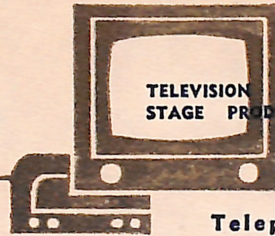


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ENTERTAINMENT FOR THE PEOPLE
475 COLLINS STREET, MELBOURNE, AUSTRALIA
HC:PL

Telephone: 62 3851

13th August, 1963.

Mr. Robin Boyd,
290 Walsh Street,
SOUTH YARRA.

Dear Robin,

Sorry for the delay in giving you the information regarding radio survey figures. We no longer subscribe to Radio Survey, and a certain amount of skull-duggery was necessary to get hold of the information required.

I am not quite sure how you want to use it, so I thought I would supply you with the total picture. As you can see, there is little change in relative popularity in Melbourne, except to say that the A.B.C. is obviously losing ground.

In Brisbane, the National station is second top - in Sydney, their relative position is much more favourable than Melbourne - they rate well in Perth, and reasonably well in Adelaide.

The interesting point is, of course, - Why is it their relative position in Melbourne is so bad?

Kind regards,

Yours sincerely,


HECTOR CRAWFORD

H 1963

OVERALL RELATIVE POPULARITY OF STATIONS

Radio - No. 1. of 1963 - MELBOURNE

OVERALL RELATIVE POPULARITY OF STATIONS 5.30AM - 11.00PM

The following Table shows each Station's Share of the Sets-In-Use in this Report and the relevant figures in previous Reports.

DAILY AVERAGES OF	SIU	3AK	3AW	3DB	3KZ	3UZ	3XY	3AR	3LO	OS
Monday	100%	5.6	16.1	23.0	11.9	27.7	5.1	7.2	3.1	0.3
Tuesday	100%	4.8	15.8	22.0	14.7	27.3	5.4	6.7	2.8	0.5
Wednesday	100%	5.0	17.3	23.0	13.0	26.4	5.9	6.7	2.0	0.7
Thursday	100%	5.0	16.1	23.7	13.8	25.8	5.5	6.9	2.6	0.6
Friday	100%	5.4	17.2	24.1	11.4	25.7	6.2	7.1	2.3	0.6
Saturday	100%	6.3	13.2	23.9	12.4	30.0	5.8	4.7	2.3	1.4
Sunday	100%	4.0	14.9	17.3	9.7	35.2	7.8	5.9	3.1	2.1
WEIGHTED AVERAGES		= 5	3	2	4	1	7	5	8	
1963, March	100%	6.3	15.6	22.2	12.3	28.1	5.8	6.3	2.6	0.8
1962, Sept - Oct	100%	5.8	16.1	21.0	12.1	27.4	5.5	8.3	3.4	0.4
1962, July	100%	4.2	19.1	20.1	12.0	27.7	8.0	10.1	4.1	0.7
1962, March-April	100%	* 11.2	15.4	21.1	11.0	21.1	7.1	9.8	2.7	0.6
1961, April	100%	8.6	14.4	21.4	13.7	19.2	4.3	11.8	5.8	0.8
1960, March-April	100%	2.2	21.9	25.2	13.7	20.7	5.4	8.1	2.6	0.2

NOTE:

- * 3AK Broadcast Hours 6.00AM - 6.00PM Daily
 July 1962 Survey 7.00AM - 5.00PM Daily
 September-October 1962 Survey 7.00AM - 6.00PM Daily.

21.2

3.5

OVERALL RELATIVE POPULARITY OF STATIONS

JUL 1963

Radio - No. 1 of 1963 - BRISBANE

OVERALL RELATIVE POPULARITY OF STATIONS 5.30AM - 11.00PM

The following Table shows each Station's Share of the Sets-In-Use in this Report and the relevant figures in previous Reports.

DAILY AVERAGE OF	SIU	4BC	4BH	4BK	4KQ	4QG	4QR	OS
Monday	100%	24.5	18.5	23.1	3.4	26.9	3.0	0.6
Tuesday	100%	24.7	19.1	22.9	3.5	25.4	3.1	1.3
Wednesday	100%	24.7	18.1	23.3	4.4	24.6	3.6	1.3
Thursday	100%	26.3	17.0	23.7	3.3	24.4	3.6	1.7
Friday	100%	28.8	18.4	16.7	4.1	26.2	2.4	1.4
Saturday	100%	32.6	26.9	15.6	3.4	16.8	4.1	6.6
Sunday	100%	25.5	24.7	22.0	4.1	19.2	3.1	1.4
<u>WEIGHTED AVERAGES</u>								
1963 March-April	100%	26.8	20.4	21.3	3.7	23.3	3.3	1.2
1962 September	100%	21.0	24.7	20.4	4.8	24.9	2.9	1.3
1962 June	100%	18.4	29.5	18.1	4.5	25.5	3.0	1.0
1962 April	100%	22.7	28.4	20.3	2.6	22.0	2.0	2.0
1961 February-March	100%	18.1	24.6	23.4	3.3	25.8	1.9	2.9
1960 March-April	100%	15.1	24.4	20.4	5.1	20.7	3.6	2.7

16.7

2.8

ME - JULY 1963

OVERALL RELATIVE POPULARITY OF STATIONS

Radio - No. 2 of 1963 - SYDNEY

OVERALL RELATIVE POPULARITY OF STATIONS 5.30AM - 11.00PM

The following Table shows each Station's Share of the Sets-In-Use in this Report and the relevant figures in previous Reports.

DAILY AVERAGES OF	SIU	2CH	2GB	2KY	2SM	2UE	2UW	2BL	2FC	OS
Monday	100%	1.5	18.1	4.9	7.5	38.2	15.4	3.5	10.9	*
Tuesday	100%	0.9	19.7	3.6	7.2	38.7	14.1	4.0	12.7	0.1
Wednesday	100%	0.9	20.0	3.4	7.9	39.7	14.5	3.3	10.3	*
Thursday	100%	1.1	19.8	2.7	6.4	40.0	16.3	3.3	10.4	*
Friday	100%	1.5	20.2	4.5	7.2	38.7	13.9	3.3	10.5	0.2
Saturday	100%	2.4	23.4	4.3	7.5	40.2	8.9	5.5	7.8	*
Sunday	100%	3.7	16.7	4.8	4.2	38.5	17.6	4.1	10.1	*
WEIGHTED AVERAGES		8	2	6	5	1	3	7	4	
1963, June - July	100%	1.8	19.5	4.0	6.9	39.2	14.4	3.8	10.4	*
1963, March - April	100%	1.0	20.3	4.0	5.7	34.2	12.4	5.0	16.5	0.3
1962, September	100%	3.5	19.6	3.8	4.0	38.2	10.4	6.4	13.3	*
1962, July	100%	2.9	18.8	3.9	7.1	38.6	11.5	5.6	11.8	*
1961, July	100%	3.1	19.8	3.7	5.3	36.8	14.4	4.8	12.0	0.1
1960, July	100%	2.1	24.3	3.9	5.2	32.7	13.6	5.2	12.5	*

30.0

5

L - MAY 1963

OVERALL RELATIVE POPULARITY OF STATIONS

Radio - No. 1 of 1963 - PERTH

OVERALL RELATIVE POPULARITY OF STATIONS 5.30AM - 11.00PM

The following Table shows each Station's Share of the Sets-In-Use in this Report and the relevant figures in previous Reports.

DAILY AVERAGES OF	SIU	6IX	6KY	6PM	6PR	6WF	6WN	OS
Monday	100%	22.1	25.0	16.7	14.6	4.9	16.5	0.2
Tuesday	100%	22.7	26.2	15.9	14.2	3.9	16.9	0.2
Wednesday	100%	24.6	23.1	17.8	13.4	4.0	16.9	0.2
Thursday	100%	21.6	24.5	16.9	15.0	3.1	18.6	0.3
Friday	100%	23.1	21.3	19.1	13.7	4.6	18.2	*
Saturday	100%	25.1	21.5	11.9	18.4	5.6	17.3	0.2
Sunday	100%	25.5	21.9	12.5	18.6	4.3	17.2	*
WEIGHTED AVERAGES		1	2	4	5	6	3	
1963 April-May	100%	23.6	23.4	15.8	15.4	4.4	17.3	0.1
1962 October	100%	18.3	29.0	16.2	16.7	4.5	15.0	0.3
1962 April-May	100%	22.3	26.3	14.7	16.3	4.4	16.0	
1961 October	100%	24.9	18.6	14.2	17.7	7.0	16.9	0.7
1961 March	100%	20.8	21.7	17.9	17.3	5.7	16.5	0.1
1960 March-April	100%	27.2	22.1	18.5	10.3	6.1	15.8	*

32.1

5.3

12 - APRIL 1963

OVERALL RELATIVE POPULARITY OF STATIONS

Radio - No. 1 of 1963 - NEWCASTLE

OVER-ALL RELATIVE POPULARITY OF STATIONS 5.30AM - 11.00PM

The following Table shows each Station's Share of the Sets-In-Use in this Report and the relevant figures in previous Reports.

DAILY AVERAGES OF	SIU	2HD	2KO	2NX	2NA	2NC	OS
Monday	100%	7.0	54.8	18.8	9.4	1.6	8.4
Tuesday	100%	7.1	54.5	17.8	10.5	1.8	8.3
Wednesday	100%	7.0	53.9	18.6	11.0	1.8	7.7
Thursday	100%	8.0	51.5	19.1	11.3	2.0	8.1
Friday	100%	9.6	49.2	20.7	8.7	2.8	9.0
Saturday	100%	8.3	47.1	25.7	7.7	2.8	8.4
Sunday	100%	5.7	60.8	14.4	6.6	2.7	9.8
WEIGHTED AVERAGES							
1963, March-April	100%	7.5	53.1	19.3	9.4	2.2	8.5
1962, September	100%	6.1	55.7	21.3	9.0	1.7	6.2
1962, May	100%	8.8	52.0	22.3	8.9	2.3	5.7
1961, September-October	100%	11.1	57.1	20.9	8.0	1.7	1.2
1960, March-April	100%	9.0	59.5	14.7	10.6	3.4	2.8
1959, March	100%	13.2	49.1	21.2	10.2	3.2	3.1

NOTE: Owing to an extension of the Survey Area, listening to "other Stations" is somewhat higher than in the September 1962 Report. This has effected some reduction in the overall share percentage obtained by Newcastle Stations.

1963

OVERALL RELATIVE POPULARITY OF STATIONS

Radio - No. 2 of 1963 - ADELAIDE

OVERALL RELATIVE POPULARITY OF STATIONS 5.30AM - 11.00PM

The following Table shows each Station's Share of the Sets-In-Use in this Report and the relevant figures in previous Reports.

DAILY AVERAGE OF	SIU	5AD	5DN	5KA	5AN	5CL	OS
Monday	100%	30.5	25.5	26.7	3.4	13.6	0.3
Tuesday	100%	29.3	27.3	26.8	3.2	13.2	0.2
Wednesday	100%	31.8	25.8	24.7	3.0	14.2	0.5
Thursday	100%	28.9	25.4	27.9	2.9	14.6	0.3
Friday	100%	27.8	27.8	27.6	3.2	13.6	*
Saturday	100%	32.1	21.9	29.2	4.2	12.4	0.2
Sunday	100%	40.5	22.0	24.6	3.4	9.4	0.1
<u>WEIGHTED AVERAGES</u>		/	3	2	5	4	
1963, July	100%	31.6	25.0	26.8	3.4	13.0	0.2
1963, March	100%	34.9	24.4	25.1	4.4	10.9	0.3
1962, September	100%	31.9	23.6	25.3	5.8	13.1	0.3
1962, June	100%	32.8	28.4	23.2	4.4	11.1	0.1
1961, June-July	100%	29.1	26.8	24.2	4.9	14.8	0.2
1960, July	100%	34.0	28.8	20.5	5.0	11.6	0.1

27.9

4.6