2	
	109	45	48	17	44	14	6	2	6	2		15	8	4	4	6		29	11	12	6	6		2	*	2	*	2	
	95	46	36	13	33	12	6	2	4	2		16	10	2	4	4		25	12	9	4	4		2	*	2	*	2	
	92	43	34	15	31	9	3	2	4	2		16	10	2	4	4		27	12	9	6	4		2	*	2	*	2	
10	135	77	43	14	40	10	10	*	*	*		24	12	6	6	8		39	18	13	8	6		2	*	2	*	2	
	128	65	53	10	42	11	11	*	*	*		16	8	6	2	6		36	12	18	6	9		2	*	2	*	2	
	126	58	60	8	47	8	8	*	*	*		17	8	9	*	4		34	12	18	4	11		2	*	2	*	2	
	138	61	67	10	53	15	10	5	*	2		16	5	11	*	6		37	15	15	6	9		2	*	2	*	2	
11	119	40	66	13	45	12	3	7	2	4		15	6	9	*	4		36	9	21	6	9		*	*	*	*	*	
	102	32	62	8	41	7	*	7	*	4		15	6	9	*	4		43	9	28	6	13		*	*	*	*	*	
	88	34	45	8	36	13	2	9	2	8		10	8	2	*	2		31	8	17	6	7		*	*	*	*	*	
	73	34	33	6	30	8	2	7	*	6		5	5	*	*	*		29	10	12	6	7		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SATURDAY NIGHT)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	3	3	*	*	*		67	45	22	*	26		*	*	*	*	*		43	27	13	2	15		*	*	*	*	*	
	3	3	*	*	*		72	45	27	*	30		*	*	*	*	*		44	29	13	2	17		*	*	*	*	*	
	3	3	*	*	*		71	43	28	*	28		*	*	*	*	*		42	27	13	2	17		*	*	*	*	*	
	3	3	*	*	*		70	45	25	*	28		*	*	*	*	*		44	31	10	2	14		*	*	*	*	*	
4	*	*	*	*	*		67	40	27	*	28		*	*	*	*	*		39	22	15	2	17		2	*	2	*	2	
	*	*	*	*	*		62	37	25	*	26		*	*	*	*	*		34	20	13	2	14		2	*	2	*	2	
	*	*	*	*	*		63	40	23	*	24		*	*	*	*	*		34	20	13	2	14		2	*	2	*	2	
	*	*	*	*	*		55	39	16	*	22		*	*	*	*	*		35	22	11	2	12		2	*	2	*	2	
5	*	*	*	*	*		39	22	17	*	14		*	*	*	*	*		32	22	9	2	10		*	*	*	*	*	
	*	*	*	*	*		32	18	14	*	14		*	*	*	*	*		30	17	11	2	11		*	*	*	*	*	
	*	*	*	*	*		30	18	12	*	12		*	*	*	*	*		28	14	14	*	11		*	*	*	*	*	
	*	*	*	*	*		29	15	14	*	14		*	*	*	*	*		21	9	11	*	9		*	*	*	*	*	
6	*	*	*	*	*		14	6	7	*	6		*	*	*	*	*		15	7	9	*	9		*	*	*	*	*	
	*	*	*	*	*		14	6	7	*	6		*	*	*	*	*		19	9	11	*	11		*	*	*	*	*	
	*	*	*	*	*		12	4	7	*	6		*	*	*	*	*		11	2	9	*	9		*	*	*	*	*	
	*	*	*	*	*		12	4	7	*	6		*	*	*	*	*		14	5	9	*	9		*	*	*	*	*	
7	*	*	*	*	*		14	9	5	*	4		*	*	*	*	*		28	12	16	*	16		*	*	*	*	*	
	*	*	*	*	*		12	9	3	*	2		*	*	*	*	*		26	10	16	*	16		*	*	*	*	*	
	*	*	*	*	*		12	9	3	*	2		*	*	*	*	*		23	7	16	*	16		*	*	*	*	*	
	*	*	*	*	*		12	9	3	*	2		*	*	*	*	*		20	7	13	*	13		*	*	*	*	*	
8	*	*	*	*	*		13	9	4	*	2		*	*	*	*	*		19	6	13	*	17		*	*	*	*	*	
	*	*	*	*	*		16	9	6	*	4		*	*	*	*	*		19	6	13	*	17		*	*	*	*	*	
	*	*	*	*	*		11	7	4	*	2		*	*	*	*	*		21	8	13	*	17		*	*	*	*	*	
	*	*	*	*	*		11	7	4	*	2		*	*	*	*	*		21	8	13	*	17		*	*	*	*	*	
9	*	*	*	*	*		13	7	6	*	4		*	*	*	*	*		15	4	11	*	13		5	2	2	*	2	
	*	*	*	*	*		11	5	6	*	4		*	*	*	*	*		15	4	11	*	13		2	2	*	*	*	
	*	*	*	*	*		11	5	6	*	4		*	*	*	*	*		11	2	9	*	11		2	2	*	*	*	
	*	*	*	*	*		13	7	6	*	4		*	*	*	*	*		11	2	9	*	11		*	*	*	*	*	
10	*	*	*	*	*		18	12	6	*	6		*	*	*	*	*		17	11	7	*	9		2	2	*	*	*	
	*	*	*	*	*		22	14	6	2	6		*	*	*	*	*		20	9	11	*	10		2	2	*	*	*	
	*	*	*	*	*		20	10	8	2	8		*	*	*	*	*		22	9	14	*	13		2	2	*	*	*	
	*	*	*	*	*		15	7	6	2	6		*	*	*	*	*		20	7	14	*	13		2	2	*	*	*	
11	*	*	*	*	*		6	2	4	*	4		*	*	*	*	*		10	*	10	*	7		*	*	*	*	*	
	*	*	*	*	*		6	2	4	*	4		*	*	*	*	*		7	*	7	*	7		*	*	*	*	*	
	*	*	*	*	*		6	2	4	*	4		*	*	*	*	*		8	2	6	*	6		*	*	*	*	*	
	*	*	*	*	*		6	2	4	*	4		*	*	*	*	*		6	2	4	*	4		*	*	*	*	*	

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CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SATURDAY NIGHT)

Survey #1 – 1991

	3WV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	2	*	2	*	2		15	4	9	2	10																			
	2	*	2	*	2		15	4	9	2	10																			
	2	2	*	*	*		15	4	9	2	10																			
	2	2	*	*	*		11	4	7	*	8																			
4	5	5	*	*	*		14	7	7	*	9																			
	2	2	*	*	*		16	7	10	*	11																			
	*	*	*	*	*		16	7	10	*	11																			
	2	*	2	*	2		14	7	7	*	9																			
5	2	*	2	*	2		12	7	5	*	6																			
	2	*	2	*	2		12	7	5	*	6																			
	2	*	2	*	2		10	7	3	*	4																			
	4	2	2	*	2		10	7	3	*	4																			
6	9	5	4	*	4		5	5	*	*	2																			
	9	5	4	*	4		5	5	*	*	2																			
	11	7	4	*	4		5	5	*	*	2																			
	13	7	6	*	6		2	2	*	*	2																			
7	4	2	2	*	2		*	*	*	*	*																			
	4	2	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
8	2	*	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
	2	*	2	*	2		*	*	*	*	*																			
	4	2	2	*	2		*	*	*	*	*																			
9	4	2	2	*	2		2	2	*	*	*																			
	7	2	4	*	4		2	2	*	*	*																			
	7	5	2	*	2		*	*	*	*	*																			
	5	5	*	*	*		*	*	*	*	*																			
10	7	7	*	*	*		9	2	7	*	7																			
	5	5	*	*	*		9	2	7	*	7																			
	7	5	*	2	*		9	2	7	*	7																			
	14	8	4	2	4		9	2	7	*	7																			
11	16	10	4	2	4		9	2	7	*	7																			
	9	7	2	*	2		2	*	2	*	2																			
	7	5	2	*	2		2	*	2	*	2																			
	7	5	2	*	2		2	*	2	*	2																			

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SUNDAY NIGHT)

Survey #1 – 1991

	TOTAL LISTENERS					3BA						3BO						3CV						3SH					
	ALL	M	W	CT	HS	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	236	116	94	26	87	41	18	20	4	18		67	30	25	11	21		48	23	17	8	11		2	2	*	*	2	
	236	124	86	25	78	36	19	13	4	10		69	32	25	11	21		46	23	16	8	10		2	2	*	*	2	
	235	112	89	34	79	29	11	13	4	10		68	25	23	20	19		51	23	20	8	13		2	2	*	*	2	
	237	110	93	34	79	25	11	11	2	8		62	22	25	15	21		65	25	25	15	15		2	2	*	*	2	
4	220	111	84	26	74	23	11	9	2	7		58	26	20	11	19		52	21	22	8	14		2	2	*	*	2	
	199	105	75	19	68	16	9	4	2	4		49	22	20	7	19		49	21	22	6	14		2	2	*	*	2	
	195	104	76	15	72	27	15	10	2	10		45	19	20	7	19		44	21	20	2	12		2	2	*	*	2	
	200	108	74	19	72	16	9	6	*	6		48	19	18	11	17		49	27	18	4	12		4	2	2	*	4	
5	259	123	109	28	104	33	18	15	*	17		63	21	29	13	25		59	27	23	8	18		4	2	2	*	2	
	229	109	89	30	82	30	15	15	*	10		56	18	25	13	21		48	27	13	8	12		4	2	2	*	2	
	223	102	90	32	85	24	11	13	*	10		53	18	20	15	18		48	21	18	8	15		4	2	2	*	2	
	209	100	87	21	82	24	9	15	*	10		44	16	20	9	18		48	22	20	6	17		4	2	2	*	2	
6	164	78	72	15	70	19	11	8	*	8		47	22	17	9	18		32	9	21	2	16		4	2	2	*	2	
	139	61	61	17	51	17	9	8	*	6		41	19	12	11	11		35	9	22	4	14		4	2	2	*	2	
	114	49	50	15	44	15	9	6	*	4		28	9	10	9	11		32	9	17	6	12		4	2	2	*	2	
	125	49	59	17	53	15	9	6	*	4		32	9	14	9	16		37	9	20	8	14		4	2	2	*	2	
7	120	47	63	10	50	18	9	9	*	8		16	4	8	4	10		38	9	22	6	10		*	*	*	*	*	
	116	35	65	17	42	18	2	12	4	4		18	4	10	4	12		32	6	18	8	8		*	*	*	*	*	
	117	41	61	15	44	13	5	6	2	4		19	7	8	4	10		33	6	18	8	6		*	*	*	*	*	
	115	43	59	13	44	13	2	6	4	4		17	7	6	4	8		26	6	16	4	6		*	*	*	*	*	
8	115	52	47	15	42	13	5	4	4	6		13	7	2	4	4		25	8	11	6	6		2	*	2	*	2	
	110	50	47	13	44	12	2	6	4	8		14	7	3	4	2		24	8	11	4	8		2	*	2	*	2	
	118	56	47	15	46	11	2	4	4	6		21	6	9	6	10		25	13	8	4	6		*	*	*	*	*	
	120	49	45	25	44	11	2	4	4	6		23	3	9	10	10		28	11	8	9	6		*	*	*	*	*	
9	140	47	53	40	50	11	2	4	4	4		32	3	14	15	14		44	17	15	13	8		*	*	*	*	*	
	150	55	56	38	50	14	2	9	2	6		32	6	11	15	12		45	20	13	13	6		*	*	*	*	*	
	162	53	71	38	54	12	2	9	*	4		42	11	14	17	14		50	17	20	13	8		*	*	*	*	*	
	162	49	80	34	63	16	4	12	*	6		37	9	14	15	14		46	14	20	13	8		*	*	*	*	*	
10	188	71	90	27	78	14	7	7	*	4		45	21	14	10	17		55	11	31	13	17		*	*	*	*	*	
	183	64	86	34	75	16	10	7	*	4		49	17	20	13	19		54	11	29	15	17		2	*	*	2	*	
	185	68	93	25	79	26	17	9	*	7		46	14	22	10	21		44	8	28	8	12		2	*	*	2	*	
	175	65	94	17	78	18	10	9	*	9		35	11	20	4	19		50	13	28	8	11		2	*	*	2	*	
11	144	53	79	13	61	18	4	12	2	9		21	11	8	2	10		45	10	31	4	13		2	*	*	2	*	
	139	51	78	10	60	16	4	10	2	7		33	16	14	2	16		38	8	28	2	11		2	*	*	2	*	
	100	37	59	4	50	12	2	7	2	4		21	11	10	*	14		27	8	18	2	8		*	*	*	*	*	
	102	39	59	4	51	14	2	9	2	6		21	11	10	*	14		27	8	18	2	8		*	*	*	*	*	

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World Radio History

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SUNDAY NIGHT)

Survey #1 – 1991

	3SR						3UZ						SUNFM						3LO						3RN					
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	4	2	*	2	*		27	15	12	*	14		*	*	*	*	*		20	14	6	*	10		*	*	*	*	*	
	6	4	*	2	*		24	15	10	*	12		*	*	*	*	*		25	16	9	*	12		*	*	*	*	*	
	6	4	*	2	*		24	15	10	*	12		*	*	*	*	*		28	19	9	*	12		*	*	*	*	*	
	6	4	*	2	*		27	15	12	*	14		*	*	*	*	*		24	17	6	*	8		*	*	*	*	*	
4	7	5	*	2	*		23	13	10	*	10		2	2	*	*	*		27	12	13	2	14		*	*	*	*	*	
	4	2	*	2	*		23	13	10	*	10		2	2	*	*	*		25	16	7	2	8		*	*	*	*	*	
	4	2	*	2	*		25	13	11	*	12		2	2	*	*	*		26	17	7	2	8		*	*	*	*	*	
	4	2	*	2	*		25	13	11	*	12		2	2	*	*	*		33	20	11	2	12		*	*	*	*	*	
5	*	*	*	*	*		20	11	10	*	10		2	2	*	*	*		43	21	18	4	19		5	2	2	*	2	
	*	*	*	*	*		16	11	5	*	6		2	2	*	*	*		41	16	18	6	19		5	2	2	*	2	
	2	2	*	*	*		16	11	5	*	6		2	2	*	*	*		45	16	23	6	23		5	2	2	*	2	
	2	2	*	*	*		16	11	5	*	6		2	2	*	*	*		38	18	17	4	18		5	2	2	*	2	
6	2	2	*	*	*		9	4	5	*	4		*	*	*	*	*		24	10	12	2	13		5	2	2	*	2	
	2	2	*	*	*		9	4	5	*	4		*	*	*	*	*		15	5	10	*	9		5	2	2	*	2	
	2	2	*	*	*		9	4	5	*	4		*	*	*	*	*		12	5	7	*	7		*	*	*	*	*	
	2	2	*	*	*		9	4	5	*	4		*	*	*	*	*		17	7	10	*	9		*	*	*	*	*	
7	2	2	*	*	*		11	6	5	*	4		*	*	*	*	*		28	14	14	*	13		*	*	*	*	*	
	2	2	*	*	*		9	4	5	*	4		*	*	*	*	*		25	10	15	*	11		*	*	*	*	*	
	2	2	*	*	*		9	4	5	*	4		*	*	*	*	*		32	13	19	*	15		*	*	*	*	*	
	2	2	*	*	*		9	4	5	*	4		*	*	*	*	*		36	15	21	*	17		*	*	*	*	*	
8	2	2	*	*	*		2	2	*	*	*		*	*	*	*	*		36	17	19	*	17		*	*	*	*	*	
	2	2	*	*	*		2	2	*	*	*		*	*	*	*	*		38	19	19	*	17		*	*	*	*	*	
	4	2	2	*	2		2	2	*	*	*		*	*	*	*	*		38	19	19	*	17		*	*	*	*	*	
	4	2	2	*	2		2	2	*	*	*		*	*	*	*	*		33	14	19	*	17		*	*	*	*	*	
9	7	2	2	2	2		4	2	2	*	4		*	*	*	*	*		19	7	12	*	11		*	*	*	*	*	
	7	2	2	2	2		4	2	2	*	4		*	*	*	*	*		19	7	12	*	11		*	*	*	*	*	
	5	2	2	*	2		4	2	2	*	4		*	*	*	*	*		22	7	15	*	11		*	*	*	*	*	
	5	2	2	*	2		6	2	4	*	6		*	*	*	*	*		27	7	19	*	16		*	*	*	*	*	
10	5	2	2	*	2		6	2	4	*	6		*	*	*	*	*		34	15	19	*	16		*	*	*	*	*	
	5	2	2	*	2		6	2	4	*	6		*	*	*	*	*		23	12	11	*	11		*	*	*	*	*	
	5	2	2	*	2		6	2	4	*	6		*	*	*	*	*		29	14	15	*	15		*	*	*	*	*	
	7	5	2	*	2		6	2	4	*	6		*	*	*	*	*		27	12	15	*	15		*	*	*	*	*	
11	7	5	2	*	2		9	2	7	*	9		*	*	*	*	*		18	10	9	*	9		*	*	*	*	*	
	9	5	4	*	4		9	2	7	*	9		*	*	*	*	*		16	8	9	*	9		*	*	*	*	*	
	9	5	4	*	4		9	2	7	*	9		*	*	*	*	*		12	5	6	*	6		*	*	*	*	*	
	7	5	2	*	2		9	2	7	*	9		*	*	*	*	*		13	7	6	*	8		*	*	*	*	*	

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA – RADIO AUDIENCES BY QUARTER HOURS (SUNDAY NIGHT)

Survey #1 – 1991

	3WV						ABCFM																	
	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME	T	M	W	CT	HS	PROGRAMME
3pm	5	5	*	*	*		9	4	5	*	4																			
	5	5	*	*	*		9	4	5	*	4																			
	5	5	*	*	*		9	4	5	*	4																			
	5	5	*	*	*		9	4	5	*	4																			
4	5	5	*	*	*		7	7	*	*	2																			
	3	3	*	*	*		7	7	*	*	2																			
	*	*	*	*	*		7	7	*	*	2																			
	*	*	*	*	*		7	7	*	*	2																			
5	4	2	*	2	*		11	9	2	*	4																			
	4	2	*	2	*		9	7	2	*	4																			
	4	2	*	2	*		9	7	2	*	4																			
	4	2	*	2	*		14	9	4	*	6																			
6	6	4	*	2	*		14	9	4	*	6																			
	4	2	*	2	*		5	5	*	*	2																			
	2	2	*	*	*		7	5	2	*	4																			
	2	2	*	*	*		4	2	2	*	4																			
7	2	*	2	*	2		2	*	2	*	2																			
	2	*	2	*	2		5	2	3	*	*																			
	2	*	2	*	2		2	2	*	*	*																			
	2	*	2	*	2		2	2	*	*	*																			
8	2	*	2	*	2		9	4	5	*	2																			
	2	*	2	*	2		4	2	2	*	2																			
	2	*	2	*	2		6	4	2	*	2																			
	6	2	2	2	2		4	4	*	*	*																			
9	9	4	2	2	2		4	4	*	*	2																			
	9	5	2	2	2		4	4	*	*	2																			
	6	2	2	2	2		4	2	2	*	4																			
	4	2	2	*	2		4	2	2	*	4																			
10	7	2	4	*	4		6	2	4	*	6																			
	7	2	4	*	4		6	2	4	*	6																			
	8	2	4	2	4		6	2	4	*	6																			
	6	2	4	*	4		8	4	4	*	6																			
11	6	4	2	*	2		2	*	2	*	2																			
	6	4	2	*	2		*	*	*	*	*																			
	4	2	2	*	2		*	*	*	*	*																			
	4	2	2	*	2		*	*	*	*	*																			

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STATION SHARES

BY DAY PART AND DEMOGRAPHICS

NOTE: * = less than 0.1%

World Radio History

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AGB:McNair Anderson

CENTRAL VICTORIA - STATION SHARES BY DEMOGRAPHICS - ALL LISTENING (MON-SUN)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10+					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	ALL W/CHLD
3BA	14.7	14.6	16.2	15.5	7.5	15.7	15.0	15.3	18.5	11.1	13.4	13.3	13.4	16.0	17.5	14.7	13.0	13.8
3BO	27.6	27.1	19.9	34.6	27.3	28.9	29.1	35.1	23.4	22.2	27.1	35.4	19.1	27.9	30.2	26.1	29.6	35.0
3CV	23.7	17.6	31.1	38.1	20.0	42.2	48.7	28.5	18.7	4.0	23.4	33.8	13.1	20.3	37.4	6.9	15.6	26.4
3SH	1.6	1.4	1.8	1.0	6.6	2.0	*	0.5	3.3	2.1	1.7	0.4	2.9	1.4	0.3	2.2	2.1	2.8
3SR	0.3	0.2	0.5	0.1	1.8	0.4	0.1	0.2	0.3	0.4	0.4	0.2	0.5	0.1	0.1	0.2	0.2	0.1
3UZ	6.1	8.1	4.2	0.9	8.6	0.2	0.7	4.4	3.2	14.3	8.4	3.8	13.0	4.9	2.3	6.9	6.8	3.2
SUNFM	0.4	0.2	0.3	1.1	0.1	*	1.2	*	1.1	0.1	0.9	0.8	1.0	*	*	0.1	*	*
3LO	14.2	18.1	13.1	4.0	7.9	2.0	0.8	7.8	19.2	27.5	13.6	6.5	20.7	17.1	4.1	27.4	18.6	8.2
3RN	0.4	0.4	0.3	0.2	1.1	*	*	0.1	0.5	0.8	0.3	*	0.7	0.5	0.1	0.8	0.5	0.2
3WV	3.0	3.9	2.3	0.7	3.6	1.0	*	2.1	4.3	5.3	3.1	1.0	5.3	3.3	1.8	4.5	3.7	3.3
ABCFM	2.7	3.1	2.8	1.4	3.5	0.9	0.2	2.2	3.2	4.8	2.5	0.9	4.2	3.3	2.2	4.2	4.1	2.3
OTH-AM	3.3	3.4	3.5	1.5	11.2	3.3	1.4	1.2	2.2	7.0	3.3	1.7	4.9	3.3	0.8	5.2	3.6	1.3
OTH-FM	2.0	2.0	4.0	1.0	0.7	3.6	3.0	2.6	2.0	0.4	1.8	2.3	1.3	1.9	3.3	0.8	2.1	3.2

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World Radio History

CENTRAL VICTORIA - STATION SHARE - BY DAYPART (MON-FRI)

ALL PEOPLE 10+

Survey #1 - 1991

Station	5.30am 9.00am	9.00am 12noon	12noon 4.00pm	4.00pm 7.00pm	7.00pm 12mn
3BA	17.3	15.7	13.5	13.9	12.9
3BO	31.8	29.9	29.2	25.9	24.0
3CV	19.4	25.5	28.0	25.8	29.8
3SH	2.2	1.2	1.0	1.3	0.8
3SR	0.1	0.1	0.1	0.3	0.2
3UZ	2.8	4.4	7.5	5.5	4.7
SUNFM	0.1	0.3	0.4	0.4	1.8
3LO	16.7	11.9	10.5	15.1	11.5
3RN	0.4	0.1	0.5	0.5	0.5
3WV	4.4	2.3	1.6	2.1	3.6
ABCFM	2.2	2.0	2.3	3.3	3.3
OTH-AM	1.6	4.7	3.5	3.1	3.9
OTH-FM	1.1	1.8	2.0	2.7	3.0

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World Radio History

AGB:McNair Anderson

CENTRAL VICTORIA - STATION SHARES BY DEMOGRAPHICS - ALL LISTENING (MON-FRI)

5.30am-12midnight

Survey #1 - 1991

Station	PEOPLE 10+					PEOPLE					MEN			WOMEN			HHOLD SHOPPER	
	ALL	AT HOME	IN CAR	AT WORK	ELSE-WHERE	10-17	18-24	25-39	40-54	55+	18+	18-39	40+	18+	18-39	40+	ALL	ALL W/CHLD
3BA	15.1	15.0	16.7	15.3	7.7	14.8	14.9	16.2	18.4	11.8	13.9	14.1	13.7	16.5	17.8	15.4	13.4	13.5
3BO	29.1	28.8	20.9	34.5	29.5	29.9	30.4	36.9	23.2	24.1	29.0	37.7	19.6	29.1	30.9	27.7	31.3	36.9
3CV	24.8	17.7	30.1	39.1	22.5	43.8	47.6	29.4	19.6	4.3	24.7	34.0	14.7	21.2	38.0	6.8	15.9	26.3
3SH	1.4	1.6	1.8	0.5	4.7	2.0	*	0.3	3.2	2.0	1.5	0.2	3.0	1.2	0.3	2.0	1.8	2.7
3SR	0.1	0.1	0.2	0.1	1.4	0.2	*	0.1	0.1	0.2	0.2	0.1	0.3	0.1	*	0.1	0.1	0.1
3UZ	4.8	6.5	4.4	1.0	5.4	*	0.3	3.9	2.0	12.0	6.8	3.0	10.9	3.6	2.2	4.9	5.4	3.1
SUNFM	0.4	0.3	0.4	0.9	*	*	1.0	*	1.4	*	0.9	0.6	1.2	*	*	*	*	*
3LO	13.4	17.5	13.3	3.9	8.2	1.2	0.9	6.4	19.7	27.4	12.7	4.9	21.1	16.4	3.9	27.1	18.1	7.9
3RN	0.4	0.4	0.3	0.2	1.9	*	*	*	0.6	0.9	0.3	*	0.7	0.5	*	0.9	0.5	0.2
3WV	2.9	3.8	2.7	0.6	5.0	0.8	*	1.7	4.4	5.4	3.0	0.7	5.5	3.2	1.6	4.5	3.5	3.0
ABCFM	2.4	2.6	3.2	1.5	3.5	0.1	*	1.6	3.2	4.9	2.2	0.4	4.1	3.1	1.8	4.3	3.9	2.0
OTH-AM	3.2	3.6	3.2	1.6	9.2	3.8	1.6	1.3	2.2	6.8	2.9	1.9	4.0	3.5	0.9	5.7	4.0	1.6
OTH-FM	1.9	2.1	2.8	1.1	1.1	3.3	3.3	2.1	2.1	0.3	1.9	2.4	1.3	1.6	2.7	0.7	2.0	2.9

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World Radio History