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SAN JUAN, PUERTO RICO  
METROPOLITAN AREA

FALL 1976

(INCLUDES INCOME QUESTION)

# THE PULSE METHOD

## The Personal Interview

The audience estimates published in Radio Pulse reports are derived from survey data designed and executed by The Pulse, Inc. Measurements can be published only in quantitative terms. The use of such mathematical terms does not imply that these estimates are precise. This survey employs the personal house-to-house interview. Interviewers are sent to pre-selected areas with instructions to interview respondents in their homes. Depending upon specific circumstances attending each interview, such as time of year, later daylight hours, activities in the household, interviews may occur within the household, on the front (back) lawns, on the porch or patio, etc. The emphasis in this survey is that the interview is made at a home. An address is available and thus verification is possible. Any exception to this in-home interview is noted in the Section—"Data Pertinent to the Study."

## The Roster

The roster as used in Pulse surveys includes a listing of the radio stations. This listing reports the call letters of the station, AM or FM, and the dial position. Also, identifying themes describe the station. Up to four identifying themes are permissible. The stations are presented in a random order. Stations which do not comply (in time) with the request for advance program schedules and theme identifications are shown on the roster with call letters and dial positions but without identifying themes.

It is not always possible to list all stations on the roster. Fringe stations, outlying stations, non-commercial stations and share-time stations broadcasting relatively few hours may not be shown on the roster when to do so expands the size of the roster beyond a manageable length. In general, the roster will list all stations serving the principal central cities in the area surveyed as shown in Standard Rate and Data Service.

Efforts are made to have latest identifying themes listed. Errors may nevertheless occur in listings. These may be caused by complexity and difficulty in reading the submitted listings, by typographical errors, and/or by incorrect listings submitted by the station.

The purpose in Radio Station Area studies is to estimate and report the audiences to central zone stations. The central zone is generally the metropolitan area from which the large area emanates.

## The Interview and Use of the Roster

After the introduction the interviewer is instructed to elicit from the respondents an estimate of when they listened to the radio as the first step. To obtain this information, the interviewer tries to proceed hour by hour through the day, beginning with the time the respondent gets up. Then, the respondents are invited to look at the roster and report their listening. This is the planned procedure and can be executed only if feasible. The interviewer employs discretion in the attempt to proceed in such an orderly fashion. In actual practice in the interview, the respondents influence the procedures. The respondents may proceed immediately to report stations listened to without regard to chronological order through the day. The sequence in the reporting may not be the sequence of the actual listening. They may report stations and programs listened to and then try to relate the time to this listening. The prime objective is to achieve cooperation and understanding so as to obtain the reporting of listening through the day as best as possible. The interviewer is instructed to begin interviewing after 5 PM on midweek days, Monday to Friday and after 10 AM on Saturdays and after 12 noon on Sundays. The listening data collected in the interviews refer to all day yesterday. In some instances, the interviews made on Monday collect the listening reported for Sunday (yesterday) and also for Saturday (day before yesterday). Where this method is utilized for collecting Saturday listening data, mention of it will be made in the Section—"Data Pertinent to the Study."

The roster showing station call letters, dial positions and station themes may help the listener recognize and identify the stations listened to during the time of radio listening. Respondents may not choose to look at the roster and the interview situation can make the showing of the roster awkward or difficult. The interviewer may conclude that the attempt to show the roster and to force the respondent to look at the roster may jeopardize cooperation and the completion of the interview. Thus, there

may be interview situations where the respondents did not look at the roster. In the verification process, efforts are made to determine if the respondents were invited to look at the roster.

## In-Home and Out-of-Home Listening

The plan of the interview is to direct the respondent's reporting to radio listening done in the home (at home) first. When this listening has been reported, the interviewer is instructed to obtain the report of out-of-home listening (away-from-home). While this is the general plan, the interview procedure may not necessarily go this way. Listeners may report out of home listening first and may shift the point of reference back and forth from in-home listening to out-of-home listening.

## Listenership Data Collected

Interviewers are instructed to obtain from the respondents their actual listening and not general listening preferences. It sometimes happens that general listening preferences are reported. This may go undetected and therefore be recorded by the interviewers. It is also possible that some data may be based on hearsay, guesses or estimates.

The listening activities, which are collected in the interview, refer to the previous day (yesterday). The listening activities collected for weekly "cume" estimates refer approximately to the past week since last, (the same day of the week on which the interview is being made). Listening is a subjective matter which at times may include tuning as distinguished from actual listening.

## Selection of the Sample

In metro areas covering more than one county the counties are the organizational unit of the sampling procedures. The estimate of population for each county is taken from SRDS. The total number of sampling points decided upon for the survey is distributed among the counties in proportion to their population distribution. A sampling point consisting of one day's interviewing yields approximately 15 interviews. In selected major markets, the target number of interviews per sampling point is only 12. The source of person estimates is SRDS and this estimate is for total persons.

## Sampling Frame I

The sampling frame for selection of the sampling points uses the latest telephone directories available. The selection of the starting address for determining the sampling point is made for Pulse by Metromail. The sample design is a random probability sample of listed telephone homes. However, this survey is not to be construed as being a telephone survey based on telephone homes. The telephone design is based on telephone starts. Phone and non-phone households are included in the sample. The procedure for weighting of the sample for phone and non-phone is described in the Journal of Advertising Research in a report by the statistician J. Stevens Stock who developed this method of sample design. Journal of Advertising Research, Vol. 2, #3 September 1962, "How to Improve Samples Based on Telephone Listings," published by the Advertising Research Foundation. In brief the weighting for this factor is based on the probability of phone-non-phone households found in each sampling point. Depending on the phone penetration percentage in the sampling point, the data for the sampling point are weighted 1.0, 2.0 or 3.0. The phone penetration is based on the respondent's report of having a listed or unlisted phone or no phone.

The interviewer is instructed to proceed in a given direction from the starting address and to complete the assigned number of target households interviewed. He continues until he has successfully interviewed one or more eligible respondents in this assigned target (12-15) or until he has reached the 24th household unit. Upon completion of the assigned target or upon reaching the 24th household unit, the interviewer goes back to the starting point. His procedure now is to complete the assigned target and to revisit interviewed households in the attempt to add additional respondents who were not present at the original visit.

The sampling points are stratified in the counties proportionate to total population. If for some reason, Sampling Frame I known as the "telephone starts" sampling design is not employed, this is noted in the section—"Data Pertinent to the Study." In order to augment the ethnic sample

(Continued on last page)



Total Audience Estimates  
In-Home and Out-of-Home

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SAN JUAN, PUERTO RICO  
 METROPOLITAN AREA  
 TOTAL AUDIENCE ESTIMATES  
 IN-HOME & OUT-OF-HOME  
 OCTOBER-NOVEMBER, 1976

AUDIENCE ESTIMATES

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Survey Conducted During: October 4 - November 5, 1976

If necessary interviewing may have been extended beyond the last date shown above to complete the sample.

REPORT ISSUED: January 26, 1977

# SAN JUAN, PUERTO RICO METROPOLITAN AREA



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## SELECTION OF THE SAMPLE

This study covers the San Juan, Puerto Rico Metropolitan Area. Interviewing was distributed to approximate the population 12 Years Of Age & Over in the following municipalities:

	Population* 12+	Respondents 12+
Bayamon	117,300	339
Carolina	80,400	203
Catano	18,800	39
Guaynabo	49,800	180
San Juan	371,700	773
Trujillo Alto	22,600	59
<b>Total</b>	<b>660,600</b>	<b>1,593</b>

\*The estimated population is based upon 1970 U.S. Census of Population, increased by five percent.

**SAN JUAN METROPOLITAN AREA**

**DATA PERTINENT TO THIS STUDY**

**HOUSEHOLD SAMPLE**

Number of households interviewed:	1,084
No. used in survey:	1,084
No. unusables:	-
Not-At-Home Contacts:	387
Refusals:	72

**PERSONS SAMPLE**

Men	(18 & Over)	475
Women	(18 & Over)	857
Teens	(12 - 17)	261
Total		1,593

**BASE FOR RATINGS**

The base for computing persons ratings are applicable to the day parts and the estimated population for projection of these ratings are shown below.

<u>AGE</u>	<u>ESTIMATED POPULATION</u>		<u>MONDAY-SUNDAY BASE</u>	
	<u>MEN</u> (00)	<u>WOMEN</u> (00)	<u>MEN</u>	<u>WOMEN</u>
18 - 24	531	620	69	147
25 - 34	587	669	68	148
35 - 49	693	753	144	289
50 - 64	514	545	131	198
65 & Over	240	309	63	75
<b>TOTAL</b>	2565	2896	475	857
Teens (12 - 17)	1145		261	

**SAMPLE**

The basic sample for this study was obtained by employing Sampling Frame 1.

Sampling Points Completed	72
Sampling Points Substituted	-
Sampling Points Partially Completed	-
Sampling Points Not Covered	-
<b>Total Sampling Points Assigned</b>	<b>72</b>

**ETHNIC WEIGHTING**

For this survey ethnic weighting was not applied.

**RESPONDENTS & ABSENTEES**

At the time the interview was conducted the following members of the household were:

		<u>PRESENT</u>	<u>ABSENT</u>
Men	(18 & Over)	475	835
Women	(18 & Over)	857	739
Teens	(12 - 17)	261	435

**SPECIAL DATES & CIRCUMSTANCES**

The following stations achieved the cut off level for reporting:

<u>AM</u>	<u>FM</u>
WAPA	WEYA
WBMJ	WIAC
WHOA	WKAQ
WIAC	WOLA
WKAQ	WORO
WKVM	WQBS
WLUZ	WSRA
WQBS	
WQII	
WRAI	
WRSJ	
WUNO	
WVOZ	

## SPECIAL DATES & CIRCUMSTANCES (Continued)

### CUT OFF LEVELS AND STATIONS LISTED

In each market an objective share of audience cut off level is utilized in determining which stations are reported and which are included in the miscellaneous. Any station achieving an average Monday-Friday quarter hour total persons rating in at least one day-part (6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-12 Midnight) equivalent to the required share of audience will be published in the report. Unless stated otherwise, the cut off level is 1.0%.

The audience share level for including stations in the report must be achieved for two (2) consecutive studies within a 12 month period. Exceptions warranting special consideration included new stations since last study, call letter change, program format change. Foreign stations that achieve the cut off level are included in the report only if they are listed in S R D S. All other stations will be included in the miscellaneous category.

The objective cut off level is applied to AM only and FM only stations, individually. For AM-FM combination stations the following criteria are employed.

1. AM-FM affiliates which simulcast for less than 20% of the total number of quarter hours when both stations are on the air simultaneously (Monday-Friday, 6 AM-Midnight) are considered separately programmed stations and are treated as AM-only or FM only stations.
2. AM-FM affiliates which are simulcast for 20% or more of the total number of quarter hours when both stations are on the air (Monday-Friday, 6AM-Midnight) are considered to be simulcast stations. Provided that one of the two stations meets the objective cut off level the second station will be listed, if it has reportable audience.

### AM - FM TOTALS

When AM-FM affiliates are simulcast one hour or more Monday-Friday 6AM-12 Midnight a total line will appear for the simulcast periods. A total line will appear for Saturday-Sunday Cumulative audience estimates when AM-FM affiliates simulcast for 50% of the time or more when both stations are on the air (Saturday and Sunday 6AM - Midnight).

For day-part combination (6AM-10AM & 3PM-7PM etc.) a Total will be shown only if a Total line has been shown in each individual day - part.

In one hour time periods, a Total line will be shown only when the stations are entirely simulcast during the time both are on the air and a Total line is being shown in the given day - part.

## SPECIAL DATES & CIRCUMSTANCES (Continued)

### HOME AND OUTSIDE STATIONS

Any station licensed to cities located within the Metro Survey Area of this market is a "home" station. Canadian and Mexican stations are considered as "home" stations as listed in S R D S. All other stations are considered "outside" stations. The objective cut off level is the same for both "home" and "outside" stations.

### THE ROSTER

In every Pulse survey the Roster includes call-letter identification as well as station dial position, and this is used by all interviewers. In many markets the roster also includes station slogans as outlined under the section "The Roster" in the inside front cover.

### EXPLANATION OF SPECIAL NOTATIONS

- X - Does not broadcast for this time segment.
- @ - Does not broadcast for complete period due to limited broadcast hours, estimates are not adjusted.
- - Indicates less than 1/2 of one percent.
- () - Parenthesis indicates unadjusted shares or estimates.
- + - Stations adjusted for actual broadcast hours.

### HOURLY RATINGS

Hourly rating estimates, 5AM - 6AM and 12 Midnight to 1AM, are not adjusted.

### DAY - PART COMBINATION ADJUSTMENTS

The Buyers Guide section of this report will not have symbol notations. However, inspection of individual day-part symbols in the Programmers Guide will give the user the proper identification for day - part combinations (6AM - 10AM / 3PM - 7PM, etc.).

- A) All pluses (+) or plus (+) and no other symbol denotes day - part combination average quarter hour estimates have been adjusted.
- B) Plus (+) and any other symbol (@, X), denotes day-part combination average quarter hour estimates have not been adjusted.

# Buyer's Guide

## EXPLANATION

These figures are a combination of the individual age breaks reported in the Programmer's Guide Section of this report. If no Radio Station Area has been conducted in the Market, Central Zone figures-only are presented.

The age combinations are as follows:

MEN	PAGE	WOMEN	PAGE	TOTAL ADULTS	PAGE	PERSONS	PAGE
18+	1	18+	13	18+	25	12-24	37
18-34	3	18-34	15	18-34	27		
18-49	5	18-49	17	18-49	29		
25-49	7	25-49	19	25-49	31		
25-64	9	25-64	21	25-64	33	TEENS	
35-64	11	35-64	23	35-64	35	12-17	39

The Central Zone data are presented by Average ¼ Hour Estimates-Projections, Percent and Cume Projections. The Radio Station Area data are presented by Average ¼ Hour Estimates-Projections and Cume Projections.

Each pair of facing pages encompass one of the above age combinations. . . for the following time periods:

### MONDAY-FRIDAY

6AM-10AM  
 10AM-3PM  
 3PM-7PM  
 7PM-12MID  
 6AM-12MID  
 6AM-10AM/3PM-7PM  
 6AM-7PM  
 3PM-12MID

### SATURDAY

6AM-10AM  
 10AM-3PM  
 3PM-7PM  
 7PM-12MID

### SUNDAY

6AM-10AM  
 10AM-3PM  
 3PM-7PM  
 7PM-12MID



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			33	1.3	196			13	.5	49			14	.5	99
WBMJ			51	2.0	248			60	2.3	248			60	3.1	313
WHDG			15	.6	71			12	.5	36			12	.5	59
WTAC			29	1.1	114			21	.6	95			48	1.9	147
WTAC-FM			3	.1	11			1		10			8	.3	23
TOT			32	1.2	126										
WKAO			247	9.6	959			60	2.3	287			97	3.8	382
WKAO-FM			19	.7	91			9	.4	54			7	.3	83
TOT			266	10.4	933										
WKVM			84	3.3	284			38	1.5	111			44	1.7	91
WLUZ			45	1.6	181			21	.8	52			27	1.1	83
WOLA			17	.7	51			20	.8	65			15	.6	83
WDRO			3	.1	14			4	.2	16			10	.4	40
WOBS			53	2.1	205			43	1.7	115			30	1.2	104
WOBS-FM			5	.2	38			7	.3	20			6	.2	21
TOT			58	2.3	243										
WQII			32	1.2	125			43	1.7	147			38	1.5	145
WRAI			8	.3	50			9	.4	17			10	.4	46
WEYA			6	.2	13			10	.4	14			13	.5	20
TOT			14	.5	61			19	.7	31					
WRSJ			20	.8	76			12	.5	38			8	.3	24
WSRA			19	.7	87			31	1.2	99			38	1.5	131
WUNO			56	2.2	210			56	2.2	163			57	2.2	176
WVOZ			27	1.1	72			27	1.1	108			31	1.2	110
TOTAL			790	30.8	2139			529	20.6	1365			627	24.4	1726

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			16	.6	292			19	.7	275			24	.9	259
WBMJ			57	2.2	470			64	2.5	451			66	2.6	404
WHDG			11	.4	79			13	.5	79			14	.5	79
WTAC			26	1.0	297			33	1.3	232			38	1.5	220
WTAC-FM			3	.1	47			3	.1	41			5	.2	31
TOT															
WKAO			100	3.9	1026			128	5.0	1003			172	6.7	950
WKAO-FM			10	.4	151			12	.5	147			13	.5	137
TOT															
WKVM			43	1.7	330			54	2.1	319			64	2.5	304
WLUZ			23	.9	242			30	1.2	227			36	1.4	218
WOLA			15	.6	106			17	.7	92			16	.6	92
WDRO			5	.2	43			5	.2	43			6	.2	43
WOBS			32	1.2	252			42	1.6	252			41	1.6	230
WOBS-FM			6	.2	59			6	.2	49			7	.3	49
TOT															
WQII			34	1.3	241			37	1.4	235			35	1.4	185
WRAI			8	.3	57			9	.4	57			10	.4	53
WEYA			10	.4	26			10	.4	26			9	.4	26
TOT															
WRSJ			12	.5	119			12	.5	94			14	.5	79
WSRA			30	1.2	236			29	1.1	168			29	1.1	145
WUNO			46	1.8	290			57	2.2	285			56	2.2	257
WVOZ			24	.9	192			28	1.1	184			29	1.1	170
TOTAL			539	21.0	2542			640	25.0	2480			708	27.6	2424



STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.2	56
WBMJ			42	1.6	238
WDOA			5	.2	49
WJAC			11	.4	69
WJAC-FM TOT			3	.1	6
WKAQ			27	1.1	129
WKAQ-FM TOT			3	.1	27
WKVM			12	.5	50
WLUZ			8	.3	38
WOLA			11	.4	63
WORD			2	.1	7
WQBS			6	.2	31
WQBS-FM TOT			3	.1	26
WQ11			24	.9	78
WRAI			4	.2	10
WEYA TOT			10	.4	20
WRSJ			7	.3	48
WSRA			33	1.3	126
WUNO			19	.7	64
WVOZ			13	.5	36
TOTAL			277	10.8	1088

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
11	.4	8	.3	14	.5	3	.1
39	1.5	110	4.3	41	1.6	36	1.4
3	.1	3	.1	6	.2	10	.4
17	.7	23	.9	20	.8	4	.2
3	.1	23	.9	7	.3		
20	.8						
89	3.5	49	1.9	50	1.9	13	.7
7	.3	19	.7	18	.7	6	.2
96	3.7						
52	2.0	39	1.5	27	1.1	14	.5
4	.2	33	1.3	27	1.1	6	.2
8	.3	23	.9	19	.7	4	.2
2	.1	11	.4	10	.4		
23	.9	32	1.2	21	.8	14	.5
5	.2	10	.4	10	.4		
28	1.1	48	1.9	31	1.2	12	.5
2	.1	6	.2	13	.5	7	.4
3	.1	16	.6	21	.8	14	.5
4	.2	8	.3	4	.2	10	.4
9	.4	35	1.4	32	1.2	9	.4
30	1.2	26	1.0	19	.7	2	.1
10	.4	16	.6	15	.6	8	.3
381	14.9	571	22.3	442	17.2	212	8.3

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.4	118
WBMJ			59	2.3	356
WDOA			8	.3	64
WJAC			26	1.0	180
WJAC-FM TOT			5	.2	29
WKAQ			59	2.3	431
WKAQ-FM TOT			5	.2	87
WKVM			25	1.0	118
WLUZ			16	.6	108
WOLA			14	.5	98
WORD			6	.2	43
WQBS			16	.6	114
WQBS-FM TOT			4	.2	30
WQ11			31	1.2	168
WRAI			7	.3	48
WEYA TOT			11	.4	26
WRSJ			7	.3	72
WSRA			35	1.4	203
WUNO			37	1.4	181
WVOZ			21	.8	124
TOTAL			432	16.8	1963

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
3	.1	2	.1	2	.1	1	
19	.7	56	2.2	29	1.1	6	.2
		1		4	.2	3	.1
9	.4	14	.5	18	.7	1	
5	.2	26	1.0	6	.2		
49	1.9	50	1.9	114	4.4	12	.5
8	.3	20	.8	9	.4	5	.2
57	2.2	70	2.7				
12	.5	17	.7	10	.4	6	.2
12	.5	21	.8	7	.3		
		5	.2	13	.5	12	.5
		1		4	.2		
11	.4	11	.4	2	.1		
		4	.2	3	.1		
11	.4	27	1.1	20	.8	4	.2
2	.1	7	.3	1		2	.1
6	.2	9	.4	9	.4		
3	.1	7	.3	4	.2	4	.2
5	.2	30	1.2	27	1.1	5	.2
20	.8	32	1.2	12	.5	1	
5	.2	11	.4	8	.3	3	.1
193	7.5	381	14.9	342	13.3	86	3.4



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.5	60			3	.3	9			4	.4	24
WBMJ			45	4.0	203			53	4.7	227			69	6.2	279
WBOA			8	.7	45			9	.8	29			7	.6	43
WIAC			4	.4	23			1	.1	16			14	1.3	31
WIAC-FM TOT			4	.4	23					7			5	.4	17
WKAQ			72	6.4	233			11	1.0	94			25	2.2	114
WKAQ-FM TOT			9	.8	50			7	.6	49			3	.3	53
WTVN			17	1.5	61			8	.7	44			16	1.4	22
WLUZ			6	.5	36								2	.2	12
WOLA			17	1.5	51			20	1.8	65			15	1.3	83
WORO			3	.3	6			4	.3	6					6
WQBS			32	2.9	97			34	3.0	61			18	1.6	70
WQBS-FM TOT			5	.4	38			5	.4	16			3	.3	17
WQII			23	2.1	90			35	3.1	121			34	3.0	129
WRAI			2	.2	29			5	.4	10			7	.6	29
WVEA TOT			2	.2	29			2	.2	6			2	.2	6
WRSJ			2	.2	23					6					6
WSRA			6	.5	25			17	1.5	64			17	1.5	55
WUNO			28	2.5	110			26	2.3	84			24	2.1	89
WVOZ			21	1.9	43			21	1.9	91			26	2.3	85
TOTAL			315	20.2	866			274	24.5	722			308	27.5	860

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.4	85			4	.4	85			5	.4	85
WBMJ			50	4.5	407			56	5.0	388			57	5.1	344
WBOA			7	.6	50			8	.7	50			8	.7	50
WIAC			5	.4	63			7	.6	48			9	.8	48
WIAC-FM TOT			2	.2	29			1	.1	23			2	.2	17
WKAQ			29	2.6	306			34	3.0	287			49	4.4	256
WKAQ-FM TOT			5	.4	91			6	.5	91			6	.5	81
WTVN			11	1.0	65			14	1.3	65			17	1.5	61
WLUZ			1	.1	49			2	.2	49			4	.4	49
WOLA			15	1.3	106			17	1.5	92			16	1.4	92
WORO			2	.2	6			2	.2	6			1	.1	6
WQBS			21	1.9	121			29	2.6	121			25	2.2	115
WQBS-FM TOT			5	.4	55			4	.4	45			5	.4	45
WQII			29	2.6	197			30	2.7	191			28	2.5	154
WRAI			5	.4	29			5	.4	29			5	.4	29
WVEA TOT			1	.1	6			2	.2	6			1	.1	6
WRSJ			1	.1	38					29			1	.1	23
WSRA			15	1.3	137			14	1.3	84			12	1.1	61
WUNO			21	1.9	154			27	2.4	149			26	2.3	131
WVOZ			20	1.8	142			22	2.0	142			24	2.1	128
TOTAL			260	23.3	1116			297	26.6	1068			311	27.8	1038



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID					6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	R.S.A.		CENTRAL ZONE			CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA						2	.2	4	.4	9	.8		
WBMJ			38	3.4	215	34	3.0	97	8.7	38	3.4	32	2.9
WDOA			4	.4	38	3	.3	2	.2	6	.5	7	.6
WIAC					27	7	.6	5	.4	5	.4	3	.3
WIAC-FM			3	.3	6	1	.1	19	1.7	7	.6		
TOT						8	.7						
WKAO			15	1.3	55	33	3.0	17	1.5	19	1.7	11	1.0
WKAO-FM					18	5	.4	18	1.6	17	1.5	6	.5
TOT						38	3.4						
WKVM			4	.4	14	10	.9	13	1.2	14	1.3	5	.4
WLUZ								8	.7	1	.1		
WOLA			11	1.0	63	8	.7	23	2.1	19	1.7	4	.4
WORD													
WDBS			1	.1	15	8	.7	16	1.4	14	1.3	11	1.0
WDBS-FM			3	.3	26	2	.2	6	.5	5	.4		
TOT													
WQ11			24	2.1	78	23	2.1	42	3.8	29	2.6	12	1.1
WRAI			4	.4	10	2	.2	6	.5	12	1.1	9	.8
WEYA								6	.5	8	.7	8	.7
TOT													
WRSJ			1	.1	32	2	.2	7	.6	2	.2	7	.6
WSRA			20	1.8	90	2	.2	16	1.4	11	1.0	3	.3
WUNO			8	.7	29	22	2.0	11	1.0	5	.4		
WVOZ			11	1.0	24	7	.6	12	1.1	15	1.3	6	.5
TOTAL			164	14.7	668	188	16.8	341	30.5	253	22.6	146	13.1

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID					6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	R.S.A.		CENTRAL ZONE			CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			2	.2	24								
WBMJ			52	4.7	313	16	1.4	51	4.6	25	2.2	5	.4
WDOA			6	.5	43					4	.4	3	.3
WIAC			6	.5	46			2	.2	11	1.0		
WIAC-FM			4	.4	23			19	1.7	4	.4		
TOT													
WKAO			20	1.8	140	22	2.0	15	1.3	35	3.1	4	.4
WKAO-FM			1	.1	53	3	.4	15	1.3	3	.3		
TOT						27	2.4	30	2.7				
WKVM			9	.8	26								
WLUZ			1	.1	12			3	.3				
WOLA			14	1.3	98			5	.4	13	1.2	12	1.1
WORD					6								
WDBS			9	.8	80	3	.3	9	.8				
WDBS-FM			3	.3	26			1	.1	2	.2		
TOT													
WQ11			29	2.6	152	5	.4	21	1.9	17	1.5	4	.4
WRAI			5	.4	29	2	.2	7	.6			2	.2
WEYA			1	.1	6	2	.2						
TOT													
WRSJ			1	.1	32	3	.3	7	.6				
WSRA			18	1.6	108			16	1.4	15	1.3	3	.3
WUNO			15	1.3	94	17	1.5	25	2.2	1	.1		
WVOZ			16	1.6	91	5	.4	11	1.0	8	.7	3	.3
TOTAL			228	20.4	981	84	7.5	222	19.9	162	14.5	53	4.7



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	1.0	138			8	.4	25			10	.6	64
WBMJ			48	2.7	224			53	2.9	231			72	4.0	296
WAOA			12	.7	52			12	.7	36			11	.6	53
WJAC			9	.5	61			5	.3	38			26	1.4	77
WJAC-FM TOT			9	.5	69					7			5	.3	17
WKAQ			147	8.1	540			17	.9	161			54	3.0	223
WKAQ-FM			12	.7	70			8	.4	52			4	.2	67
WKAQ-FM TOT			159	8.8	597										
WKVM			45	2.5	156			21	1.2	60			32	1.8	54
WLUZ			28	1.5	123			16	.9	26			16	.9	49
WOLA			17	.9	51			20	1.1	65			15	.8	83
WORD			3	.2	6			4	.2	6			3	.2	16
WQBS			50	2.8	183			43	2.4	108			28	1.5	95
WQBS-FM			5	.3	38			7	.4	20			6	.3	21
WQBS-FM TOT			55	3.0	221										
WQII			29	1.6	115			41	2.3	133			37	2.0	143
WRAI			5	.3	44			8	.4	13			9	.5	37
WEYA			1	.1	4			6	.3	10			6	.3	10
WEYA-FM TOT			6	.3	47			14	.8	23					
WRSJ			9	.5	48			1	.1	20			3	.2	15
WSRA			16	.9	70			26	1.4	85			35	1.9	105
WUNO			34	1.9	155			40	2.2	114			44	2.4	128
WVUZ			26	1.4	68			27	1.5	108			30	1.7	106
TOTAL			530	29.3	1502			390	21.5	1015			471	26.0	1293

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.6	193			12	.7	187			15	.8	181
WBMJ			52	2.9	430			58	3.2	419			60	3.3	375
WAOA			10	.6	60			12	.7	60			12	.7	60
WJAC			11	.6	129			14	.8	114			17	.9	114
WJAC-FM			2	.1	37			1	.1	31			2	.1	25
WJAC-FM TOT															
WKAQ			55	3.0	642			68	3.8	619			101	5.6	583
WKAQ-FM			7	.4	124			8	.4	120			8	.4	110
WKAQ-FM TOT															
WKVM			26	1.4	179			32	1.8	175			39	2.2	168
WLUZ			14	.8	166			19	1.0	151			22	1.2	145
WOLA			15	.8	106			17	.9	92			16	.9	92
WORD			3	.2	16			3	.2	16			2	.1	16
WQBS			31	1.7	223			41	2.3	223			39	2.2	201
WQBS-FM			6	.3	59			6	.3	49			7	.4	49
WQBS-FM TOT															
WQII			33	1.8	224			35	1.9	218			33	1.8	175
WRAI			7	.4	44			8	.4	44			8	.4	44
WEYA			4	.2	10			5	.3	10			3	.2	10
WEYA-FM TOT															
WRSJ			4	.2	72			3	.2	63			6	.3	51
WSRA			27	1.5	203			26	1.4	142			26	1.4	119
WUNO			33	1.8	212			40	2.2	207			39	2.2	189
WVUZ			24	1.3	185			27	1.5	177			28	1.5	163
TOTAL			396	21.9	1796			456	25.3	1743			500	27.6	1707



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			2	.1	26
WBNJ			41	2.3	229
WBOA			5	.3	41
WIAC			5	.3	41
WIAC-FM			3	.2	6
TOT					
WKAQ			20	1.1	87
WKAQ-FM			3	.2	25
TOT					
WKVM			10	.6	31
WLUZ			4	.2	30
WOLA			11	.6	63
WORO			2	.1	4
WQBS			6	.3	27
WQBS-FM			3	.2	26
TOT					
WQ11			24	1.3	78
WRAI			4	.2	10
WEYA			2	.1	4
TOT					
WRSJ			1	.1	32
WSRA			30	1.7	112
WUNO			18	1.0	48
WVOZ			13	.7	36
TOTAL			234	12.9	891

CENTRAL ZONE	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
	8	.4	4	.2	9	.5	3	.2
	35	1.9	103	5.7	39	2.2	36	2.0
	3	.2	2	.1	6	.3	7	.4
	8	.4	12	.7	8	.4	3	.2
	1	.1	19	1.0	7	.4		
	9	.5						
	31	2.4	26	1.4	25	1.4	12	.7
	7	.4	18	1.0	17	.9	6	.3
	58	3.2						
	23	1.3	21	1.2	17	.9	5	.3
	2	.1	22	1.2	21	1.2	5	.3
	8	.4	23	1.3	19	1.0	4	.2
	2	.1	9	.5	6	.3		
	21	1.2	31	1.7	21	1.2	14	.8
	5	.3	10	.6	10	.6		
	28	1.5	48	2.7	31	1.7	12	.7
	2	.1	6	.3	12	.7	9	.5
	2	.1	12	.7	16	.9	11	.6
	2	.1	7	.4	4	.2	7	.4
	8	.4	29	1.6	27	1.5	6	.3
	22	1.2	18	1.0	14	.8		
	10	.6	16	.9	15	.8	8	.4
	273	15.1	457	25.2	355	19.6	180	9.9

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.3	70
WBNJ			55	3.0	334
WBOA			8	.4	53
WIAC			14	.8	96
WIAC-FM			4	.2	23
TOT					
WKAQ			36	2.0	265
WKAQ-FM			3	.2	71
TOT					
WKVM			19	1.0	65
WLUZ			9	.5	69
WOLA			14	.8	98
WORO			2	.1	16
WQBS			16	.9	105
WQBS-FM			4	.2	30
TOT					
WQ11			31	1.7	166
WRAI			6	.3	37
WEYA			4	.2	10
TOT					
WRSJ			2	.1	47
WSRA			32	1.8	170
WUNO			30	1.7	133
WVOZ			21	1.2	120
TOTAL			339	18.7	1470

CENTRAL ZONE	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
			2	.1	2	.1	1	.1
	17	.9	56	3.1	27	1.5	6	.3
			4	.2	4	.2	3	.2
	4	.2	13	.7	16	.9		
	3	.2	25	1.4	5	.3		
	32	1.8	25	1.4	72	4.0	4	.2
	5	.3	16	.9	6	.3	2	.1
	37	2.0	41	2.3				
	4	.2	6	.3	3	.2		
	2	.1	6	.3	6	.3		
			5	.3	13	.7	12	.7
	8	.4	10	.6	2	.1		
			4	.2	3	.2		
	11	.6	26	1.4	20	1.1	4	.2
	2	.1	7	.4			2	.1
	3	.2	4	.2	3	.2		
	3	.2	7	.4	2	.1		
	4	.2	25	1.4	24	1.3	4	.2
	17	.9	30	1.7	8	.4	1	.1
	5	.3	11	.6	8	.4	3	.2
	129	7.1	306	16.9	261	14.4	61	3.4



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	1.5	138			5	.4	16			7	.5	55
WBNJ			20	1.6	190			17	1.3	47			22	1.7	100
WBOA			8	.6	46			6	.5	30			5	.4	42
WIAC			7	.5	47			4	.3	32			22	1.7	71
WIAC-FM					3					7			5	.4	17
TOT			7	.5	55										
WKAO			138	10.8	500			17	1.3	136			52	4.1	202
WKAO-FM			4	.3	45			4	.3	32			4	.3	53
TOT			142	11.1	533										
WKVM			43	3.4	137			21	1.6	42			32	2.5	48
WLUZ			27	2.1	105			16	1.3	26			16	1.3	49
WOLA					5					5			1	.1	15
WORO			3	.2	6			4	.3	6			3	.2	16
WQBS			50	3.9	172			33	2.6	93			28	2.2	75
WQBS-FM			2	.2	29			4	.3	11			6	.5	21
TOT			52	4.1	201										
WQIT			24	1.9	77			31	2.4	91			24	1.9	75
WRAI			5	.4	44			8	.6	13			9	.7	37
WEYA			1	.1	4			4	.3	4			4	.3	4
TOT			6	.5	47			12	.9	17					
WRSJ			9	.7	48			1	.1	14			3	.2	15
WSRA			16	1.3	70			19	1.5	59			28	2.2	79
WUNO			29	2.3	122			29	2.3	75			41	3.2	110
WVOZ			5	.4	25			13	1.0	54			23	1.8	58
TOTAL			415	32.4	1151			257	20.1	673			346	27.0	877

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			8	.5	184			10	.8	178			13	1.0	172
WBNJ			16	1.3	148			20	1.6	138			21	1.6	128
WBOA			5	.4	49			7	.5	49			7	.5	49
WIAC			9	.7	115			11	.9	100			14	1.1	100
WIAC-FM			1	.1	31			1	.1	31			2	.2	25
TOT			10	.8	146			12	.9	131			16	1.2	125
WKAO			52	4.1	565			65	5.1	551			95	7.4	531
WKAO-FM			4	.3	91			4	.3	87			4	.3	77
TOT			56	4.4	656			69	5.4	638			99	7.7	608
WKVM			25	2.0	156			31	2.4	152			38	3.0	149
WLUZ			14	1.1	149			19	1.5	134			21	1.6	128
WOLA			1	.1	24					15			1	.1	15
WORO			3	.2	16			3	.2	16			2	.2	16
WQBS			28	2.2	197			37	2.9	197			39	3.0	181
WQBS-FM			4	.3	50			4	.3	40			5	.4	40
TOT			32	2.5	247			41	3.2	237			44	3.4	221
WQIT			23	1.8	123			26	2.0	123			24	1.9	88
WRAI			7	.5	44			8	.6	44			8	.6	44
WEYA			3	.2	4			3	.2	4			2	.2	4
TOT			10	.8	48			11	.9	48			10	.8	48
WRSJ			4	.3	66			3	.2	57			6	.5	51
WSRA			22	1.7	146			21	1.6	116			22	1.7	93
WUNO			28	2.2	156			33	2.6	151			35	2.7	151
WVOZ			13	1.0	89			13	1.0	81			14	1.1	72
TOTAL			282	22.0	1265			333	26.0	1252			380	29.7	1224

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			2	.2	26
WDMJ			9	.7	84
WDOA			1	.1	35
WTAC			5	.4	35
WTAC-FM TOT					
WKAO			17	1.3	72
WKAO-FM TOT			3	.2	17
WKVM			10	.8	27
WLUZ			4	.3	30
WOLA			2	.2	9
WORD			2	.2	4
WORS			6	.5	27
WORS-FM TOT			3	.2	26
WQII			14	1.1	25
WRAI			4	.3	10
WEYA			2	.2	4
WRSJ			1	.1	32
WSRA			23	1.8	64
WUNO			18	1.4	48
WVOZ			11	.9	22
TOTAL			148	11.6	545

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
6	.6			6	.5	3	.2
13	1.0	28	2.2	1	.1	6	.5
3	.2	2	.2	4	.3		
5	.4	10	.8	8	.6	3	.2
1	.1	19	1.5	7	.5		
6	.5						
41	3.2	24	1.9	13	1.1	7	.5
4	.3	8	.6	5	.4		
45	3.5						
21	1.6	17	1.3	11	.9	4	.3
2	.2	20	1.6	21	1.6	5	.4
		5	.4				
2	.2	9	.7	6	.5		
21	1.6	26	2.0	18	1.4	14	1.1
5	.4	10	.8	10	.8		
25	2.0	25	2.0	15	1.2	6	.5
2	.2	6	.5	12	.9	9	.7
2	.2	6	.5	8	.6	3	.2
2	.2	7	.5	4	.3	7	.5
8	.6	21	1.6	26	2.0	6	.5
13	1.0	11	.9	14	1.1		
3	.2	6	.5			2	.2
192	15.0	268	20.9	210	16.4	102	8.0

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			5	.4	61
WDMJ			15	1.2	113
WDOA			3	.2	42
WTAC			12	.9	90
WTAC-FM TOT			2	.2	17
WKAO			33	2.6	236
WKAO-FM TOT			3	.2	57
WKVM			19	1.5	55
WLUZ			9	.7	69
WOLA			2	.2	24
WORD			2	.2	16
WORS			16	1.3	85
WORS-FM TOT			4	.3	30
WQII			19	1.5	85
WRAI			6	.5	37
WEYA			3	.2	4
WRSJ			2	.2	47
WSRA			25	2.0	113
WUNO			29	2.3	118
WVOZ			17	1.3	66
TOTAL			236	18.4	1007

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
		2	.2	2	.2	1	.1
4	.3	13	1.0	4	.3	1	.1
				2	.2		
4	.3	13	1.0	16	1.3		
3	.2	25	2.0	5	.4		
29	2.3	16	1.3	71	5.5	4	.3
5	.4	6	.5	4	.3	2	.2
34	2.7	22	1.7				
4	.3	6	.5	3	.2		
2	.2	6	.5	6	.5		
8	.6	10	.8	2	.2		
		4	.3	3	.2		
10	.8	15	1.2	13	1.0		
2	.2	7	.5			2	.2
1	.1	4	.3	3	.2		
3	.2	7	.5	2	.2		
4	.3	17	1.3	16	1.3	2	.2
12	.9	19	1.5	8	.6	1	.1
		1	.1				
95	7.4	185	14.5	176	13.8	21	1.6



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	1.4	178			8	.4	33			11	.6	86
WBMJ			23	1.3	114			24	1.3	64			30	1.7	117
WNOA			11	.6	65			6	.3	30			6	.3	48
WIAC			24	1.3	99			16	.9	61			19	2.2	106
WIAC-FM			3	.2	11			1	.1	10			8	.4	23
TOT			27	1.5	101										
WKAO			207	11.3	723			45	2.5	212			77	4.3	311
WKAO-FM			10	.5	61			5	.3	34			6	.3	67
TOT			213	11.9	768										
WKVM			59	3.8	221			32	1.8	73			40	2.2	74
WLUZ			39	2.2	155			21	1.2	52			27	1.5	83
WOLA					5					5			1	.1	15
WORD			3	.2	14			4	.2	16			7	.4	34
WQBS			51	2.8	186			33	1.8	98			29	1.6	78
WQBS-FM			2	.1	29			4	.2	11			6	.3	21
TOT			53	3.0	215										
WOII			27	1.5	87			33	1.8	105			25	1.4	77
WRAI			5	.3	44			9	.5	17			9	.5	40
WEYA			3	.2	9			4	.2	4			6	.3	7
TOT			8	.4	52			13	.7	21					
WRSJ			19	1.1	69			12	.7	28			8	.4	24
WSRA			18	1.0	83			22	1.2	69			31	1.7	98
WUNO			48	2.7	166			42	2.3	109			53	3.0	145
WVOZ			6	.3	29			13	.7	54			24	1.3	62
TOTAL			598	33.3	1603			360	20.1	910			459	25.6	1170

STATION	6 AM-12 MID					6 AM-7 PM					5 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			12	.7	261			14	.8	248			18	1.0	232
WBNJ			21	1.2	180			26	1.4	170			27	1.5	157
WNOA			6	.3	68			8	.4	68			9	.5	68
WIAC			21	1.2	197			26	1.4	172			31	1.7	160
WIAC-FM			2	.1	41			3	.2	41			5	.3	31
TOT															
WKAO			81	4.5	325			103	5.7	311			140	7.8	784
WKAO-FM			6	.3	110			7	.4	106			8	.4	96
TOT															
WKVM			36	2.0	252			46	2.6	241			55	3.1	233
WLUZ			22	1.2	216			28	1.6	201			32	1.8	192
WOLA			1	.1	24					15			1	.1	15
WORD			4	.2	37			4	.2	37			4	.2	37
WQBS			28	1.6	214			37	2.1	214			48	2.2	198
WQBS-FM			4	.2	50			4	.2	40			5	.3	40
TOT															
WOII			24	1.3	140			28	1.6	140			26	1.4	98
WRAI			7	.4	51			8	.4	51			8	.4	47
WEYA			6	.3	13			4	.2	13			4	.2	13
TOT															
WRSJ			12	.7	102			12	.7	81			14	.8	72
WSRA			24	1.3	172			23	1.3	135			24	1.3	112
WUNO			39	2.2	216			47	2.6	211			50	2.8	201
WVOZ			13	.7	96			14	.8	88			15	.8	79
TOTAL			386	21.5	1771			454	25.9	1749			528	29.4	1707



STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.3	52
WBNJ			10	.6	93
WROA			1	.1	43
WYAC			9	.5	58
WYAC-FM TOT					
WKAQ			23	1.3	100
WKAQ-FM TOT			3	.2	17
WKVM			10	.6	37
WLUZ			8	.4	38
WOLA			2	.1	9
WORD			2	.1	7
WQBS			6	.3	27
WQBS-FM TOT			3	.2	26
WQ11			14	.8	25
WRAI			4	.2	10
WRYA			9	.5	13
WRYA TOT					
WRSJ			6	.3	44
WSRA			25	1.4	74
WUNO			19	1.1	57
WVOZ			11	.6	22
TOTAL			183	10.2	602

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	11	.6	1	.1	7	.4	3	.2
WBNJ	17	.9	35	2.0	3	.2	6	.3
WROA	3	.2	3	.2	4	.2	3	.2
WYAC	12	.7	17	.9	17	.9	4	.2
WYAC-FM TOT	3	.2	23	1.3	7	.4		
WYAC TOT	15	.8						
WKAQ	67	3.7	37	2.1	23	1.3	8	.4
WKAQ-FM TOT	4	.2	9	.5	6	.3		
WKAQ TOT	71	4.0						
WKVM	42	2.3	27	1.5	20	1.1	12	.7
WLUZ	4	.2	30	1.7	27	1.5	6	.3
WOLA			5	.3				
WORD	2	.1	11	.6	10	.6		
WQBS	21	1.2	27	1.5	18	1.0	14	.8
WQBS-FM TOT	5	.3	10	.6	10	.6		
WQBS TOT	25	1.4	25	1.4	15	.8	6	.3
WQ11	2	.1	6	.3	12	.7	9	.5
WQ11 TOT	2	.1	6	.3	10	.6	6	.3
WRSJ	2	.1	8	.4	4	.2	10	.6
WSRA	8	.4	23	1.3	30	1.7	8	.4
WUNO	20	1.1	18	1.0	19	1.1	1	.1
WVOZ	3	.2	6	.3			2	.1
TOTAL	265	14.8	344	19.2	257	14.9	126	7.0

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.5	102
WBNJ			19	1.1	135
WROA			3	.2	53
WYAC			21	1.2	139
WYAC-FM TOT			3	.2	23
WYAC TOT					
WKAQ			48	2.7	348
WKAQ-FM TOT			4	.2	71
WKAQ TOT					
WKVM			22	1.2	91
WLUZ			16	.9	108
WOLA			2	.1	24
WORD			4	.2	37
WQBS			16	.9	88
WQBS-FM TOT			4	.2	30
WQBS TOT					
WQ11			19	1.1	87
WRAI			6	.3	40
WRYA			8	.4	13
WRYA TOT					
WRSJ			7	.4	68
WSRA			27	1.5	139
WUNO			35	2.0	150
WVOZ			17	.9	70
TOTAL			306	17.1	1351

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.2	2	.1	2	.1	1	.1
WBNJ	6	.3	13	.7	6	.3	1	.1
WROA			1	.1	2	.1		
WYAC	8	.4	14	.8	17	.9		
WYAC-FM TOT	3	.2	26	1.4	6	.3		
WYAC TOT								
WKAQ	42	2.3	33	1.8	102	5.7	11	.6
WKAQ-FM TOT	8	.4	9	.5	7	.4	4	.2
WKAQ TOT	50	2.8	42	2.3				
WKVM	11	.6	13	.7	8	.4	4	.2
WLUZ	7	.4	17	.9	7	.4		
WOLA								
WORD			1	.1	4	.2		
WQBS	8	.4	10	.6	2	.1		
WQBS-FM TOT			4	.2	3	.2		
WQBS TOT								
WQ11	10	.6	16	.9	13	.7		
WRAI	2	.1	7	.4			2	.1
WRYA	3	.2	5	.3	3	.2		
WRYA TOT								
WRSJ	3	.2	7	.4	2	.1	4	.2
WSRA	4	.2	18	1.0	18	1.0	2	.1
WUNO	15	.8	21	1.2	12	.7	1	.1
WVOZ			1	.1				
TOTAL	140	7.8	234	13.0	233	13.0	39	2.2



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	1.6	118			8	.7	33			10	.8	71
WBNJ			6	.5	45			7	.6	21			11	.9	35
WMDA			7	.6	25			3	.2	7			5	.4	16
WIAC			22	1.8	60			16	1.3	51			29	2.4	81
WIAC-FM			3	.2	11			1	.1	3			3	.2	6
TOT			25	2.1	92										
WKAG			140	11.6	530			34	2.8	143			54	4.5	218
WKAG-FM			9	.7	25			2	.2	5			3	.2	28
TOT			149	12.3	559										
WKVM			54	4.5	179			24	2.0	47			24	2.0	58
WLUZ			34	2.8	135			21	1.7	52			25	2.1	71
WOLA															
WORD					8					10			7	.6	28
WQBS			19	1.6	100			9	.7	52			11	.9	28
WQBS-FM								2	.2	4			3	.2	4
TOT			19	1.6	100										
WQII			9	.7	27			8	.7	26			4	.3	16
WRAI			3	.2	15			4	.3	7			2	.2	11
WEYA			3	.2	9			4	.3	4			6	.5	7
TOT			6	.5	23			8	.7	11					
WRSJ			17	1.4	45			12	1.0	28			8	.7	24
WSRA			12	1.0	58			12	1.0	31			21	1.7	69
WUNO			25	2.1	89			27	2.2	64			32	2.7	74
WVOZ			6	.5	29			6	.5	17			5	.4	25
TOTAL			393	33.0	1088			219	18.1	530			276	22.9	726

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.8	185			12	1.0	172			15	1.2	156
WBNJ			7	.6	63			8	.7	63			9	.7	60
WMDA			4	.3	29			5	.4	29			6	.5	29
WIAC			18	1.5	148			22	1.8	138			25	2.1	134
WIAC-FM			1	.1	18			2	.2	18			3	.2	14
TOT															
WKAG			55	4.6	596			72	6.0	592			97	8.0	580
WKAG-FM			4	.3	52			5	.4	40			6	.5	48
TOT															
WKVM			25	2.2	210			33	2.7	199			39	3.2	191
WLUZ			21	1.7	184			26	2.2	169			29	2.4	160
WOLA															
WORD			2	.2	31			2	.2	31			3	.2	31
WQBS			10	.8	119			12	1.0	119			15	1.2	103
WQBS-FM			1	.1	4			2	.2	4			2	.2	4
TOT															
WQII			5	.4	44			7	.6	44			7	.6	31
WRAI			2	.2	22			3	.2	22			3	.2	18
WEYA			6	.5	13			4	.3	13			4	.3	13
TOT															
WRSJ			11	.9	70			12	1.0	58			13	1.1	49
WSRA			14	1.2	92			14	1.2	77			16	1.3	77
WUNO			23	1.9	113			27	2.2	118			28	2.3	108
WVOZ			4	.3	50			6	.5	42			5	.4	42
TOTAL			240	19.9	1184			292	24.2	1172			337	27.9	1152



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.5	52
WBNJ			4	.3	23
WHGA			1	.1	11
WIAC			9	.7	37
WIAC-FM					
TOT					
WKAO			11	.9	69
WKAO-FM			3	.2	7
TOT					
WKVM			6	.5	27
WLUZ			9	.7	38
WDLA					
WORO			2	.2	7
WQBS			5	.4	12
WQBS-FM					
TOT					
WQII					
WRAT			9	.7	13
WEYA					
TOT					
WRSJ			5	.4	12
WSRA			12	1.0	32
WUNO			11	.9	28
WVOZ			2	.2	12
TOTAL			105	0.7	360

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	9	.7	1	.1	1	.1	3	.2
WBNJ	5	.4	13	1.1	3	.2	4	.3
WHGA			1	.1			3	.2
WIAC	8	.7	14	1.2	12	1.0	1	.1
WIAC-FM	2	.2	4	.3				
TOT	10	.8						
WKAO	46	3.6	22	1.8	15	1.2	2	.2
WKAO-FM	2	.2	1	.1	1	.1		
TOT	46	3.8						
WKVM	35	2.8	18	1.5	12	1.0	8	.7
WLUZ	4	.3	24	2.0	26	2.2	6	.5
WDLA								
WORO	2	.2	11	.9	10	.8		
WQBS	13	1.1	16	1.3	7	.6	3	.2
WQBS-FM	3	.2	4	.3	9	.8		
TOT								
WQII	5	.4	6	.5	2	.2		
WRAT	2	.2	6	.5	10	.8	6	.5
WEYA								
TOT								
WRSJ			1	.1	2	.2	3	.2
WSRA	6	.5	15	1.2	20	1.7	9	.4
WUNO	7	.6	14	1.2	14	1.2	1	.1
WVOZ	3	.2	8	.3			2	.2
TOTAL	159	13.2	192	15.9	159	13.2	58	4.8

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			8	.7	87
WBNJ			7	.6	43
WHGA			2	.2	21
WIAC			17	1.4	99
WIAC-FM			1	.1	6
TOT					
WKAO			31	2.6	237
WKAO-FM			3	.2	32
TOT					
WKVM			13	1.1	75
WLUZ			15	1.2	95
WDLA					
WORO			4	.3	31
WQBS			7	.6	28
WQBS-FM			1	.1	4
TOT					
WQII			2	.2	16
WRAT			1	.1	11
WEYA			8	.7	13
TOT					
WRSJ			6	.5	36
WSRA			16	1.3	88
WUNO			21	1.7	74
WVOZ			3	.2	33
TOTAL			181	15.6	833

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.2	2	.2	2	.2	1	.1
WBNJ	3	.2	5	.4	4	.3	1	.1
WHGA			1	.1				
WIAC	8	.7	12	1.0	6	.5		
WIAC-FM	3	.2	7	.6	2	.2		
TOT								
WKAO	23	1.9	27	2.2	68	5.6	7	.6
WKAO-FM	3	.2	4	.3	6	.5	4	.3
TOT	26	2.2	31	2.6				
WKVM	11	.9	13	1.1	6	.7	4	.3
WLUZ	7	.6	14	1.2	7	.6		
WDLA								
WORO			1	.1	4	.3		
WQBS	5	.4	1	.1	2	.2		
WQBS-FM			3	.2	1	.1		
TOT								
WQII	6	.5	6	.5	3	.2		
WRAT	3	.2	5	.4	3	.2		
WEYA								
TOT								
WRSJ					2	.2	4	.3
WSRA	4	.3	10	.8	11	.9	1	.1
WUNO	3	.2	7	.6	11	.9	1	.1
WVOZ								
TOTAL	90	7.5	133	11.0	156	12.9	26	2.2

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME. PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME. PERS. (00)	AVG. PERS. (00)	CUME. PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME. PERS. (00)	AVG. PERS. (00)	CUME. PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME. PERS. (00)
WAPA			36	1.2	192			26	.9	131			29	.9	111
WBMJ			52	1.8	218			75	2.6	175			72	2.5	377
WDOA			4	.1	19			4	.1	9			1		6
WJAC			43	1.5	122			36	1.2	99			28	1.0	87
WJAC-FM			6	.2	20			7	.2	14			10	.3	39
TOT			49	1.7	143										
WKAO			262	9.0	765			92	3.2	270			85	2.9	228
WKAO-FM			17	.6	87			27	.9	64			19	.7	55
TOT			279	9.6	843										
WKVH			202	7.0	496			94	3.2	287			49	1.7	192
WLUZ			97	3.3	222			25	.9	66			20	.7	61
WOLA			10	.3	27			7	.2	22			12	.4	31
WORO			8	.3	22			10	.3	33			5	.2	16
WQBS			52	1.8	174			49	1.7	166			36	1.2	107
WQBS-FM			1	.0	23			6	.2	23			6	.2	14
TOT			53	1.8	187										
WQII			85	2.9	372			89	3.1	272			79	2.7	266
WRAT			8	.3	34			14	.5	38			19	.7	39
WEYA			8	.3	18			8	.3	19			12	.4	18
TOT			16	.6	53			22	.8	58					
WRSJ			9	.3	45			6	.2	23			7	.2	26
WSRA			24	.8	109			46	1.6	118			39	1.3	108
WUNO			71	2.5	309			90	2.8	217			51	1.8	174
WVOZ			19	.7	64			17	.6	72			51	1.1	89
TOTAL			1031	35.6	2562			741	25.6	1659			621	21.4	1628

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME. PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME. PERS. (00)	AVG. PERS. (00)	CUME. PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME. PERS. (00)	AVG. PERS. (00)	CUME. PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME. PERS. (00)
WAPA			24	.8	269			23	1.0	258			30	1.0	239
WBNJ			60	2.1	391			67	2.3	374			62	2.1	346
WDOA			2	.1	24			3	.1	24			4	.1	22
WJAC			27	.9	219			35	1.2	210			35	1.2	184
WJAC-FM			8	.3	49			8	.3	45			9	.3	45
TOT															
WKAO			199	3.0	867			143	6.9	863			175	6.0	835
WKAO-FM			15	.5	130			22	.8	128			18	.6	116
TOT															
WKVH			68	3.0	595			114	3.9	581			126	4.4	553
WLUZ			36	1.2	262			46	1.6	252			59	2.0	268
WOLA			8	.3	69			9	.3	53			11	.4	47
WORO			5	.2	43			7	.2	39			6	.2	27
WQBS			37	1.3	246			45	1.6	233			45	1.6	211
WQBS-FM			3	.1	46			4	.1	46			3	.1	32
TOT															
WQII			73	2.5	504			85	2.9	482			84	2.9	450
WRAT			12	.4	70			13	.4	68			13	.4	61
WEYA			11	.4	39			10	.3	33			11	.4	33
TOT															
WRSJ			6	.2	70			6	.2	58			8	.3	50
WSRA			32	1.1	222			37	1.3	194			31	1.1	177
WUNO			52	1.8	424			69	2.4	413			61	2.1	377
WVOZ			19	.7	139			22	.8	126			26	.9	121
TOTAL			641	22.1	2046			794	27.4	2809			826	28.5	2765



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID					6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	R.S.A.		CENTRAL ZONE			CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			11	.4	43	19	.7	18	.6	14	.5	6	.2
WBMJ			39	1.3	137	35	1.2	85	2.9	50	1.7	25	.9
WHOA					4	2	.1	1		2	.1		
WIAC			6	.2	43	21	.7	28	1.0	19	.6	3	.1
WIAC-FM			5	.2	14	9	.3	22	.8	15	.5	4	.1
TOT						30	1.0						
WKAO			22	.8	85	124	4.3	83	2.9	41	1.4	19	.7
WKAO-FM			4	.1	24	9	.3	24	.8	19	.7	3	.1
TOT						133	4.6						
WKVM			17	.6	87	91	3.1	98	3.4	43	1.5	14	.5
WLUZ			8	.3	27	19	.7	21	.7	11	.4	6	.2
WOLA			6	.2	31	6	.2	11	.4	7	.2	5	.2
WORO					6	1		4	.1	4	.1		
WQBS			10	.3	53	30	1.0	40	1.4	22	.8	8	.3
WQBS-FM			2	.1	3	5	.2	13	.4	10	.3		
TOT													
WQIE			37	1.3	136	64	2.2	107	3.7	64	2.2	42	1.5
WRAI			10	.3	33	5	.2	3	.1	5	.2	5	.2
WEYA			14	.5	27	3	.1	11	.4	20	.7	13	.4
TOT													
WRSJ			5	.2	20	2	.1	5	.2	7	.2	5	.2
WSRA			19	.7	103	21	.7	46	1.6	39	1.3	13	.4
WUNO			12	.4	42	34	1.2	50	1.7	25	.9	2	.1
WVOZ			9	.3	40	17	.6	24	.8	18	.6	11	.4
TOTAL			245	8.5	854	531	18.3	710	24.5	439	15.2	200	6.9

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID					6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	R.S.A.		CENTRAL ZONE			CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			17	.5	134	14	.3	11	.4	8	.3	5	.2
WBMJ			54	1.9	309	17	.6	69	2.4	41	1.4	29	1.0
WHOA					10	1		1		1			
WIAC			17	.6	108	25	.9	27	.9	12	.6	2	.1
WIAC-FM			7	.2	43	8	.3	20	.7	16	.5	3	.1
TOT													
WKAO			49	1.7	263	51	1.8	49	1.7	47	1.6	6	.2
WKAO-FM			11	.4	72	12	.4	39	1.3	36	1.2	8	.3
TOT						63	2.2	88	3.0				
WKVM			31	1.1	231	30	1.3	46	1.6	17	.6	10	.3
WLUZ			14	.5	75	4	.1	11	.4	5	.2	4	.1
WOLA			9	.3	47	1		2	.1	3	.1	3	.1
WORO			3	.1	22	3	.1	8	.3	4	.1		
WQBS			22	.8	127	24	.8	30	1.0	8	.3	1	
WQBS-FM			4	.1	14	4	.1	9	.3	4	.1		
TOT													
WQIE			55	1.9	321	38	1.3	81	2.8	51	1.8	32	1.1
WRAI			14	.5	97			2	.1	1			
WEYA			13	.4	32	4	.1	12	.4	11	.4	2	.1
TOT													
WRSJ			5	.2	43	2	.1	2	.1	1		2	.1
WSRA			27	.9	156	10	.3	24	.8	32	1.1	8	.3
WUNO			28	1.0	109	25	.9	36	1.2	21	.7	1	
WVOZ			18	.6	99	7	.2	20	.7	8	.3	4	.1
TOTAL			412	14.2	1862	300	10.4	526	18.2	349	12.1	129	4.5



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.7	69			6	.5	55			2	.2	35
WBMJ			36	2.8	148			60	4.7	128			56	4.3	215
WHCA			1	.1	4										
WIAC			9	.7	28			8	.6	27			8	.6	24
WIAC-FM			2	.2	12			5	.4	12			5	.4	28
TOT			11	.9	40										
WKAQ			65	5.0	234			43	3.3	121			35	2.7	99
WKAQ-FM			6	.5	35			9	.7	20			9	.7	21
TOT			71	5.5	269										
WKVM			66	5.1	170			35	2.7	127			26	2.0	84
WLUZ			19	1.5	49			10	.8	22			6	.5	21
WOLA			9	.7	25			7	.5	22			12	.9	31
WORD			4	.3	4			6	.5	13			2	.2	8
WOBS			21	1.6	89			27	2.1	51			26	2.0	72
WOBS-FM			1	.1	14			3	.2	20			2	.2	9
TOT			22	1.7	100										
WQII			65	5.0	281			70	5.4	195			55	4.3	205
WRAI			4	.3	14			2	.2	4			4	.3	4
WEYA			2	.2	4			2	.2	8			4	.3	4
TOT			6	.5	18			4	.3	13					
WRSJ			1	.1	14					4					
WSRA			12	.9	59			22	1.7	71			26	2.0	62
WUNO			37	2.9	172			55	4.3	145			32	2.5	110
WVOZ			19	1.5	37			14	1.1	54			25	1.9	69
TOTAL			394	30.6	1110			398	30.9	875			343	26.6	899

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.3	100			5	.4	100			5	.4	89
WBMJ			48	3.7	287			52	4.0	273			46	3.6	249
WHOA					4					4			1	.1	4
WIAC			6	.5	70			8	.6	67			8	.6	52
WIAC-FM			5	.4	37			4	.3	33			4	.3	33
TOT															
WKAQ			37	2.9	281			47	3.6	281			51	4.0	263
WKAQ-FM			6	.5	55			8	.6	55			7	.5	46
TOT															
WKVM			32	2.5	206			42	3.3	203			46	3.6	194
WLUZ			9	.7	57			12	.9	57			13	1.0	57
WOLA			8	.6	65			9	.7	51			11	.9	45
WORD			3	.2	22			4	.3	16			3	.2	8
WOBS			21	1.6	144			25	1.9	133			24	1.9	118
WOBS-FM			1	.1	34			2	.2	34			1	.1	20
TOT															
WQII			54	4.2	372			64	5.0	352			61	4.7	333
WRAI			2	.2	14			3	.2	14			4	.3	14
WEYA			3	.2	8			3	.2	8			3	.2	8
TOT															
WRSJ					26					19			1	.1	14
WSRA			19	1.5	143			20	1.6	120			19	1.5	105
WUNO			33	2.6	243			43	3.3	236			35	2.7	218
WVOZ			17	1.3	99			19	1.5	89			22	1.7	85
TOTAL			315	24.4	1283			380	29.5	1260			368	28.5	1236

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					10
WBMJ			38	2.9	109
WMOA					
WIAC					15
WIAC-FM TOT			5	.4	12
WKAQ			10	.8	29
WKAQ-FM TOT			4	.3	17
WKVM			5	.4	38
WLUZ					4
WOLA			6	.5	29
WORD					6
WOBS			8	.6	44
WOBS-FM TOT					
WOII			24	1.9	94
WRAI					4
WEYA TOT			4	.3	4
WRSJ					12
WSRA			15	1.2	85
WUNO			9	.7	28
WVOZ			8	.6	36
TOTAL			146	11.3	507

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
8	.6	14	1.1	8	.6	5	.4
27	2.1	71	5.5	44	3.4	22	1.7
2	.2	8	.6	5	.4	2	.2
7	.5	16	1.2	15	1.2	4	.3
9	.7						
21	1.6	28	2.2	15	1.2	6	.5
3	.2	12	.9	13	1.0	3	.2
24	1.9						
23	1.0	38	2.9	18	1.4	5	.4
5	.4	6	.5	3	.2		
5	.4	11	.9	7	.5	5	.4
				2	.2		
19	1.5	24	1.9	14	1.1	8	.6
4	.3	9	.7	6	.5		
45	3.5	79	6.1	52	4.0	32	2.5
3	.2			1	.1	1	.1
		2	.2	5	.4	4	.3
		1	.1	3	.2	1	.1
18	1.4	29	2.2	25	1.9	11	.9
16	1.2	36	2.8	20	1.6	2	.2
12	.9	19	1.5	16	1.2	7	.5
226	17.5	413	32.0	274	21.3	133	10.3

MONDAY-FRIDAY

SATURDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1	.1	39
WBMJ			46	3.6	234
WMOA					
WIAC			4	.3	33
WIAC-FM TOT			5	.4	32
WKAQ			20	1.6	115
WKAQ-FM TOT			6	.5	36
WKVM			14	1.1	99
WLUZ			3	.2	21
WOLA			9	.7	45
WORD			1	.1	14
WOBS			16	1.2	89
WOBS-FM TOT			1	.1	9
WOII			38	2.9	246
WRAI			2	.2	4
WEYA TOT			4	.3	4
WRSJ					12
WSRA			19	1.5	105
WUNO			19	1.5	121
WVOZ			15	1.2	79
TOTAL			233	18.1	1013

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
9	.7	4	.3	3	.2	5	.4
7	.5	56	4.3	32	2.5	25	1.9
6	.5	10	.8	5	.4		
6	.5	19	1.5	14	1.1	3	.2
4	.3	11	.9	10	.8		
8	.6	25	1.9	22	1.7	7	.5
12	.9	36	2.8				
7	.5	18	1.4	4	.3	2	.2
		4	.3	2	.2		
		2	.2	3	.2	3	.2
		5	.4	2	.2		
7	.5	21	1.6	5	.4		
3	.2	8	.6	4	.3		
29	2.2	64	5.0	39	3.0	27	2.1
8	.6	17	1.3	24	1.9	6	.5
11	.9	24	1.9	17	1.3	1	.1
2	.2	13	1.0	4	.3	2	.2
114	8.6	314	24.4	197	15.3	88	6.8



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	.9	120			17	.8	83			13	.6	69
WBMJ			44	2.2	190			67	3.3	159			68	3.3	264
WQOA			2	.1	13			2	.1	7					4
WIAC			21	1.0	72			16	.8	53			12	.6	34
WIAC-FM			3	.1	16			7	.3	14			8	.4	33
TOT			24	1.2	88										
WKAG			133	6.5	437			69	3.4	177			55	2.7	136
WKAG-FM			12	.6	66			25	1.2	58			16	.8	47
TOT			145	7.1	490										
WKVM			109	5.3	206			47	2.3	178			33	1.6	129
WLUZ			46	2.3	131			15	.7	42			10	.5	38
WOLA			9	.4	25			7	.3	22			12	.6	31
WORD			5	.2	11			8	.4	20			3	.1	13
WQBS			35	1.7	134			43	2.1	86			35	1.7	99
WQBS-FM			1		19			6	.3	23			6	.3	14
TOT			36	1.8	147										
WQII			81	4.0	344			86	4.2	246			73	3.6	246
WRAI			5	.2	22			4	.2	9			12	.6	20
WEYA			3	.1	10			3	.1	10			6	.3	6
TOT			8	.4	32			7	.3	20					
WRSJ			4	.2	32			1		15			1		13
WSRA			21	1.0	93			36	1.8	102			35	1.7	95
WUNO			59	2.9	259			76	3.7	192			49	2.4	160
WVOZ			19	.9	50			16	.8	63			30	1.5	85
TOTAL			645	31.6	1776			572	28.0	1236			489	23.9	1278

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			12	.6	173			15	.7	169			15	.7	150
WBMJ			59	2.7	356			61	3.0	342			56	2.7	318
WQOA			1		13			1		18			2	.1	16
WIAC			12	.6	120			16	.8	117			16	.8	98
WIAC-FM			7	.3	43			6	.3	39			6	.3	39
TOT															
WKAG			65	3.2	507			84	4.1	503			95	4.7	482
WKAG-FM			13	.6	102			18	.9	102			13	.6	91
TOT															
WKVM			48	2.4	360			62	3.0	353			71	3.5	337
WLUZ			18	.9	155			23	1.1	148			28	1.4	146
WOLA			8	.4	65			9	.4	51			11	.5	45
WORD			4	.2	32			5	.2	26			4	.2	16
WQBS			31	1.5	201			38	1.9	190			36	1.8	171
WQBS-FM			3	.1	42			4	.2	42			3	.1	26
TOT															
WQII			69	3.4	457			81	4.0	435			78	3.8	413
WRAI			5	.2	38			6	.3	35			8	.4	32
WEYA			6	.3	20			5	.2	17			5	.2	17
TOT															
WRSJ			2	.1	54			1		42			3	.1	34
WSRA			27	1.3	203			31	1.5	175			28	1.4	158
WUNO			48	2.4	359			63	3.1	348			54	2.6	321
WVOZ			19	.9	123			21	1.0	113			25	1.2	107
TOTAL			463	22.7	2006			569	27.9	1977			567	27.8	1949





STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1		17
WBMJ			39	1.9	125
WDOA					4
WIAC					23
WIAC-FM			5	.2	14
TOT					
WKAQ			14	.7	54
WKAQ-FM			4	.2	21
TOT					
WKVM			9	.4	46
WLUZ			4	.2	20
WOLA			6	.3	29
WORD					6
WODS			9	.4	48
WODS-FM			2	.1	3
TOT					
WQ11			34	1.7	122
WRAI			2	.1	14
WEYA			9	.4	13
TOT					
WRSJ			2	.1	17
WSRA			17	.8	98
WUNO			12	.6	42
WVOZ			9	.4	40
TOTAL			189	9.3	672

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
10	.5	14	.7	9	.4	5	.2
29	1.4	70	3.8	47	2.3	24	1.2
				2	.1		
10	.5	12	.6	6	.3	2	.1
8	.4	19	.9	15	.7	4	.2
18	.9						
60	2.9	43	2.1	21	1.0	8	.4
7	.3	20	1.0	17	.8	3	.1
67	3.3						
49	2.4	62	3.0	28	1.4	5	.2
9	.4	12	.6	10	.5	6	.3
5	.2	11	.5	7	.3	5	.2
				2	.1		
23	1.1	31	1.5	18	.9	8	.4
5	.2	13	.6	10	.5		
62	3.0	98	4.8	62	3.0	39	1.9
3	.1	1		2	.1	2	.1
1		6	.3	12	.6	13	.6
2	.1	5	.2	4	.2	2	.1
19	.9	39	1.9	32	1.6	12	.6
20	1.4	45	2.2	25	1.2	2	.1
15	.7	23	1.1	18	.9	11	.5
357	17.5	548	26.8	356	17.4	168	8.2

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.3	77
WBMJ			52	2.5	283
WDOA					8
WIAC			6	.3	49
WIAC-FM			6	.3	37
TOT					
WKAQ			31	1.5	169
WKAQ-FM			9	.4	62
TOT					
WKVM			20	1.0	148
WLUZ			7	.3	49
WOLA			9	.4	45
WORD			2	.1	19
WODS			21	1.0	117
WODS-FM			4	.2	14
TOT					
WQ11			51	2.5	296
WRAI			6	.3	26
WEYA			0	.4	13
TOT					
WRSJ			1		30
WSRA			24	1.2	143
WUNO			28	1.4	175
WVOZ			18	.9	95
TOTAL			322	15.8	1445

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
10	.5	6	.3	5	.2	5	.2
10	.5	61	3.0	37	1.8	29	1.4
		1		1			
14	.7	14	.7	5	.2		
6	.3	20	1.0	15	.7	3	.1
22	1.1	29	1.4	23	1.1	2	.1
10	.5	35	1.7	31	1.5	7	.3
32	1.6	64	3.1				
12	.6	23	1.1	7	.3	4	.2
1		5	.2	4	.2	4	.2
		2	.1	3	.1	3	.1
		5	.2	2	.1		
16	.8	27	1.3	6	.3	1	
4	.2	9	.4	4	.2		
37	1.8	78	3.8	49	2.4	32	1.6
1		2	.1	1		2	.1
		4	.2	4	.2		
		2	.1			2	.1
9	.4	21	1.0	30	1.5	7	.3
20	1.0	31	1.5	20	1.0	1	
4	.2	17	.8	8	.4	3	.1
187	9.2	411	20.1	266	13.0	112	5.5



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	1.1	105			17	1.2	70			12	.8	62
WBMJ			19	1.3	90			32	2.3	81			31	2.2	107
WYDA			2	.1	13			2	.1	7					4
WYAC			19	1.3	63			12	.8	47			11	.8	29
WYAC-FM			2	.1	11			4	.3	9			3	.2	21
TOT			21	1.5	74										
WKAG			118	8.3	342			55	3.9	111			37	2.6	79
WKAG-FM			8	.6	45			23	1.7	46			11	.8	37
TOT			126	8.9	387										
WKVH			97	6.1	243			35	2.5	138			27	1.9	97
WLUZ			43	3.0	123			10	.7	34			7	.5	30
WDLA													1	.1	4
WORD			5	.4	11			8	.6	20			3	.2	13
WGBS			29	2.0	106			38	2.7	76			29	2.0	63
WGBS-FM			1	.1	8			5	.4	9			6	.4	11
TOT			30	2.1	108										
WGII			40	2.8	193			39	2.7	136			43	3.0	137
WRAI			5	.4	22			4	.3	9			12	.8	20
WEYA			3	.2	10			3	.2	10			6	.4	6
TOT			8	.6	32			7	.5	20					
WRSJ			4	.3	20			1	.1	15			1	.1	13
WSRA			16	1.1	79			24	1.7	70			18	1.3	50
WUNO			41	2.9	185			49	3.4	126			38	2.7	122
WVOZ			7	.5	35			8	.6	35			14	1.0	46
TOTAL			475	33.4	1270			381	26.0	827			316	22.2	800

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.8	149			14	1.0	145			13	.9	131
WBMJ			24	1.7	150			28	2.0	145			25	1.8	141
WYDA			1	.1	18			1	.1	18			2	.1	16
WYAC			10	.7	96			14	1.0	96			15	1.1	84
WYAC-FM			4	.3	26			3	.2	22			3	.2	22
TOT															
WKAG			53	3.7	383			69	4.9	379			78	5.5	368
WKAG-FM			10	.7	69			15	1.1	69			9	.6	63
TOT															
WKVH			38	2.7	302			49	3.4	298			57	4.0	282
WLUZ			15	1.1	143			19	1.3	136			25	1.8	134
WDLA			1	.1	10					4			1	.1	4
WORD			4	.3	32			5	.4	26			4	.3	16
WGBS			26	1.8	141			32	2.3	135			30	2.1	119
WGBS-FM			3	.2	17			4	.3	17			3	.2	17
TOT															
WGII			37	2.6	244			41	2.9	236			42	3.0	227
WRAI			5	.4	38			6	.4	35			8	.6	32
WEYA			6	.4	20			5	.4	17			5	.4	17
TOT															
WRSJ			2	.1	47			1	.1	38			3	.2	30
WSRA			16	1.1	138			20	1.4	119			17	1.2	102
WUNO			33	2.3	249			43	3.0	242			39	2.7	227
WVOZ			9	.6	64			9	.6	58			11	.8	56
TOTAL			314	22.1	1386			390	27.4	1375			396	27.8	1360



STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1	.1	13
WBNJ			13	.9	37
WHOA					4
WIAC					14
WIAC-FM TOT			4	.3	9
WKAQ			11	.8	46
WKAQ-FM TOT					4
WKVM			8	.6	40
WLUZ			4	.3	16
WOLA			1	.1	10
WORO					6
WQBS			8	.6	28
WQBS-FM TOT			2	.1	3
WQII			24	1.7	66
WRAL			2	.1	14
WEYA			9	.6	13
WEYA TOT					
WRSJ			2	.1	13
WSRA			8	.6	58
WUNQ			10	.7	33
WVQZ			5	.4	28
TOTAL			118	8.3	404

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
8	.6	10	.7	7	.5	5	.4
13	.9	19	1.3	10	.7	4	.3
				2	.1		
9	.6	6	.4	5	.4	2	.1
8	.6	18	1.3	12	.8	2	.1
17	1.2						
55	3.9	32	2.3	15	1.1	5	.4
6	.4	14	1.0	12	.8	3	.2
61	4.3						
44	3.1	49	3.4	25	1.8	4	.3
7	.5	10	.7	10	.7	6	.4
1	.1	1	.1				
				2	.1		
18	1.3	17	1.2	12	.8	7	.5
5	.3	6	.4	10	.7		
38	2.7	53	3.7	30	2.1	21	1.5
3	.2	1	.1	2	.1	2	.1
1	.1	6	.4	12	.8	13	.9
2	.1	4	.3	2	.1	2	.1
15	1.1	30	2.1	18	1.3	3	.2
22	1.5	31	2.2	20	1.4	2	.1
7	.5	9	.6	6	.4	7	.5
268	18.8	329	23.1	222	15.6	92	6.5

STATION	MONDAY-FRIDAY				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			5	.4	66
WBNJ			21	1.5	111
WHOA					8
WIAC			5	.4	35
WIAC-FM TOT			3	.2	25
WKAQ			22	1.5	104
WKAQ-FM TOT			5	.4	37
WKVM			17	1.2	114
WLUZ			5	.4	41
WOLA			1	.1	10
WORO			2	.1	19
WQBS			18	1.3	76
WQBS-FM TOT			4	.3	11
WQII			32	2.3	158
WRAL			6	.4	26
WEYA			8	.6	13
WEYA TOT					
WRSJ			1	.1	26
WSRA			12	.8	83
WUNQ			22	1.5	131
WVQZ			9	.6	52
TOTAL			206	14.5	915

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
10	.7	6	.4	5	.4	5	.4
4	.3	23	1.6	14	1.0	7	.5
		1	.1	1	.1		
14	1.0	14	1.0	5	.4		
4	.3	11	.8	4	.3		
22	1.5	24	1.7	19	1.3	2	.1
5	.4	20	1.4	15	1.1		
27	1.9	44	3.1				
10	.7	10	1.3	5	.4	3	.2
1	.1	1	.1	4	.3	4	.3
		5	.4	2	.1		
15	1.1	15	1.1	2	.1	1	.1
1	.1	3	.2				
24	1.7	38	2.7	24	1.7	13	.9
		2	.1	1	.1		
1	.1	4	.3	4	.3	2	.1
		2	.1			2	.1
7	.5	15	1.1	20	1.4	7	.5
14	1.0	19	1.3	16	1.1	1	.1
2	.1	6	.4	8	.6	3	.2
143	10.1	230	16.8	153	10.8	53	3.7



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			21	1.1	152			19	1.0	109			14	.7	80
WBMJ			24	1.2	112			36	1.8	93			35	1.8	116
WDOA			4	.2	19			4	.2	9			1	.1	6
WIAC			35	1.8	100			26	1.3	76			17	.9	53
WIAC-FM			2	.1	11			4	.2	9			3	.2	23
TOT			37	1.9	111										
WKAG			192	9.8	594			68	3.5	167			55	2.8	143
WKAG-FM			10	.5	62			25	1.3	52			12	.6	41
TOT			202	10.3	597										
WKVN			136	6.9	378			58	2.9	209			39	2.0	140
WLUZ			70	3.6	175			18	.9	54			17	.9	53
WOLA			1	.1	2								1	.1	4
WORO			8	.4	22			10	.5	33			5	.3	16
WOB5			42	2.1	137			44	2.2	96			30	1.5	71
WOB5-FM			1	.1	8			5	.3	9			6	.3	11
TOT			43	2.2	139										
WQII			43	2.2	208			42	2.1	154			49	2.5	153
WRAI			8	.4	30			9	.5	25			17	.9	35
WEYA			5	.3	14			4	.2	15			8	.4	14
TOT			13	.7	44			13	.7	41					
WRSJ			9	.5	41			6	.3	23			7	.4	26
WSRA			19	1.0	86			34	1.7	86			22	1.1	63
WUNO			52	2.6	227			52	2.6	147			39	2.0	133
WVOZ			7	.4	45			8	.4	40			14	.7	46
TOTAL			701	35.6	1767			485	24.7	1122			398	20.2	1044

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			16	.8	213			17	.9	202			17	.9	188
WBMJ			27	1.4	181			32	1.6	173			29	1.5	165
WDOA			2	.1	24			3	.2	24			4	.2	22
WIAC			19	1.0	157			26	1.3	151			26	1.3	132
WIAC-FM			4	.2	28			3	.2	24			3	.2	24
TOT															
WKAG			78	4.0	602			103	5.2	508			124	6.3	584
WKAG-FM			11	.6	93			17	.9	91			11	.6	84
TOT															
WKVN			59	3.0	430			77	3.9	446			88	4.5	418
WLUZ			27	1.4	211			34	1.7	201			44	2.2	197
WOLA			1	.1	14					6			1	.1	6
WORO			5	.3	45			7	.4	39			6	.3	27
WOB5			31	1.6	177			38	1.9	169			37	1.9	150
WOB5-FM			3	.2	17			4	.2	17			3	.2	17
TOT															
WQII			40	2.0	270			45	2.3	262			47	2.4	246
WRAI			10	.5	62			10	.5	55			12	.6	52
WEYA			8	.4	35			6	.3	29			7	.4	29
TOT															
WRSJ			6	.3	63			6	.3	54			8	.4	46
WSRA			21	1.1	157			26	1.3	138			20	1.0	121
WUNO			36	1.8	302			48	2.4	295			45	2.3	275
WVOZ			9	.5	76			9	.5	70			11	.6	66
TOTAL			422	21.5	1921			525	26.7	1910			550	28.0	1883



STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.5	30
WRNJ			13	.7	49
WQOA					4
WIAC			2	.1	27
WIAC-FM			4	.2	9
TOT					
WKAO			16	.8	67
WKAO-FM					7
TOT					
WKVM			11	.6	57
WLUZ			8	.4	23
WOLA			1	.1	12
WORO					6
WOBS			9	.5	33
WOBS-FM			2	.1	3
TOT					
WQII			24	1.2	71
WRAI			8	.4	29
WEYA			13	.7	23
TOT					
WRSJ			5	.3	16
WSRA			10	.5	63
WUNO			10	.5	33
WVOZ			5	.3	28
TOTAL			156	7.9	527

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
12	.6	13	.7	8	.4	6	.3
18	.9	26	1.3	13	.7	5	.3
2	.1	1	.1	2	.1		
15	.8	17	.9	11	.6	3	.2
8	.4	18	.9	12	.6	2	.1
23	1.2						
98	5.0	54	2.7	29	1.5	13	.7
8	.4	16	.8	13	.7	3	.2
106	5.4						
72	3.7	67	3.4	35	1.8	9	.5
10	.5	15	.8	11	.6	6	.3
2	.1	1	.1				
1	.1	4	.2	4	.2		
25	1.3	26	1.3	16	.8	7	.4
4	.2	6	.3	10	.5		
40	2.0	61	3.1	32	1.6	21	1.1
5	.3	3	.2	6	.3	5	.3
2	.1	6	.3	13	.7	13	.7
2	.1	4	.2	5	.3	5	.3
17	.9	37	1.9	24	1.2	4	.2
28	1.4	35	1.8	20	1.0	2	.1
9	.5	10	.5	6	.3	7	.4
387	19.7	433	22.0	279	14.2	113	5.7

MONDAY-FRIDAY

SATURDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.5	99
WBMJ			23	1.2	133
WQOA					10
WIAC			9	.5	65
WIAC-FM			3	.2	27
TOT					
WKAO			33	1.7	175
WKAO-FM			6	.3	43
TOT					
WKVM			24	1.2	165
WLUZ			12	.6	67
WOLA			1	.1	12
WORO			3	.2	22
WOBS			19	1.0	86
WOBS-FM			4	.2	11
TOT					
WQII			35	1.8	174
WRAI			12	.6	48
WEYA			11	.6	28
TOT					
WRSJ			5	.3	39
WSRA			15	.8	96
WUNO			22	1.1	144
WVOZ			9	.5	52
TOTAL			263	13.4	1209

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
10	.5	7	.4	7	.4	5	.3
11	.6	31	1.6	18	.9	7	.4
1	.1	1	.1	1	.1		
16	.8	19	1.0	8	.4		
4	.2	11	.6	4	.2		
46	2.3	37	1.9	33	1.7	6	.3
7	.4	24	1.2	20	1.0	1	.1
53	2.7	61	3.1				
26	1.3	31	1.6	9	.5	6	.3
4	.2	7	.4	5	.3	4	.2
1	.1						
3	.2	8	.4	4	.2		
18	.9	17	.9	4	.2	1	.1
1	.1	3	.2				
25	1.3	41	2.1	26	1.3	13	.7
2	.1	2	.1	1	.1	2	.1
2	.1	5	.3	4	.2		
2	.1	2	.1	1	.1	2	.1
8	.4	18	.9	22	1.1	8	.4
18	.9	21	1.1	17	.9	1	.1
5	.3	7	.4	8	.4	4	.2
217	11.0	309	15.7	206	10.5	65	3.3



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	1.2	98			13	1.0	59					52
WRMJ			13	1.0	64			11	.8	43			16	1.2	58
WHOA			3	.2	15			4	.3	9			1	.1	6
WIAC			28	2.2	81			22	1.7	55			10	.8	34
WIAC-FM			1	.1	4			2	.2	2			3	.2	7
TOT			29	2.2	85										
WKAO			142	10.9	405			39	3.0	112			38	2.9	101
WKAO-FM			8	.6	48			18	1.4	36			8	.6	30
TOT			150	11.6	447										
WKVM			92	7.1	251			35	2.7	122			19	1.5	88
WLUZ			54	4.2	134			13	1.0	40			14	1.1	40
WOLA			1	.1	2										
WORD			4	.3	18			4	.3	20			3	.2	8
WOBS			27	2.1	76			22	1.7	55			10	.8	35
WOBS-FM			27	2.1	78			3	.2	3			4	.3	5
TOT															
WQII			19	1.5	78			19	1.5	69			24	1.8	57
WRAT			4	.3	16			7	.5	21			13	1.0	31
WEYA			3	.2	10			2	.2	7			4	.3	10
TOT			7	.5	26			9	.7	28					
WRSJ			8	.6	31			6	.5	19			7	.5	26
WSRA			12	.9	50			24	1.8	47			13	1.0	46
WUNO			33	2.5	129			24	1.8	68			18	1.4	61
WVOZ					23			2	.2	14			5	.4	16
TOTAL			477	36.7	1163			278	21.4	656			228	17.6	623

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	1.0	137			13	1.0	126			14	1.1	118
WRMJ			10	.8	100			13	1.0	97			14	1.1	93
WHOA			2	.2	20			3	.2	20			3	.2	18
WIAC			15	1.2	111			20	1.5	105			19	1.5	94
WIAC-FM			2	.2	8			2	.2	8			2	.2	8
TOT															
WKAO			53	4.1	445			71	5.5	441			90	6.9	435
WKAO-FM			8	.6	71			12	.9	69			8	.6	66
TOT															
WKVM			37	2.9	302			48	3.7	298			56	4.3	279
WLUZ			21	1.6	166			26	2.0	156			34	2.6	152
WOLA					4					2					2
WORD			2	.2	23			3	.2	23			3	.2	19
WOBS			15	1.2	93			19	1.5	91			19	1.5	84
WOBS-FM			2	.2	8			2	.2	8			2	.2	8
TOT															
WQII			18	1.4	111			21	1.6	109			22	1.7	99
WRAT			8	.6	48			7	.5	41			8	.6	38
WEYA			5	.4	27			3	.2	21			4	.3	21
TOT															
WRSJ			6	.5	44			6	.5	39			7	.5	36
WSRA			13	1.0	79			17	1.3	74			12	.9	72
WUNO			18	1.4	169			25	1.9	165			25	1.9	151
WVOZ			2	.2	38			2	.2	36			3	.2	32
TOTAL			256	19.7	1258			324	25.0	1252			353	27.2	1236

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.5	30
WBNJ			13	.7	49
WFOA					4
WJAC			2	.1	27
WJAC-FM TOT			4	.2	9
WKAO			16	.8	67
WKAO-FM TOT					7
WKVM			11	.6	57
WLUZ			8	.4	23
WOLA			1	.1	12
WORD					6
WQBS			9	.5	33
WQBS-FM TOT			2	.1	3
WQ11			24	1.2	71
WRAI			8	.4	29
WEYA TOT			13	.7	23
WRSJ			5	.3	16
WSRA			10	.5	63
WUNO			10	.5	33
WVOZ			5	.3	28
TOTAL			156	7.9	527

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
12	.6	13	.7	8	.4	6	.3
18	.9	26	1.3	13	.7	5	.3
2	.1	1	.1	2	.1		
15	.8	17	.9	11	.6	3	.2
8	.4	18	.9	12	.6	2	.1
23	1.2						
98	5.0	54	2.7	29	1.5	13	.7
8	.4	16	.8	13	.7	3	.2
106	5.4						
72	3.7	67	3.4	35	1.8	9	.5
10	.5	15	.8	11	.6	6	.3
2	.1	1	.1				
1	.1	4	.2	4	.2		
25	1.3	26	1.3	16	.8	7	.4
4	.2	6	.3	10	.5		
40	2.0	61	3.1	32	1.6	21	1.1
5	.3	3	.2	6	.3	5	.3
2	.1	6	.3	13	.7	13	.7
2	.1	4	.2	5	.3	5	.3
17	.9	37	1.9	24	1.2	4	.2
28	1.4	35	1.8	20	1.0	2	.1
9	.5	10	.5	6	.3	7	.4
387	19.7	433	22.0	279	14.2	113	5.7

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.5	99
WBNJ			23	1.2	133
WFOA					10
WJAC			9	.5	65
WJAC-FM TOT			3	.2	27
WKAO			33	1.7	175
WKAO-FM TOT			6	.3	43
WKVM			24	1.2	165
WLUZ			12	.6	67
WOLA			1	.1	12
WORD			3	.2	22
WQBS			19	1.0	86
WQBS-FM TOT			4	.2	11
WQ11			35	1.8	174
WRAI			12	.6	48
WEYA TOT			11	.6	28
WRSJ			5	.3	39
WSRA			15	.8	96
WUNO			22	1.1	144
WVOZ			9	.5	52
TOTAL			263	13.4	1209

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
10	.5	7	.4	7	.4	5	.3
11	.6	31	1.6	18	.9	7	.4
1	.1	1	.1	1	.1		
16	.8	19	1.0	8	.4		
4	.2	11	.6	4	.2		
46	2.3	37	1.9	33	1.7	6	.3
7	.4	24	1.2	20	1.0	1	.1
53	2.7	61	3.1				
26	1.3	31	1.6	9	.5	6	.3
4	.2	7	.4	5	.3	4	.2
1	.1						
3	.2	8	.4	4	.2		
18	.9	17	.9	4	.2	1	.1
1	.1	3	.2				
25	1.3	41	2.1	26	1.3	13	.7
2	.1	2	.1	1	.1	2	.1
2	.1	5	.3	4	.2		
2	.1	2	.1	1	.1	2	.1
8	.4	18	.9	22	1.1	8	.4
18	.9	21	1.1	17	.9	1	.1
5	.3	7	.4	8	.4	4	.2
217	11.0	309	15.7	206	10.5	65	3.3

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	1.2	99			13	1.0	59			13	1.0	52
WBMJ			13	1.0	64			11	.8	43			16	1.2	58
WMDA			3	.2	15			4	.3	9			1	.1	6
WIAC			28	2.2	81			22	1.7	55			10	.8	34
WIAC-FM			1	.1	4			2	.2	2			3	.2	7
TOT			29	2.2	85										
WKAQ			142	10.9	403			39	3.0	112			38	2.9	101
WKAQ-FM			8	.6	48			18	1.4	36			8	.6	30
TOT			150	11.6	447										
WKVH			92	7.1	251			35	2.7	122			19	1.5	88
WLUZ			54	4.2	134			13	1.0	40			14	1.1	40
WOLA			1	.1	2										
WORD			4	.3	18			4	.3	20			3	.2	8
WOBS			27	2.1	76			22	1.7	55			10	.8	35
WOBS-FM					5			3	.2	3			4	.3	5
TOT			27	2.1	78										
WOII			19	1.5	78			19	1.5	69			24	1.8	57
WRAI			4	.3	16			7	.5	21			13	1.0	31
WEYA			3	.2	10			2	.2	7			4	.3	10
TOT			7	.5	26			9	.7	28					
WRSJ			8	.6	31			6	.5	19			7	.5	26
WSRA			12	.9	50			24	1.8	47			13	1.0	46
WUNO			33	2.5	129			24	1.8	68			18	1.4	61
WVOZ					23			2	.2	14			5	.4	16
TOTAL			477	36.7	1163			278	21.4	656			228	17.6	623

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	1.0	137			13	1.0	126			14	1.1	118
WBMJ			10	.8	100			13	1.0	97			14	1.1	93
WMDA			2	.2	20			3	.2	20			3	.2	18
WIAC			15	1.2	111			20	1.5	105			19	1.5	94
WIAC-FM			2	.2	8			2	.2	8			2	.2	8
TOT			15	1.2	111			20	1.5	105			19	1.5	94
WKAQ			53	4.1	445			71	5.5	441			90	6.9	435
WKAQ-FM			8	.6	71			12	.9	69			8	.6	66
TOT			53	4.1	445			71	5.5	441			90	6.9	435
WKVH			37	2.9	302			48	3.7	298			56	4.3	279
WLUZ			21	1.6	160			26	2.0	156			34	2.6	152
WOLA					4					2					2
WORD			2	.2	23			3	.2	23			3	.2	19
WOBS			15	1.2	93			19	1.5	91			19	1.5	84
WOBS-FM			2	.2	8			2	.2	8			2	.2	8
TOT			15	1.2	93			19	1.5	91			19	1.5	84
WOII			18	1.4	111			21	1.6	109			22	1.7	99
WRAI			8	.6	48			7	.5	41			8	.6	38
WEYA			5	.4	27			3	.2	21			4	.3	21
TOT			8	.6	48			7	.5	41			8	.6	38
WRSJ			6	.5	44			6	.5	39			7	.5	36
WSRA			13	1.0	79			17	1.3	74			12	.9	72
WUNO			18	1.4	169			25	1.9	165			25	1.9	151
WVOZ			2	.2	36			2	.2	36			3	.2	32
TOTAL			256	19.7	1258			324	25.0	1252			353	27.2	1236





STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.7	24
WBMJ			1	.1	28
WFOA					4
WYAC			2	.2	21
WYAC-FM					2
TOT					
WKAQ			9	.7	46
WKAQ-FM					7
TOT					
WKVM			7	.5	25
WLUZ			8	.6	23
WOLA					2
WORD					
WQDS			2	.2	9
WQDS-FM			2	.2	3
TOT					
WQ11			10	.8	33
WRA1			8	.6	25
WEYA			9	.7	19
TOT					
WRSJ			5	.4	8
WSRA			4	.3	18
WUNO			3	.2	14
WVDZ			1	.1	4
TOTAL			81	6.2	288

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
6	.5	3	.2	2	.2	1	.1
7	.5	14	1.1	6	.5	3	.2
2	.2	1	.1	2	.2		
14	1.1	15	1.2	7	.5	1	.1
1	.1	3	.2				
15	1.2						
82	6.3	37	2.9	20	1.5	10	.8
6	.5	10	.8	5	.4		
88	6.8						
54	4.2	42	3.2	20	1.5	5	.4
7	.5	11	.8	8	.6	6	.5
1	.1						
1	.1	4	.3	2	.2		
11	.8	16	1.2	8	.5		
1	.1	4	.3	4	.3		
19	1.5	27	2.1	12	.9	7	.5
2	.2	3	.2	5	.4	4	.3
2	.2	4	.3	8	.6	9	.7
2	.2	4	.3	4	.3	4	.3
3	.2	17	1.3	13	1.0	2	.2
18	1.4	13	1.0	5	.4		
5	.4	5	.4	2	.2	4	.3
250	19.3	239	18.4	139	10.7	56	4.3

MONDAY-FRIDAY

SATURDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.8	71
WBMJ			8	.6	71
WFOA					10
WYAC			6	.5	46
WYAC-FM			1	.1	7
TOT					
WKAQ			22	1.7	125
WKAQ-FM			4	.3	32
TOT					
WKVM			13	1.0	100
WLUZ			11	.8	54
WOLA					2
WORD			2	.2	8
WQDS			6	.5	38
WQDS-FM			3	.2	5
TOT					
WQ11			16	1.2	66
WRA1			10	.8	44
WEYA			7	.5	24
TOT					
WRSJ			5	.4	31
WSRA			8	.6	51
WUNO			9	.7	65
WVDZ			3	.2	16
TOTAL			146	11.2	726

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
1	.1	3	.2	4	.3		
10	.8	13	1.0	9	.7	4	.3
1	.1	1	.1	1	.1		
10	.8	9	.7	3	.2		
		1	.1	1	.1		
42	3.2	31	2.4	27	2.1	6	.5
4	.3	14	1.1	14	1.1	1	.1
46	3.5	45	3.5				
21	1.6	18	1.4	7	.5	5	.4
4	.3	7	.5	3	.2	4	.3
1	.1						
3	.2	3	.2	2	.2		
12	.9	8	.6	3	.2	1	.1
1	.1	1	.1				
9	.7	17	1.3	12	.9	5	.4
2	.2	2	.2	1	.1	2	.2
2	.2	5	.4	4	.3	2	.2
2	.2	2	.2	1	.1	2	.2
2	.2	7	.5	8	.6	2	.2
13	1.0	9	.7	4	.3		
5	.4	5	.4	4	.3	2	.2
147	11.3	167	12.9	122	9.4	36	2.8



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			69	1.3	388			39	.7	180			40	.7	210
WDRJ			103	1.9	464			135	2.5	423			152	2.8	590
WFOA			19	.3	90			16	.3	45			13	.2	65
WTAC			72	1.3	236			57	1.0	194			76	1.4	234
WTAC-FM			9	.2	31			8	.1	24			18	.3	62
TOT			81	1.5	269										
WKAO			509	9.3	1624			152	2.8	537			182	3.3	610
WKAO-FM			36	.7	178			36	.7	118			26	.5	138
TOT			545	10.0	1776										
WKVM			286	5.2	780			132	2.4	398			93	1.7	283
WLUZ			142	2.6	403			46	.8	118			47	.9	144
WOLA			27	.5	78			27	.5	87			27	.5	114
WORO			11	.2	36			14	.3	49			15	.3	56
WQBS			105	1.9	379			92	1.7	221			66	1.2	211
WQBS-FM			6	.1	61			13	.2	43			12	.2	35
TOT			111	2.0	430										
WQII			117	2.1	497			132	2.4	419			117	2.1	411
WRAI			16	.3	84			23	.4	55			29	.5	85
WEYA			14	.3	31			18	.3	33			25	.5	38
TOT			30	.5	114			41	.8	89					
WRSJ			29	.5	121			18	.3	61			15	.3	50
WSRA			43	.8	196			77	1.4	217			77	1.4	239
WUNO			127	2.3	519			136	2.5	380			108	2.0	350
WVOZ			46	.8	136			44	.8	180			62	1.1	199
TOTAL			1821	33.3	4701			1270	23.3	3024			1248	22.9	3354

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			40	.7	561			47	.9	533			54	1.0	498
WDRJ			117	2.1	861			131	2.4	825			128	2.3	750
WFOA			13	.2	103			16	.3	103			18	.3	101
WTAC			53	1.0	476			68	1.2	442			73	1.3	404
WTAC-FM			11	.2	96			11	.2	66			14	.3	76
TOT															
WKAO			209	3.8	1893			271	5.0	1866			347	6.4	1785
WKAO-FM			25	.5	281			34	.6	275			31	.6	253
TOT															
WKVM			131	2.4	925			168	3.1	900			190	3.5	857
WLUZ			59	1.1	504			76	1.4	479			95	1.7	466
WOLA			23	.4	175			26	.5	145			27	.5	139
WORO			10	.2	88			12	.2	82			12	.2	70
WQBS			69	1.3	498			87	1.6	485			86	1.6	441
WQBS-FM			9	.2	105			10	.2	95			10	.2	81
TOT															
WQII			107	2.0	745			122	2.2	717			119	2.2	635
WRAI			20	.4	136			22	.4	125			23	.4	114
WEYA			21	.4	65			20	.4	59			20	.4	59
TOT															
WRSJ			18	.3	189			18	.3	152			22	.4	129
WSRA			62	1.1	458			66	1.2	362			60	1.1	322
WUNO			98	1.8	714			126	2.3	698			117	2.1	634
WVOZ			43	.8	331			50	.9	313			55	1.0	291
TOTAL			1180	21.6	5388			1434	26.3	5289			1534	28.1	5189



STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			17	.3	99
WDMJ			81	1.5	375
WDOA			5	.1	53
WIAC			17	.3	114
WIAC-FM			8	.1	20
TOT					
WKAO			49	.9	215
WKAO-FM			7	.1	51
TOT					
WKVM			29	.5	137
WLUZ			16	.3	65
WOLA			17	.3	94
WORD			2		13
WOBS			16	.3	84
WOBS-FM			5	.1	29
TOT					
WGII			61	1.1	214
WRAI			14	.3	43
WEYA			24	.4	47
TOT					
WRSJ			12	.2	68
WSRA			52	1.0	229
WUND			31	.6	106
WVOZ			22	.4	76
TOTAL			522	9.6	1944

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
30	.5	26	.5	20	.5	9	.2
74	1.4	195	3.6	91	1.7	61	1.1
5	.1	4	.1	8	.1	10	.2
38	.7	51	.9	35	.6	7	.1
12	.2	45	.8	22	.4	4	.1
50	.9						
213	3.9	132	2.4	91	1.7	37	.7
16	.3	43	.8	37	.7	9	.2
229	4.2						
143	2.6	137	2.5	70	1.3	20	.5
23	.4	54	1.0	38	.7	12	.2
14	.3	34	.6	26	.5	9	.2
3	.1	15	.3	14	.3		
53	1.0	72	1.3	43	.8	22	.4
10	.2	23	.4	20	.4		
92	1.7	155	2.8	95	1.7	54	1.0
7	.1	9	.2	19	.3	14	.3
6	.1	27	.5	41	.8	27	.5
6	.1	13	.2	11	.2	15	.3
30	.5	81	1.5	70	1.3	22	.4
64	1.2	76	1.4	44	.8	4	.1
27	.5	40	.7	33	.6	19	.3
912	16.7	1281	23.5	681	16.1	412	7.5

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			27	.5	252
WDMJ			113	2.1	665
WDOA			8	.1	74
WIAC			43	.8	288
WIAC-FM			12	.2	72
TOT					
WKAO			108	2.0	699
WKAO-FM			16	.3	159
TOT					
WKVM			56	1.0	349
WLUZ			30	.5	183
WOLA			23	.4	145
WORD			9	.2	65
WOBS			38	.7	241
WOBS-FM			8	.1	44
TOT					
WGII			86	1.6	489
WRAI			21	.4	103
WEYA			24	.4	58
TOT					
WRSJ			12	.2	115
WSRA			62	1.1	359
WUND			65	1.2	370
WVOZ			39	.7	223
TOTAL			844	15.5	3825

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
17	.3	13	.2	10	.2	6	.1
36	.7	125	2.3	70	1.3	35	.6
1		2		5	.1	3	.1
35	.6	41	.8	30	.5	3	.1
13	.2	46	.8	21	.4	3	.1
100	1.8	99	1.8	161	2.9	18	.3
20	.4	59	1.1	45	.8	13	.2
120	2.2	158	2.9				
50	.9	63	1.2	27	.5	16	.3
16	.3	32	.6	12	.2	4	.1
1		7	.1	16	.3	15	.3
3	.1	9	.2	8	.1		
35	.6	41	.8	10	.2	1	
4	.1	13	.2	7	.1		
49	.9	108	2.0	71	1.3	36	.7
2		9	.2	2		2	
10	.2	21	.4	20	.4	2	
5	.1	9	.2	5	.1	6	.1
15	.3	54	1.0	59	1.1	13	.2
45	.8	68	1.2	33	.6	2	
12	.2	31	.6	16	.3	7	.1
493	9.0	907	16.6	691	12.7	215	3.9



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.6	129			9	.4	64			6	.2	59
WBNJ			81	3.4	351			113	4.7	355			125	5.2	494
WNOA			9	.4	49			9	.4	29			7	.3	43
WIAC			13	.5	51			9	.4	43			22	.9	55
WIAC-FM			2	.1	12			5	.2	19			10	.4	45
TOT			15	.6	63										
WKAO			137	5.7	467			54	2.2	215			60	2.5	213
WKAO-FM			15	.6	85			16	.7	77			12	.5	74
TOT			152	6.3	539										
WKVM			83	3.4	231			43	1.8	171			42	1.7	106
WLUZ			25	1.0	85			10	.4	22			8	.3	33
WOLA			26	1.1	76			27	1.1	87			27	1.1	114
WORD			7	.3	10			10	.4	19			2	.1	14
WQBS			53	2.2	109			61	2.5	112			44	1.8	142
WQBS-FM			6	.2	52			8	.3	36			5	.2	26
TOT			59	2.5	235										
WQII			88	3.7	379			105	4.4	316			89	3.7	334
WRAI			6	.2	43			7	.3	14			11	.5	33
WEYA			2	.1	4			4	.2	14			6	.2	10
TOT			8	.3	47			11	.5	29					
WRSJ			3	.1	37					10					
WSRA			18	.7	84			39	1.6	135			43	1.8	117
WUNO			65	2.7	282			81	3.4	229			56	2.3	199
WVOZ			40	1.7	80			35	1.5	145			51	2.1	154
TOTAL			709	29.5	1976			672	27.9	1597			651	27.0	1759

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			8	.3	185			9	.4	185			10	.4	174
WBNJ			98	4.1	694			108	4.5	661			103	4.3	593
WNOA			7	.3	54			8	.3	54			9	.4	54
WIAC			11	.5	133			15	.6	115			17	.7	100
WIAC-FM			7	.3	66			5	.2	56			6	.2	50
TOT															
WKAO			66	2.7	587			81	3.4	568			100	4.2	519
WKAO-FM			11	.5	146			14	.6	146			13	.5	127
TOT															
WKVM			43	1.8	271			56	2.3	268			63	2.6	255
WLUZ			10	.4	106			14	.6	106			17	.7	106
WOLA			23	1.0	171			26	1.1	143			27	1.1	137
WORD			5	.2	28			6	.2	22			4	.2	14
WQBS			42	1.7	265			54	2.2	254			49	2.0	233
WQBS-FM			6	.2	89			6	.2	79			6	.2	65
TOT															
WQII			83	3.4	569			94	3.9	543			89	3.7	487
WRAI			7	.3	43			8	.3	43			9	.4	43
WEYA			4	.2	14			5	.2	14			4	.2	14
TOT															
WRSJ			1		64					48			2	.1	37
WSRA			34	1.4	280			34	1.4	204			31	1.3	166
WUNO			54	2.2	397			70	2.9	385			61	2.5	349
WVOZ			37	1.5	241			41	1.7	231			46	1.9	213
TOTAL			575	23.9	2401			677	28.1	2328			679	28.2	2274



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					10
WBMJ			76	3.2	324
WNOA			4	.2	38
WIAC					42
WIAC-FM			8	.3	18
TOT					
WKAQ			25	1.0	84
WKAQ-FM			4	.2	35
TOT					
WKVM			9	.4	52
WLUZ					4
WOLA			17	.7	92
WORO					6
WQBS			9	.4	59
WQBS-FM			3	.1	26
TOT					
WQII			48	2.0	172
WRAI			4	.2	14
WEYA			4	.2	4
TOT					
WRSJ			1		44
WSRA			35	1.5	175
WUNO			17	.7	57
WVOZ			19	.8	60
TOTAL			310	12.9	1175

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	10	.4	18	.7	17	.7	5	.2
WBMJ	61	2.5	160	7.0	82	3.4	54	2.2
WNOA	3	.1	2	.1	6	.2	7	.3
WIAC	9	.4	13	.5	10	.4	5	.2
WIAC-FM	8	.3	35	1.5	22	.9	4	.2
TOT	17	.7						
WKAQ	54	2.2	45	1.9	34	1.4	17	.7
WKAQ-FM	8	.3	30	1.2	30	1.2	9	.4
TOT	62	2.6						
WKVM	33	1.4	51	2.1	32	1.3	10	.4
WLUZ	5	.2	14	.6	4	.2		
WOLA	13	.5	34	1.4	26	1.1	9	.4
WORO					2	.1		
WQBS	27	1.1	40	1.7	28	1.2	19	.8
WQBS-FM	6	.2	15	.6	11	.5		
TOT								
WQII	68	2.8	121	5.0	81	3.4	44	1.8
WRAI	5	.2	6	.2	13	.5	10	.4
WEYA	4	.2	8	.3	13	.5	12	.5
TOT								
WRSJ	2	.1	8	.3	5	.2	8	.3
WSRA	20	.8	45	1.9	36	1.5	14	.6
WUNO	38	1.6	47	2.0	25	1.0	2	.1
WVOZ	19	.8	31	1.3	31	1.3	13	.5
TOTAL	414	17.2	754	31.3	527	21.9	279	11.6

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.1	63
WBMJ			98	4.1	547
WNOA			6	.2	43
WIAC			10	.4	79
WIAC-FM			9	.4	55
TOT					
WKAQ			40	1.7	255
WKAQ-FM			7	.3	89
TOT					
WKVM			23	1.0	125
WLUZ			4	.2	33
WOLA			23	1.0	143
WORO			1		20
WQBS			25	1.0	169
WQBS-FM			4	.2	35
TOT					
WQII			67	2.8	398
WRAI			7	.3	33
WEYA			5	.2	10
TOT					
WRSJ			1		44
WSRA			37	1.5	213
WUNO			34	1.4	215
WVOZ			33	1.4	170
TOTAL			461	19.2	1994

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	9	.4	4	.2	3	.1	5	.2
WBMJ	23	1.0	107	4.4	57	2.4	30	1.2
WNOA					4	.2	3	.1
WIAC	6	.2	12	.5	16	.7		
WIAC-FM	6	.2	38	1.6	18	.7	3	.1
TOT								
WKAQ	26	1.1	26	1.1	45	1.9	4	.2
WKAQ-FM	13	.5	40	1.7	25	1.0	7	.3
TOT	39	1.6	66	2.7				
WKVM	7	.3	10	.7	4	.2	2	.1
WLUZ			7	.3	2	.1		
WOLA			7	.3	16	.7	15	.6
WORO			5	.2	2	.1		
WQBS	10	.4	30	1.2	5	.2		
WQBS-FM	3	.1	9	.4	6	.2		
TOT								
WQII	34	1.4	85	3.5	56	2.3	31	1.3
WRAI	2	.1	7	.3			2	.1
WEYA	2	.1						
TOT								
WRSJ	3	.1	7	.3				
WSRA	8	.3	33	1.4	39	1.6	9	.4
WUNO	28	1.2	49	2.0	18	.7	1	.1
WVOZ	7	.3	24	1.0	12	.5	5	.2
TOTAL	198	8.2	536	22.3	359	14.9	141	5.9



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			37	1.0	258			25	.6	108			23	.6	123
WBMJ			92	2.4	414			120	3.1	390			140	3.6	560
WHOA			14	.4	65			14	.4	43			11	.3	57
WTAC			30	.8	133			21	.5	91			38	1.0	111
WTAC-FM			3	.1	24			7	.2	21			13	.3	50
TOT			33	.9	157										
WKAO			280	7.3	977			85	2.2	338			109	2.8	359
WKAO-FM			24	.6	136			33	.9	110			20	.5	114
TOT			304	7.9	1095										
WKVM			154	4.0	442			68	1.8	238			65	1.7	183
WLUZ			74	1.9	254			31	.8	60			26	.7	87
WOLA			26	.7	76			27	.7	87			27	.7	114
WORO			3	.2	17			12	.3	26			6	.2	29
WQBS			85	2.2	317			88	2.2	194			63	1.6	194
WQBS-FM			6	.2	57			13	.3	43			12	.3	35
TOT			91	2.4	360										
WQIT			110	2.9	459			127	3.3	379			110	2.9	389
WRAI			10	.3	66			12	.3	22			21	.5	57
WEYA			4	.1	14			9	.2	20			12	.3	16
TOT			14	.4	79			21	.5	43					
WRSJ			13	.3	80			2	.1	35			4	.1	28
WSRA			37	1.0	163			62	1.6	187			70	1.8	208
WUNO			93	2.4	414			116	3.0	306			93	2.4	288
WVOZ			45	1.2	118			43	1.1	171			60	1.6	191
TOTAL			1175	30.5	3278			962	25.0	2251			960	24.9	2571

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.6	366			27	.7	356			30	.8	331
WBMJ			107	2.8	794			119	3.1	761			116	3.0	693
WHOA			11	.3	78			13	.3	70			14	.4	76
WTAC			23	.6	249			30	.8	231			33	.9	212
WTAC-FM			9	.2	80			7	.2	70			8	.2	64
TOT															
WKAO			120	3.1	1149			192	3.9	1122			196	5.1	1059
WKAO-FM			20	.5	226			26	.7	222			21	.5	201
TOT															
WKVM			74	1.9	539			94	2.4	528			110	2.9	505
WLUZ			32	.8	321			42	1.1	299			50	1.3	291
WOLA			23	.6	171			25	.7	143			27	.7	137
WORO			7	.2	48			8	.2	42			6	.2	32
WQBS			62	1.6	424			79	2.1	413			75	1.9	372
WQBS-FM			9	.2	101			10	.3	91			10	.3	77
TOT															
WQIT			102	2.6	681			116	3.0	653			111	2.9	588
WRAI			12	.3	82			14	.4	79			16	.4	76
WEYA			10	.3	30			10	.3	27			8	.2	27
TOT															
WRSJ			6	.2	126			4	.1	105			9	.2	85
WSRA			54	1.4	406			57	1.5	317			54	1.4	277
WUNO			81	2.1	571			103	2.7	555			93	2.4	510
WVOZ			43	1.1	308			48	1.2	290			53	1.4	270
TOTAL			859	22.3	3802			1027	26.7	3720			1067	27.7	3656



STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.1	43
WRMJ			80	2.1	354
WFOA			5	.1	45
WIAC			5	.1	64
WIAC-FM TOT			8	.2	20
WKAQ			34	.9	141
WKAQ-FM TOT			7	.2	46
WKVM			19	.5	77
WLUZ			8	.2	50
WOLA			17	.4	92
WORO			2	.1	10
WQBS			15	.4	75
WQBS-FM TOT			5	.1	29
WQII			58	1.5	200
WRAI			6	.2	24
WEYA TOT			11	.3	17
WRSJ			3	.1	49
WSRA			47	1.2	210
WUNO			30	.8	90
WVOZ			22	.6	76
TOTAL			423	11.0	1563

SATURDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
18	.5	18	.5	18	.5	8	.2				
64	1.7	181	4.7	86	2.2	60	1.6				
3	.1	2	.1	8	.2	7	.2				
18	.5	24	.6	14	.4	5	.1				
9	.2	38	1.0	22	.6	4	.1				
27	.7										
111	2.9	69	1.8	66	1.2	20	.5				
14	.4	39	1.0	34	.9	9	.2				
125	3.2										
72	1.9	83	2.2	45	1.2	10	.3				
11	.3	34	.9	31	.8	11	.3				
13	.3	34	.9	26	.7	9	.2				
2	.1	9	.2	8	.2						
44	1.1	62	1.6	39	1.0	22	.6				
10	.3	23	.6	20	.5						
90	2.3	146	3.8	93	2.4	51	1.3				
5	.1	7	.2	14	.4	11	.3				
3	.1	18	.5	28	.7	24	.6				
4	.1	12	.3	8	.2	9	.2				
27	.7	68	1.8	59	1.5	18	.5				
50	1.3	63	1.6	39	1.0	2	.1				
25	.6	39	1.0	33	.9	19	.5				
630	16.4	1005	26.1	711	18.5	348	9.0				

MONDAY-FRIDAY											
3 PM-12 MID											
STATION	R.S.A.		CENTRAL ZONE								
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)						
WAPA			12	.3	147						
WRMJ			107	2.8	617						
WFOA			8	.2	61						
WIAC			20	.5	145						
WIAC-FM TOT			10	.3	60						
WKAQ			67	1.7	434						
WKAQ-FM TOT			12	.3	133						
WKVM			39	1.0	213						
WLUZ			16	.4	118						
WOLA			23	.6	143						
WORO			4	.1	35						
WQBS			37	1.0	222						
WQBS-FM TOT			8	.2	44						
WQII			82	2.1	462						
WRAI			12	.3	63						
WEYA TOT			12	.3	23						
WRSJ			3	.1	77						
WSRA			56	1.5	313						
WUNO			58	1.5	300						
WVOZ			39	1.0	215						
TOTAL			661	17.2	2915						

SUNDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
10	.3	8	.2	7	.2	6	.2				
27	.7	117	3.0	64	1.7	35	.9				
		1		5	.1	3	.1				
18	.5	27	.7	21	.5						
9	.2	45	1.2	20	.5	3	.1				
54	1.4	54	1.4	95	2.5	6	.2				
15	.4	51	1.3	37	1.0	9	.2				
69	1.8	105	2.7								
16	.4	29	.8	10	.3	4	.1				
3	.1	11	.3	10	.3	4	.1				
		7	.2	16	.4	15	.4				
		5	.1	2	.1						
24	.6	37	1.0	8	.2	1	.1				
4	.1	13	.3	7	.2						
48	1.2	104	2.7	69	1.8	36	.9				
2	.1	9	.2	1	.1	2	.1				
4	.1	8	.2	7	.2	2	.1				
3	.1	9	.2	2	.1	2	.1				
13	.3	46	1.2	54	1.4	11	.3				
37	1.0	61	1.6	28	.7	2	.1				
9	.2	28	.7	16	.4	6	.2				
316	8.2	717	18.6	527	13.7	173	4.5				

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			34	1.3	243			22	.8	94			19	.7	117
WBNJ			39	1.4	180			49	1.8	128			53	2.0	207
WBOA			10	.4	59			8	.3	37			5	.2	46
WIAC			26	1.0	110			16	.6	79			33	1.2	100
WIAC-FM			2	.1	19			4	.1	16			8	.3	38
TOT			28	1.0	129										
WKAG			256	9.5	842			72	2.7	247			89	3.3	281
WKAG-FM			12	.4	91			28	1.0	78			15	.6	90
TOT			268	9.9	915										
WKVH			130	4.8	380			56	2.1	180			59	2.2	145
WLUZ			70	2.6	229			26	1.0	60			23	.9	79
WOLA					5					5			2	.1	19
WORO			8	.3	17			12	.4	26			5	.2	29
WBSB			79	2.9	278			71	2.6	169			57	2.1	130
WBSB-FM			3	.1	37			9	.3	20			12	.4	32
TOT			82	3.0	309										
WQII			64	2.4	270			70	2.6	227			67	2.5	212
WPAI			10	.4	66			12	.4	22			21	.8	57
WEYA			4	.1	14			7	.3	14			10	.4	10
TOT			14	.5	79			19	.7	37					
WRSJ			13	.5	76			2	.1	29			4	.1	28
WSRA			32	1.2	140			43	1.6	129			46	1.7	129
WUNO			70	2.6	307			78	2.9	201			79	2.9	232
WVOZ			12	.4	60			21	.8	89			37	1.4	104
TOTAL			890	32.9	2421			638	23.6	1500			652	24.5	1677

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	.7	333			24	.9	323			26	1.0	303
WBNJ			40	1.5	298			48	1.8	283			46	1.7	269
WBOA			6	.2	67			8	.3	67			9	.3	65
WIAC			19	.7	211			25	.9	196			29	1.1	184
WIAC-FM			5	.2	57			4	.1	53			5	.2	47
TOT															
WKAG			105	3.9	948			134	5.0	930			173	6.4	899
WKAG-FM			14	.5	160			19	.7	156			13	.5	148
TOT															
WKVH			53	2.3	458			80	3.0	450			95	3.5	431
WLUZ			29	1.1	292			38	1.4	270			46	1.7	262
WOLA			2	.1	34					19			2	.1	19
WORO			7	.3	48			8	.3	42			6	.2	32
WBSB			54	2.0	338			69	2.6	332			69	2.6	300
WBSB-FM			7	.3	67			8	.3	57			8	.3	57
TOT															
WQII			60	2.2	367			67	2.5	359			64	2.4	315
WPAI			12	.4	82			14	.5	79			16	.6	76
WEYA			9	.3	24			8	.3	21			7	.3	21
TOT															
WRSJ			6	.2	113			4	.1	95			9	.3	81
WSRA			38	1.4	284			41	1.5	235			39	1.4	195
WUNO			61	2.3	405			76	2.0	393			74	2.7	378
WVOZ			22	.8	153			22	.8	139			25	.9	128
TOTAL			596	22.1	2651			723	26.8	2627			776	28.7	2584





MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.1	39
WBMJ			22	.8	121
WMOA			1		39
WIAC			5	.2	49
WIAC-FM			4	.1	9
TOT					
WKAQ			28	1.0	118
WKAQ-FM			3	.1	21
TOT					
WKVM			18	.7	67
WLUZ			8	.3	46
WOLA			3	.1	19
WORO			2	.1	10
WQBS			14	.5	55
WQBS-FM			5	.2	29
TOT					
WQ11			38	1.4	91
WRAI			6	.2	24
WEYA			11	.4	17
TOT					
WRSJ			3	.1	45
WSRA			31	1.1	122
WUNO			28	1.0	81
WVOZ			16	.6	50
TOTAL			266	9.8	949

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	16	.6	10	.4	13	.5	8	.3
WBMJ	26	1.0	47	1.7	11	.4	10	.6
WMOA	3	.1	2	.1	6	.2		
WIAC	14	.5	16	.6	13	.5	5	.2
WIAC-FM	9	.3	37	1.4	19	.7	2	.1
TOT	23	.9						
WKAQ	96	3.6	56	2.1	29	1.1	12	.4
WKAQ-FM	10	.4	22	.8	17	.6	3	.1
TOT	106	3.9						
WKVM	65	2.4	66	2.4	36	1.3	8	.3
WLUZ	9	.3	30	1.1	31	1.1	11	.4
WOLA	1		6	.2				
WORO	2	.1	9	.3	8	.3		
WQBS	39	1.4	43	1.6	30	1.1	21	.8
WQBS-FM	9	.3	16	.6	20	.7		
TOT								
WQ11	63	2.3	78	2.9	45	1.7	27	1.0
WRAI	5	.2	7	.3	14	.8	11	.4
WEYA	3	.1	12	.4	20	.7	16	.6
TOT								
WRSJ	4	.1	11	.4	6	.2	9	.3
WSRA	23	.9	51	1.9	44	1.6	9	.3
WUNO	35	1.3	42	1.6	34	1.3	2	.1
WVOZ	10	.4	15	.6	6	.2	9	.3
TOTAL	460	17.0	597	22.1	432	16.0	194	7.2

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.4	127
WBMJ			36	1.3	224
WMOA			3	.1	50
WIAC			17	.6	125
WIAC-FM			5	.2	42
TOT					
WKAQ			55	2.0	340
WKAQ-FM			8	.3	94
TOT					
WKVM			36	1.3	169
WLUZ			14	.5	110
WOLA			3	.1	34
WORO			4	.1	35
WQBS			34	1.3	161
WQBS-FM			8	.3	41
TOT					
WQ11			51	1.9	243
WRAI			12	.4	63
WEYA			11	.4	17
TOT					
WRSJ			3	.1	73
WSRA			37	1.4	196
WUNO			51	1.9	248
WVOZ			26	1.0	118
TOTAL			442	16.4	1922

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	10	.4	8	.3	7	.3	6	.2
WBMJ	8	.3	36	1.3	18	.7	8	.3
WMOA			1		3	.1		
WIAC	18	.7	27	1.0	21	.8		
WIAC-FM	7	.3	36	1.3	9	.3		
TOT								
WKAQ	51	1.9	40	1.5	90	3.3	6	.2
WKAQ-FM	10	.4	26	1.0	19	.7	2	.1
TOT	61	2.3	66	2.4				
WKVM	14	.5	24	.9	8	.3	3	.1
WLUZ	3	.1	7	.3	10	.4	4	.1
WOLA								
WORO			5	.2	2	.1		
WQBS	23	.9	25	.9	4	.1	1	
WQBS-FM	1	.1	7	.3	3	.1		
TOT								
WQ11	34	1.3	53	2.0	37	1.4	13	.5
WRAI	2	.1	9	.3	1	.1	2	.1
WEYA	2	.1	8	.3	7	.3	2	.1
TOT								
WRSJ	3	.1	9	.3	2	.1	2	.1
WSRA	11	.4	32	1.2	36	1.3	9	.3
WUNO	26	1.0	38	1.4	24	.9	2	.1
WVOZ	2	.1	7	.3	8	.3	3	.1
TOTAL	238	8.8	424	15.7	329	12.2	74	2.7



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			46	1.2	330			27	.7	142			25	.7	166
WBNJ			47	1.2	226			60	1.6	157			65	1.7	233
WMOA			15	.4	84			10	.3	39			7	.2	54
WJAC			59	1.6	189			42	1.1	137			56	1.5	159
WJAC-FM			5	.1	22			5	.1	19			11	.3	46
TOT			64	1.7	212										
WKAO			395	10.5	1267			113	3.0	379			132	3.5	454
WKAO-FM			20	.5	123			31	.8	66			19	.5	108
TOT			415	11.0	1365										
WKVM			205	5.5	599			90	2.4	282			76	2.1	214
WLUZ			109	2.9	330			39	1.0	106			44	1.2	136
WOLA			1		7					5			2	.1	19
WORO			11	.3	36			14	.4	49			12	.3	50
WQBS			93	2.5	323			77	2.0	194			59	1.6	149
WQBS-FM			3	.1	37			9	.2	20			12	.3	32
TOT			96	2.6	359										
WQII			70	1.9	295			75	2.0	259			74	2.0	230
WRAI			13	.3	74			10	.5	42			26	.7	75
WEYA			8	.2	23			8	.2	19			14	.4	21
TOT			21	.6	96			25	.7	62					
WRSJ			28	.7	110			10	.5	51			15	.4	50
WSRA			37	1.0	169			56	1.5	155			53	1.4	161
WUNO			100	2.7	393			94	2.5	256			92	2.4	278
WVOZ			13	.3	74			21	.6	94			38	1.0	108
TOTAL			1299	34.5	3370			845	22.5	2932			657	22.8	2214

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			28	.7	474			31	.6	450			35	.9	420
WBNJ			48	1.3	361			58	1.5	343			56	1.5	322
WMOA			8	.2	92			11	.3	92			13	.3	90
WJAC			40	1.1	354			52	1.4	323			57	1.5	300
WJAC-FM			6	.2	69			6	.2	65			8	.2	55
TOT															
WKAO			159	4.2	1427			206	5.5	1409			266	7.0	1168
WKAO-FM			17	.5	203			24	.6	197			19	.5	180
TOT															
WKVM			95	2.5	702			123	3.3	687			143	3.8	651
WLUZ			49	1.3	427			62	1.6	402			76	2.0	389
WOLA			2	.1	38					21			2	.1	21
WORO			9	.2	62			11	.3	76			10	.3	64
WQBS			59	1.5	391			75	2.0	383			77	2.0	348
WQBS-FM			7	.2	67			8	.2	57			8	.2	57
TOT															
WQII			64	1.7	410			73	1.9	402			73	1.9	344
WRAI			17	.5	113			18	.5	106			20	.5	79
WEYA			14	.4	48			10	.3	42			11	.3	42
TOT															
WRSJ			10	.5	165			16	.5	135			22	.6	118
WSRA			45	1.2	329			49	1.3	273			44	1.2	233
WUNO			75	2.0	518			95	2.5	506			95	2.5	476
WVOZ			22	.6	172			23	.6	158			26	.7	145
TOTAL			808	21.5	3692			989	26.3	3659			1070	28.7	3590



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.4	82
WBHJ			23	.6	142
WDOA			1		47
WIAC			11	.3	65
WIAC-FM			4	.1	9
TOT					
WKAO			39	1.0	167
WKAO-FM			3	.1	24
TOT					
WKVM			21	.6	94
WLUZ			16	.4	61
WOLA			3	.1	21
WORD			2	.1	13
WOBS			15	.4	60
WOBS-FM			5	.1	29
TOT					
WOII			38	1.0	96
WRAI			12	.3	39
WEVA			22	.6	36
TOT					
WRSJ			11	.3	60
WSRA			35	.9	137
WUNO			29	.8	90
WVOZ			16	.4	50
TOTAL			339	9.0	1209

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	23	.6	14	.4	15	.4	9	.4
WBHJ	35	.9	61	1.6	16	.4	11	.3
WDOA	5	.1	4	.1	6	.2	3	.1
WIAC	27	.7	34	.9	28	.7	7	.2
WIAC-FM	11	.3	41	1.1	19	.5	2	.1
TOT	38	1.0						
WKAO	165	4.4	91	2.4	52	1.4	21	.6
WKAO-FM	12	.3	25	.7	19	.5	3	.1
TOT	177	4.7						
WKVM	114	3.0	94	2.5	55	1.5	21	.6
WLUZ	14	.4	45	1.2	38	1.0	12	.3
WOLA	2	.1	6	.2				
WORD	3	.1	15	.4	14	.4		
WOBS	46	1.2	53	1.4	34	.9	21	.6
WOBS-FM	9	.2	16	.4	20	.5		
TOT								
WOII	65	1.7	86	2.3	47	1.2	27	.7
WRAI	7	.2	9	.2	18	.5	14	.4
WEVA	4	.1	12	.3	23	.6	19	.5
TOT								
WRSJ	4	.1	12	.3	9	.2	15	.4
WSRA	25	.7	60	1.6	54	1.4	12	.3
WUNO	48	1.3	53	1.4	39	1.0	3	.1
WVOZ	12	.3	16	.4	6	.2	9	.2
TOTAL	653	17.4	777	20.7	546	14.5	239	6.4

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	.5	201
WBHJ			42	1.1	268
WDOA			3	.1	63
WIAC			30	.8	204
WIAC-FM			6	.2	50
TOT					
WKAO			81	2.2	523
WKAO-FM			10	.3	114
TOT					
WKVM			46	1.2	256
WLUZ			28	.7	175
WOLA			3	.1	36
WORD			7	.2	59
WOBS			35	.9	174
WOBS-FM			8	.2	41
TOT					
WOII			54	1.4	261
WRAI			18	.5	88
WEVA			19	.5	41
TOT					
WRSJ			12	.3	107
WSRA			42	1.1	235
WUNO			57	1.5	294
WVOZ			26	.7	122
TOTAL			569	15.1	2560

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	13	.3	9	.2	9	.2	6	.2
WBHJ	17	.5	44	1.2	24	.6	8	.2
WDOA	1		2	.1	3	.1		
WIAC	24	.6	33	.9	25	.7		
WIAC-FM	7	.2	37	1.0	10	.3		
TOT								
WKAO	88	2.3	70	1.9	135	3.6	17	.5
WKAO-FM	15	.4	33	.9	27	.7	5	.1
TOT	103	2.7	103	2.7				
WKVM	37	1.0	44	1.2	17	.5	10	.3
WLUZ	11	.3	24	.6	12	.3	4	.1
WOLA	1							
WORD	3	.1	9	.2	8	.2		
WOBS	26	.7	27	.7	6	.2	1	
WOBS-FM	1		7	.2	3	.1		
TOT								
WOII	35	.9	57	1.5	39	1.0	13	.3
WRAI	2	.1	9	.2	1		2	.1
WEVA	5	.1	10	.3	7	.2	2	.1
TOT								
WRSJ	5	.1	9	.2	3	.1	6	.2
WSRA	12	.3	36	1.0	40	1.1	10	.3
WUNO	33	.9	42	1.1	29	.8	2	.1
WVOZ	5	.1	8	.2	8	.2	4	.1
TOTAL	357	9.5	543	14.4	439	11.7	104	2.8

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			34	1.4	216			21	.8	92			23	.9	123
WBMJ			19	.8	109			10	.7	64			27	1.1	92
WFOA			10	.4	41			7	.3	16			6	.2	22
WIAC			50	2.0	161			38	1.5	106			39	1.6	115
WIAC-FM			4	.2	15			3	.1	5			6	.2	13
TOT			54	2.2	177								6	.2	13
WKAQ			282	11.3	935			73	2.9	255			92	3.7	319
WKAQ-FM			17	.7	83			20	.8	41			11	.4	58
TOT			299	11.9	1006										
WKVM			146	5.8	430			59	2.4	169			43	1.7	146
WLUZ			88	3.5	270			34	1.4	92			39	1.6	111
WOLA			1		2										
WORD			4	.2	26			4	.2	30			10	.4	36
WOBS			46	1.8	176			31	1.2	107			21	.8	63
WOBS-FM					5			5	.2	7			7	.3	9
TOT			46	1.8	178										
WQII			28	1.1	105			27	1.1	95			28	1.1	73
WRAI			7	.3	31			11	.4	28			15	.6	42
WEYA			6	.2	19			6	.2	11			10	.4	17
TOT			13	.5	49			17	.7	39					
WRSJ			25	1.0	77			18	.7	47			15	.6	50
WSRA			24	1.0	108			36	1.4	78			34	1.4	115
WUNO			58	2.3	218			51	2.0	132			50	2.0	135
WVQZ			6	.2	52			8	.3	31			10	.4	41
TOTAL			875	34.9	2251			497	19.8	1186			504	20.1	1349

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			23	.9	322			25	1.0	298			29	1.2	274
WBMJ			17	.7	163			21	.8	160			23	.9	153
WFOA			6	.2	49			8	.3	49			9	.4	47
WIAC			33	1.3	259			42	1.7	243			44	1.8	228
WIAC-FM			3	.1	26			4	.2	26			5	.2	22
TOT			33	1.3	266			42	1.7	243			44	1.8	228
WKAQ			108	4.3	1041			143	5.7	1033			187	7.5	1015
WKAQ-FM			12	.5	123			17	.7	117			14	.6	114
TOT			108	4.3	1041			143	5.7	1033			187	7.5	1015
WKVM			63	2.5	512			81	3.2	497			95	3.8	470
WLUZ			42	1.7	350			52	2.1	325			63	2.5	312
WOLA					4					2					2
WORD			4	.2	54			5	.2	54			6	.2	50
WOBS			25	1.0	212			31	1.2	210			34	1.4	187
WOBS-FM			3	.1	12			4	.2	12			4	.2	12
TOT			25	1.0	212			31	1.2	210			34	1.4	187
WQII			23	.9	155			28	1.1	153			29	1.2	130
WRAI			10	.4	70			10	.4	63			11	.4	56
WEYA			11	.4	40			7	.3	34			8	.3	34
TOT			11	.4	40			7	.3	34			8	.3	34
WRSJ			17	.7	114			18	.7	97			20	.8	85
WSRA			27	1.1	171			31	1.2	151			28	1.1	149
WUNO			41	1.6	287			52	2.1	283			53	2.1	259
WVQZ			6	.2	86			8	.3	78			8	.3	74
TOTAL			496	19.8	2442			616	24.6	2424			690	27.5	2388

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.6	76
WBMJ			5	.2	51
WHOA			1		15
WIAC			11	.4	58
WIAC-FM TOT					2
WKAQ			20	.8	106
WKAQ-FM TOT			3	.1	14
WKVN			13	.5	52
WLUZ			16	.6	61
WOLA					2
WORD			2	.1	7
WOBS			7	.3	21
WOBS-FM TOT			2	.1	3
WQII			10	.4	33
WRAI			8	.3	25
WFYA TOT			18	.7	32
WRSJ			10	.4	20
WSRA			16	.6	50
WUNO			14	.6	42
WVOZ			3	.1	16
TOTAL			186	7.4	648

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	15	.6	4	.2	3	.1	4	.2
WBMJ	12	.5	27	1.1	9	.4	7	.3
WHOA	2	.1	2	.1	2	.1	3	.1
WIAC	22	.9	29	1.2	19	.8	2	.1
WIAC-FM TOT	3	.1	7	.3				
WKAQ	25	1.0						
WKAQ-FM TOT	126	5.0	59	2.4	35	1.4	12	.5
WKVN	8	.3	11	.4	6	.2		
WLUZ	134	5.3						
WOLA	88	3.5	60	2.4	32	1.3	13	.5
WORD	11	.4	35	1.4	34	1.4	12	.5
WOBS	1							
WOBS-FM TOT	3	.1	15	.6	12	.5		
WQII	24	1.0	32	1.3	15	.6	3	.1
WRAI	4	.2	8	.3	9	.4		
WFYA TOT	2	.1	3	.1	5	.2	7	.3
WRSJ	4	.2	10	.4	18	.7	15	.6
WSRA	2	.1	5	.2	6	.2	7	.3
WUNO	9	.4	32	1.3	33	1.3	7	.3
WVOZ	25	1.0	27	1.1	19	.8	1	
TOTAL	8	.3	9	.4	2	.1	6	.2
TOTAL	409	16.3	431	17.2	298	11.9	114	4.6

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	.7	150
WBMJ			15	.6	114
WHOA			2	.1	31
WIAC			23	.9	145
WIAC-FM TOT			2	.1	13
WKAQ			53	2.1	362
WKAQ-FM TOT			7	.3	64
WKVN			26	1.0	175
WLUZ			26	1.0	150
WOLA					2
WORD			6	.2	39
WOBS			13	.5	66
WOBS-FM TOT			4	.2	9
WQII			18	.7	82
WRAI			11	.4	55
WFYA TOT			15	.6	37
WRSJ			11	.4	67
WSRA			24	1.0	139
WUNO			30	1.2	139
WVOZ			6	.2	49
TOTAL			327	13.1	1559

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.2	5	.2	6	.2	1	
WBMJ	13	.5	18	.7	13	.5	5	.2
WHOA	1		2	.1	1			
WIAC	18	.7	21	.8	9	.4		
WIAC-FM TOT	3	.1	8	.3	3	.1		
WKAQ	65	2.6	58	2.3	95	3.8	13	.5
WKAQ-FM TOT	7	.3	18	.7	20	.8	5	.2
WKVN	72	2.9	76	3.0				
WLUZ	32	1.3	31	1.2	15	.6	9	.4
WOLA	11	.4	21	.8	10	.4	4	.2
WORD	1							
WOBS	3	.1	4	.2	6	.2		
WOBS-FM TOT	17	.7	9	.4	5	.2	1	
WQII	1		4	.2	1			
WRAI	15	.6	23	.9	15	.6	5	.2
WFYA TOT	2	.1	2	.1	1		2	.1
WRSJ	5	.2	10	.4	7	.3		
WSRA	2	.1	2	.1	3	.1	6	.2
WUNO	6	.2	17	.7	19	.8	1	.1
WVOZ	16	.6	16	.6	15	.6	1	
TOTAL	5	.2	5	.2	4	.2	2	.1
TOTAL	237	9.5	300	12.0	278	11.1	62	2.5



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.1	15			3	.1	15			4	.2	16
WBMJ			117	5.1	536			135	5.9	536			199	8.7	722
WHOA			7	.3	23			10	.4	35			11	.5	38
WIAC			5	.2	27			5	.2	16			5	.2	11
WIAC-FM			1		12			3	.1	9			5	.2	15
TOT			6	.3	35										
WKAQ			50	2.2	251			18	.8	133			39	1.7	162
WKAQ-FM			13	.6	48			8	.3	43			6	.3	40
TOT			63	2.7	299										
WKVM			62	2.7	180			28	1.2	140			23	1.0	97
WLUZ			8	.3	34			5	.2	13			3	.1	8
WOLA			29	1.3	94			27	1.2	103			42	1.8	156
WORD															
WBBS			8	.3	54			16	.7	35			12	.5	79
WBBS-FM			3	.1	20			4	.2	23			5	.2	21
TOT			11	.5	74										
WQII			69	3.0	328			75	3.3	266			111	4.8	343
WRAI					4										
WEYA					4			2	.1	6			2	.1	6
TOT								2	.1	6					
WRSJ					4										
WSRA			5	.2	26			19	.8	61			25	1.1	76
WUNO			38	1.7	192			62	2.7	193			51	2.2	185
WVOZ			36	1.6	90			28	1.2	110			39	1.7	155
TOTAL			469	20.4	1569			469	20.4	1321			616	26.8	1696

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.1	36			3	.1	33			4	.2	28
WBMJ			145	6.3	1114			150	6.5	1050			158	6.9	948
WHOA			9	.4	57			9	.4	49			9	.4	44
WIAC			6	.3	52			5	.2	39			4	.2	32
WIAC-FM			5	.2	38			3	.1	27			3	.1	27
TOT															
WKAQ			32	1.4	442			33	1.4	401			45	2.0	363
WKAQ-FM			8	.3	98			9	.4	82			9	.4	77
TOT															
WKVM			29	1.3	241			37	1.6	229			42	1.8	210
WLUZ			4	.2	46			5	.2	38			6	.3	38
WOLA			28	1.2	227			33	1.4	201			36	1.6	189
WORD															
WBBS			10	.4	134			13	.6	122			10	.4	103
WBBS-FM			4	.2	52			4	.2	52			5	.2	38
TOT															
WQII			78	3.4	607			84	3.7	558			90	3.9	513
WRAI					7					4					4
WEYA					6			2	.1	6			1		6
TOT															
WRSJ					13					10					4
WSRA			17	.7	150			16	.7	91			16	.7	91
WUNO			44	1.9	379			52	2.3	361			45	2.0	322
WVOZ			33	1.4	266			34	1.5	248			38	1.7	233
TOTAL			473	20.6	2286			514	22.4	2176			542	23.6	2108



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1		7
WBMJ			134	5.8	562
WDOA			7	.3	30
WIAC			6	.3	29
WIAC-FM TOT			7	.3	23
WKAO			27	1.2	109
WKAO-FM TOT			5	.2	54
WKVM			5	.2	39
WLUZ					11
WOLA			26	1.1	121
WORD					
WOBS			2	.1	44
WOBS-FM TOT			2	.1	18
WOII			58	2.5	200
WRAI					3
WEYA TOT					
WRSJ					4
WSRA			17	.7	110
WUNO			22	1.0	88
WVOZ			28	1.2	101
TOTAL			367	16.0	1345

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	8	.3	5	.2		
WBMJ	74	3.2	244	10.6	164	7.1	112	4.9
WDOA			4	.2	6	.3	7	.3
WIAC	4	.2	11	.5	1		7	.3
WIAC-FM TOT	4	.2	1		3	.1	2	.1
WKAO	28	1.2	33	1.4	36	1.6	19	.8
WKAO-FM TOT	7	.3	16	.7	17	.7	7	.3
WKVM	31	1.4	29	1.3	18	.8	8	.3
WLUZ	3	.1	6	.3				
WOLA	16	.7	40	1.7	35	1.5	13	.6
WORD								
WOBS	5	.2	22	1.0	15	.7	2	.1
WOBS-FM TOT	1		7	.3	4	.2		
WOII	54	2.4	163	7.1	109	4.7	45	2.0
WRAI								
WEYA TOT			6	.3	8	.3	8	.3
WRSJ			1		2	.1		
WSRA	4	.2	19	.8	15	.7	20	.9
WUNO	32	1.4	54	2.4	23	1.0	14	.6
WVOZ	18	.8	39	1.7	38	1.7	14	.6
TOTAL	301	13.1	722	31.4	514	22.4	304	13.2

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			2	.1	23
WBMJ			163	7.1	906
WDOA			9	.4	46
WIAC			6	.3	34
WIAC-FM TOT			7	.3	30
WKAO			32	1.4	231
WKAO-FM TOT			5	.2	71
WKVM			13	.6	125
WLUZ			2	.1	15
WOLA			34	1.5	193
WORD					
WOBS			6	.3	94
WOBS-FM TOT			3	.1	21
WOII			82	3.6	453
WRAI					3
WEYA TOT			1		6
WRSJ					4
WSRA			20	.9	145
WUNO			34	1.5	206
WVOZ			32	1.4	197
TOTAL			477	20.8	1990

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA								
WBMJ	39	1.7	158	6.9	102	4.4	66	2.9
WDOA			1		6	.3	3	.1
WIAC			5	.2			3	.1
WIAC-FM TOT	2	.1	9	.4	11	.5	3	.1
WKAO	23	1.0	34	1.5	26	1.1	5	.2
WKAO-FM TOT	8	.3	34	1.5	29	1.3	7	.3
WKVM	31	1.4	68	3.0				
WLUZ	10	.4	17	.7	15	.7	7	.3
WOLA			4	.2			2	.1
WORD			7	.3	19	.8	19	.8
WOBS								
WOBS-FM TOT	1		17	.7	4	.2		
WOII	3	.1	6	.3	4	.2	1	
WRAI								
WEYA TOT	2	.1						
WRSJ								
WSRA	2	.1	14	.6	18	.8	9	.4
WUNO	40	1.7	54	2.4	18	.8	8	.3
WVOZ	16	.7	28	1.2	21	.9	9	.4
TOTAL	189	6.2	531	23.1	383	16.7	203	6.8



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA															
WBNJ			64	5.6	302			64	5.6	274			112	9.8	369
WBOA			3	.3	17			4	.3	29			5	.4	27
WIAC			1	.1	4					4					4
WIAC-FM			1	.1	7					4					3
TOT			1	.1	7					4					
WKAQ			26	2.3	116			4	.3	42			19	1.7	84
WKAQ-FM			1	.1	3			3	.3	11			1	.1	16
TOT			27	2.4	119			7	.6	53			20	1.8	100
WKVM			38	3.3	118			16	1.4	82			17	1.5	59
WLUZ			4	.3	9					5					5
WOLA			3	.3	23					21			17	1.5	61
WORD															
WOBS			2	.2	15			1	.1	10			6	.5	23
WOBS-FM			2	.2	15								5	.4	18
TOT			4	.4	30			1	.1	10			11	.9	41
WQ11			23	2.0	139			18	1.6	114			68	5.9	166
WRAI					4										
WEYA					4										
TOT					4										
WRSJ															
WSRA					3					3			1	.1	5
WUNO			15	1.3	85			24	2.1	88			37	3.2	129
WVOZ			3	.3	32			6	.5	28			16	1.4	68
TOTAL			184	16.1	712			145	12.7	570			318	27.8	802

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					3										
WBMJ			78	6.8	618			79	6.9	572			88	7.7	524
WBOA			4	.3	46			4	.3	38			4	.3	33
WIAC			2	.2	14					4					4
WIAC-FM			1	.1	15					10					10
TOT			3	.3	29					14					14
WKAQ			17	1.5	241			15	1.3	209			22	1.9	197
WKAQ-FM			2	.2	32			2	.2	16			1	.1	16
TOT			19	1.7	273			17	1.5	225			23	2.0	213
WKVM			18	1.6	160			23	2.0	151			27	2.4	136
WLUZ			1	.1	17			1	.1	9			2	.2	9
WOLA			7	.6	90			7	.6	77			11	1.0	71
WORD															
WOBS			2	.2	48			3	.3	41			4	.3	31
WOBS-FM			2	.2	18			2	.2	18			3	.3	18
TOT			4	.4	66			5	.5	59			7	.7	49
WQ11			36	3.1	293			35	3.1	264			45	3.9	240
WRAI					7					4					4
WEYA															
TOT					7					4					4
WRSJ															
WSRA			1	.1	28					9			1	.1	9
WUNO			24	2.1	213			25	2.2	199			26	2.3	190
WVOZ			12	1.0	111			8	.7	97			10	.9	91
TOTAL			210	18.3	1135			210	18.3	1083			251	21.9	1036





STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1	.1	3
WBNJ			76	6.6	329
WDOA			3	.3	24
WIAC			6	.5	14
WIAC-FM TOT			3	.3	12
WKAQ			21	1.8	86
WKAQ-FM TOT			1	.1	29
WKVM			4	.3	29
WLUZ					7
WOLA			12	1.0	48
WORD					
WOBS			1	.1	24
WOBS-FM TOT			2	.2	18
WQ11			38	3.3	179
WRAI					3
WEYA					
WRSJ					
WSRA			1	.1	22
WUNO			20	1.7	79
WVOZ			22	1.9	75
TOTAL			210	18.3	731

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
36	3.1	110	9.6	89	7.8	62	5.4
		4	.3	4	.3		
		3	.3			7	.6
13	1.1	20	1.7	19	1.7	11	1.0
3	.3					1	.1
16	1.4						
24	2.1	12	1.0	9	.8	6	.5
1	.1	2	.2				
4	.3	12	1.0	9	.8	4	.3
		3	.3	6	.5	1	.1
				4	.3		
27	2.4	95	8.3	61	5.3	21	1.8
		2	.2			11	1.0
17	1.5	33	2.9	18	1.6	14	1.2
3	.3	15	1.3	11	1.0	4	.3
131	11.4	314	27.4	235	20.5	150	13.1

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					3
WBNJ			92	8.0	513
WDOA			4	.3	35
WIAC			3	.3	14
WIAC-FM TOT			2	.2	12
WKAQ			20	1.7	137
WKAQ-FM TOT			1	.1	32
WKVM			10	.9	61
WLUZ					7
WOLA			14	1.2	64
WORD					
WOBS			3	.3	33
WOBS-FM TOT			3	.3	18
WQ11			51	4.5	234
WRAI					3
WEYA					
WRSJ					
WSRA			1	.1	28
WUNO			27	2.4	146
WVOZ			19	1.7	100
TOTAL			258	22.5	997

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
20	1.7	77	6.7	56	4.9	39	3.4
		1	.1	4	.3		
		5	.4			3	.3
20	1.7	20	1.7	21	1.8	5	.4
3	.3	9	.8	11	1.0		
23	2.0	29	2.5				
8	.7	12	1.0	13	1.1	6	.5
						2	.2
1	.1			3	.3	4	.3
		5	.4			1	.1
16	1.4	59	5.2	43	3.8	20	1.7
						7	.6
29	2.5	31	2.7	14	1.2	8	.7
9	.8	7	.6	13	1.1	6	.5
111	9.7	238	20.8	185	16.2	104	9.1

# Programmer's Guide

## SECTIONS

- 1 ..... Share Trends (for markets surveyed two  
or more times per year)
- 2 ..... Shares
- 3 ..... Ratings, Projections and Cumes
- 4 ..... Ratings by Hours
- 5 ..... Additional Time Period Combinations



SAN JUAN METROPOLITAN AREA

SHARES OF AUDIENCE

STATION	6AM-12MD																			
	MEN					WOMEN					TEENS					TOTAL				
	OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	4	5	3	3		4	3	3	4		2	2				3	3	2	3	
WBHJ	9	7	10	11		8	7	10	9		37	29	41	37		13	10	15	14	
WDOA	2	2	1	2		1					1	3		2		1	1	1	1	
WIAC	3	5	3	5		1	2	3	4		1			1		2	3	3	4	
WIAC-FM	1	2	2	1		3	2	3	1		1	2				2	2	2	1	
WKAO	24	20	21	19		22	19	18	17		9	8	6	8		21	18	17	16	
WKAO-FM	4	2	2	2		3	3	3	2		2	2		1		3	3	2	2	
WKVM	9	10	9	8		13	14	11	14		11	11	6	9		11	12	9	11	
WLUZ	7	6	7	4		8	7	6	8		1	2				6	6	5	4	
WOLA	2	3	2	3		1	2	1	1		3	2	5	3		1	2	2	2	
WORO	3	2	1	1		4	2	2	1							3	1	1	1	
WOS5	5	5	5	6		6	6	6	6		5	4	2	1		5	6	5	5	
WOS5-FM	1	2	1	1		2	1	1			1	2		1		1	2	1	1	
WQ11		5	5	6			11	10	11			18	20	17			10	10	10	
WRAT	2	3	2	1		3	3	3	2		8	3	1			3	3	2	1	
WEYA	2	1	1	2		3	2	2	2							2	1	1	2	
WRSJ	3	3	2	2		2	1	2	1		1					3	2	2	1	
WSPA		2	5	6			3	5	5			3	1				3	4	5	
WUNO	10	8	10	9		8	7	9	8		11	5	9	11		9	7	9	9	
WVOZ	5	3	5	4		3	2	2	3		5	4	8	6		4	3	4	4	
TOT(00)	494	528	515	539		621	614	630	641		195	196	227	210		1313	1338	1372	1390	

SAN JUAN METROPOLITAN AREA

SHARES OF AUDIENCE

STATION	6AM-10AM																			
	MEN					WOMEN					TEENS					TOTAL				
	OCT-NOV. 1975	FEB-MAR. 1976	JUN-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUN-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUN-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUN-AUG. 1976	OCT-NOV. 1976	
WAPA	3	4	3	4		3	3	3	3		1	1	1			3	4	3	3	
WEMJ	5	4	5	6		4	5	6	5		23	27	36	35		6	6	6	6	
WJMA	2	1	2	2		1	1					3		2		1	1	1	1	
WTAC WTAC-FM	1	2	3	4		1	2	3	4		1			1		1	2	2	4	
WKAQ WKAQ-FM	33	31	34	31		28	25	26	25		22	12	9	14		30	26	26	27	
WKVM	12	11	12	11		19	20	16	20		20	20	10	21		16	16	14	16	
WLUZ	8	9	8	6		14	14	12	9		1	4	1	2		10	11	9	7	
WOLA	2	2	1	2		1		1	1		2	3	6	2		1	1	1	1	
WORO	5	1	1			2	1	1	1							3	1	1	1	
WGSS WGSS-FM	4	6	6	7		5	6	6	5		6	4	1	1		5	6	5	5	
WQII		4	4	4			8	8	8			15	22	13			7	8	7	
WRAT WVYA	1	1	2	1		1	1	1	1		6	3				2	1	1	1	
WRSJ	4	2	2	3		2	1	1	1		1					3	1	1	1	
WSRA		2	2	2			1	2	2			1					2	2	2	
WUNO	9	9	7	7		6	6	8	7		10	2	6	8		8	7	7	7	
WVQZ	3	3	4	3		2	1	1	2		2	4	9	2		3	2	3	2	
TOT(00)	841	819	768	790		1115	1040	980	1031		174	139	151	184		2130	1998	1899	2095	



SAN JUAN METROPOLITAN AREA

SHARES OF AUDIENCE

STATION	MEN					10AM-3PM					TEENS					TOTAL				
	OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	2	5	4	2		3	2	2	4		1	2				2	3	2	3	
WBNJ	10	7	11	11		8	9	12	10		37	27	40	44		12	10	17	14	
WBOA	1	1	1	2		2			1			3			3	1	1	1	1	
WIAC	4	5	3	4		2	2	3	5		1					3	3	2	4	
WIAC-FM	1	3	2			5	2	3	1		1	1				3	2	2	1	
WKAQ	20	15	14	11		16	16	13	12		5	11	7	3		16	15	12	11	
WKAQ-FM	4	2	1	2		3	5	4	4		5	1		2		4	3	2	3	
WKVN	8	10	9	7		11	11	10	13		21	12	5	11		11	11	9	10	
WLUZ	6	4	7	4		6	4	3	3			2	1			5	4	4	3	
WOLA	2	3	2	4		1	1	1	1		2	4	5			1	2	2	2	
WORD	5	3	3	1		6	3	2	1							5	3	2	1	
WOBS	6	8	7	8		8	8	7	7		6	1	5	1		7	7	6	7	
WOBS-FM	1	2	1	1		3	2	1	1		1	1				2	2	1	1	
WQII		8	6	8			12	10	12			18	14	12			11	9	11	
WRAI	2	3	2	2		2	3	3	2		5	4	1			2	3	2	2	
WEVA	2	1	1	2		3	1	2	1							2	1	1	1	
WRSJ	3	3	2	2		2	1	2	1				1			2	2	1	1	
WSRA		3	4	6			3	6	6			5	1				3	4	5	
WUNO	11	8	12	11		10	10	11	11		9	3	11	17		11	9	11	11	
WVOZ	5	3	8	5		4	1	2	2		5	2	8	4		5	2	5	4	
TOT(100)	469	506	519	529		666	670	731	741		132	146	284	145		1266	1322	1534	1415	



SAN JUAN METROPOLITAN AREA

SHARES OF AUDIENCE

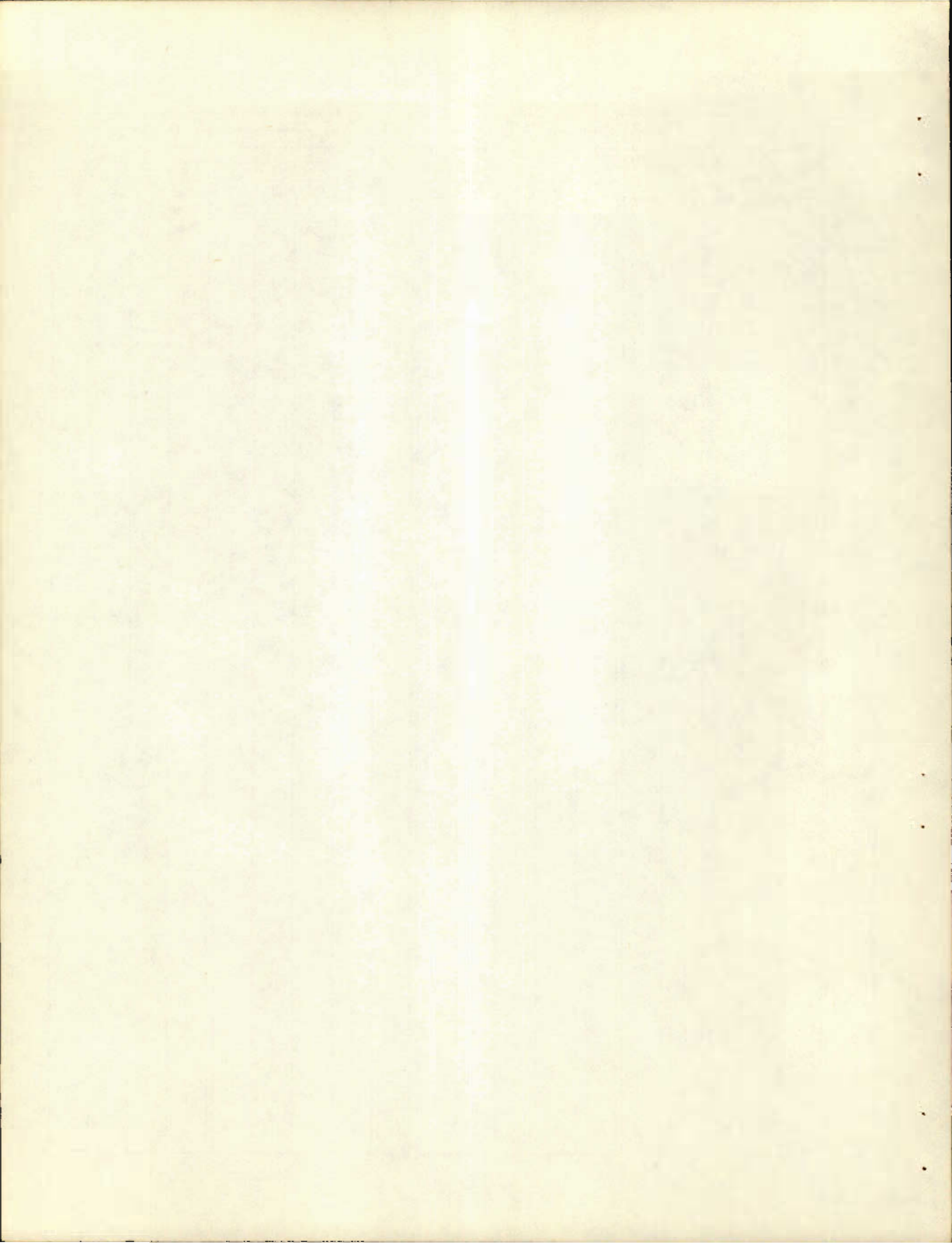
STATION	MEN					WOMEN					TEENS					TOTAL				
	OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	4	4	3	2		3	3	2	4		1	2				3	3	2	3	
WRMJ	11	7	12	13		14	9	12	12		42	28	45	35		20	13	19	17	
WNOA	2	2	2	2		1	1				1	2				1	1	1	1	
WJAC	4	5	4	8		1	3	3	5							2	3	3	5	
WJAC-FM	2	3	2	1		5	3	4	2		1	3	1			3	3	3	1	
WKAQ	24	19	18	15		24	19	15	14		6	6	4	6		19	16	14	13	
WKAQ-FM	2	3	2	1		1	4	3	3		6	3	1			1	3	2	2	
WKVN	7	8	8	7		7	9	7	8		6	10	6	5		7	9	7	7	
WLUZ	7	7	5	4		3	3	4	3			1				3	4	3	3	
WOLA	1	5	4	2		1	3	2	2		3	1	6	5		1	3	4	3	
WORD	2	2	2	2		5	2	2	1							3	2	1	1	
WQHS	4	4	3	5		7	7	6	6		2	4		2		5	5	4	5	
WQHS-FM	1	3	1	1		2	2	2	1			2		2		1	2	1	1	
WQ11		7	6	6			12	13	13				22	21						
WRAI	3	3	3	2		4	4	4	3		10	4	1			5	4	3	2	
WEYA	2		1	2		4	2	3	2							2	1	1	2	
WRSJ	4	2	3	1		3	2	3	1							2	1	2	1	
WSRA		3	5	6			3	5	6			2					3	4	5	
WUND	7	7	11	9		9	7	8	8		15	6	9	12		10	7	9	9	
WVOZ	7	4	3	5		3	3	3	5		6	5	4	5		5	4	3	5	
TOT(100)	462	574	573	627		581	592	642	621		310	353	331	318		1323	1519	1546	1566	



SAN JUAN METROPOLITAN AREA

SHARES OF AUDIENCE

STATION	7PM-12MID																			
	MEN					WOMEN					TEENS					TOTAL				
	OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976		OCT-NOV. 1975	FEB-MAR. 1976	JUL-AUG. 1976	OCT-NOV. 1976	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	8	5	3	2		7	7	5	4		4	1	1			6	5	3	2	
WBNJ	12	13	16	15		14	9	12	16		41	34	42	36		21	17	20	21	
WQDA	2	3	2	2		1	1	1			2	5		1		2	3	1	1	
WIAC	3	9	5	4		1	5	4	2		2			3		2	6	3	3	
WIAC-FM	3	1	2	1		6	7	7	2		2			1		4	3	3	2	
WKAQ	11	8	11	10		11	7	6	9		6	5	3	10		10	7	8	10	
WKAQ-FM	2	4	2	1		1	3	2	2				1			1	3	2	1	
WKVM	4	8	7	4		6	10	6	7		5	7	5	2		5	8	6	5	
WLUZ	5	4	5	3		3	3	2	3							3	3	3	2	
WOLA	4	7	5	4		3	6	2	2		4	3	8	6		3	6	4	4	
WORO	4	4	1	1		8	5	5			1					4	3	2		
WQBS	5	4	3	2		5	5	6	4		5	4	1			5	4	4	2	
WQBS-FM	1	4	2	1		1	1	1	1		2	4		1		1	3	1	1	
WQ11		3	2	9			15	14	15			18	24	18			11	12	14	
WRA1	4	7	2	1		7	4	7	4		9	2	1			6	5	4	2	
WEYA	6		1	4		9	5	5	6							5	2	2	3	
WRSJ	4	3	1	3		5	2		2					1		3	2	1	2	
WSRA		2	14	12			8	7	8			2	3				4	9	7	
WUNO	13	8	13	7		7	5	7	5		8	6	7	10		10	6	10	7	
WVQZ	9	3	5	5		4	3	3	4		6	2	3	10		6	3	4	6	
TOT(100)	267	279	263	277		234	240	242	245		193	163	147	210		694	682	652	732	







SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

OCT-NOV. 1976

M-F

6A.M.-12MID

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	3	4		3	2	1	4	4	1	2	5	5
WRMJ	11	9	37	14	32	10	1	5	21	10	5	3
WROA	2		2	1	4	1	2	1			1	1
WIAC	5	4	1	4	2	2	4	12	1	2	4	8
WIAC-FM	1	1		1	1	1		1	2	1	1	
TOT												
WKAQ	19	17	8	16	3	18	19	28	8	15	19	23
WKAQ-FM	2	2	1	2	3	1	1	2	2	2	5	1
TOT												
WKVM	8	14	9	11	1	7	11	11	7	13	11	19
WLUZ	4	6		4		1	10	8	2	4	6	11
WOLA	3	1	3	2	12	1			5	1		
WORD	1	1		1		1	1	1		2	1	1
WOBS	6	6	1	5	3	12	7		3	10	7	5
WOBS-FM	1	1	1	1	2	2	1			1	1	
TOT												
WQ11	6	11	17	10	9	13	3	1	21	13	10	3
WRA1	1	2		1		3	1			1	2	5
WEYA	2	2		2	1		2	3		2	2	2
TOT												
WRSJ	2	1		1		1	2	8			1	4
WSRA	6	5		5	4	7	9	2	7	5	5	5
WUNO	9	8	11	9	4	11	9	11	10	11	10	3
WVOZ	4	3	6	4	10	6	3		7	4	1	
TOT(100)	539	641	210	1390	114	146	136	104	149	166	148	108

SHARE OF AUDIENCE ESTIMATES

MON-SUN  
6A.M.-12MID

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	3	4		3	2	2	4	3	1	3	5	4
WRMJ	11	10	36	15	32	9	2	5	22	9	5	3
WROA	2		1	1	4	2	2	1			1	1
WIAC	5	4	1	4	2	2	4	11	1	3	4	8
WIAC-FM	1	2		1	1	2		1	2	2	2	
TOT												
WKAQ	18	16	8	16	4	17	19	28	7	13	19	24
WKAQ-FM	2	3	1	2	4	2	2	2	3	3	5	1
TOT												
WKVM	8	13	8	10	1	6	10	11	6	13	11	19
WLUZ	4	5		4		1	9	8	1	3	6	9
WOLA	3	1	3	2	12	1			4	1		
WORD	1	1		1		1	1	1		1	1	1
WOBS	6	6	1	5	2	12	8		4	9	6	5
WOBS-FM	1	1	1	1	1	2	1		1	1	2	
TOT												
WQ11	6	12	19	11	9	13	3	1	22	14	11	3
WRA1	1	2		1		4	1			1	2	4
WEYA	2	2		2	1		3	2		2	2	1
TOT												
WRSJ	2	1		1		2	2	7			2	3
WSRA	6	5	1	5	4	7	9	2	7	6	5	4
WUNO	8	8	11	8	5	10	9	10	9	11	9	3
WVOZ	4	3	5	4	9	5	3		6	4	2	
TOT(100)	478	571	203	1252	109	128	117	88	139	149	129	95



SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

OCT-NOV. 1976

MON-FRI

6A.M. - 10A.M.

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	4	3		3		3	6	3	2	3	4	3
WBMJ	6	5	35	8	24	9	1	2	15	5	3	2
WBOA	2		2	1	3	2	2					1
WIAC	4	4	1	4	2	1	2	9	1	3	5	7
WIAC-FM		1						2	1			
TOT	4	5	1	4	2	1	2	11	2	4	5	7
WKAQ	31	25	14	27	8	32	35	35	9	22	27	33
WKAQ-FM	2	2	1	2	7	1	1	3	2	1	2	1
TOT	34	27	15	29	15	32	36	39	11	23	29	34
WKVM	11	20	21	16	2	8	13	14	13	20	17	22
WLUZ	6	9	2	7	1	3	10	7	2	7	11	12
WOLA	2	1	2	1	15				5			
WORD		1		1		2				2		1
WQBS	7	5	1	5		16	8	1	4	7	6	6
WQBS-FM	1				3	1						
TOT	7	5	1	6	3	17	8	1	4	7	6	6
WQII	4	8	13	7	4	9	3	2	24	11	6	1
WRAI	1	1		1	1	1	1			2		1
WEYA	1	1		1	1			1		1		1
TOT	2	2		1	1	1	2	1		3	1	2
WRSJ	3	1		1		1	3	5			1	2
WSRA	2	2		2		3	5	1	3	3	4	1
WUNO	7	7	8	7	4	12	3	10	11	8	9	5
WVOZ	3	2	2	2	18		2	1	7	3		
TOT(100)	790	1031	184	2005	115	200	215	183	170	224	251	226

SHARE OF AUDIENCE ESTIMATES

MON-FRI  
10A.M. - 3P.M.

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	2	4		3	2		4	3		3	6	2
WBMJ	11	10	44	14	27	12		7	18	12	4	4
WBOA	2	1	3	1	5	2	3				1	2
WIAC	4	5		4	1		3	12	2	2	5	13
WIAC-FM		1		1				1	2	1	1	
TOT	4	5		4	1		3	12	2	2	5	13
WKAQ	11	12	3	11		8	5	27	7	14	15	13
WKAQ-FM	2	4	2	3	3	2	1	1	1	4	9	2
TOT	11	12	3	11	3	2	1	27	7	14	15	13
WKVM	7	13	11	10		6	11	11	6	11	7	22
WLUZ	4	3		3			14	5	3	2	3	8
WOLA	4	1		2	15				4			
WORD	1	1		1		3				3	1	2
WQBS	8	7	1	7	8	17	8		3	11	9	6
WQBS-FM	1	1		1	2	1	2		1	1	2	
TOT	8	7	1	7	8	17	8		3	11	9	6
WQII	8	12	12	11	8	18	5	2	25	11	9	3
WRAI	2	2		2		4	3	1		1	1	5
WEYA	2	1		1			3	1		1	1	1
TOT	4	3		3	2	4	6	1		2	2	6
WRSJ	2	1		1		1	1	11			1	5
WSRA	6	6		5	5	7	8	3	6	5	8	10
WUNO	11	11	17	11	8	11	12	13	14	14	12	3
WVOZ	5	2	4	4	11	5	5		4	3	1	
TOT(100)	529	741	145	1415	133	141	116	103	191	207	174	104



SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

MON-FRI  
3P.M.-7P.M.

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	2	4		3	2	1	4	4	1	1	8	2
WOMJ	13	12	35	17	40	10	2	7	21	11	8	5
WDOA	2		2	1	5	1	2	1				1
WIAC	8	5		5	3	5	7	15	1	4	3	7
WIAC-FM	1	2		1		3		3	3		2	
TOT												
WKAO	15	14	6	13	2	13	18	22	10	10	14	22
WKAO-FM	1	3		2		2	1	2	3	2	5	1
TOT												
WKVM	7	8	5	7		9	10	7	3	12	5	15
WLUZ	4	3		3		1	9	10	2	2	3	12
WOLA	2	2	5	3	11	1			6	1		
WORO	2	1		1			2	4		1	1	2
WOBS	5	6	2	5		10	6	1	3	12	6	1
WOBS-FM	1	1	2	1		2	2			1	3	
TOT												
WQII	6	13	21	12	10	11	2	1	17	15	12	7
WRAI	2	3		2		4	1				5	6
WEYA	2	2		2	2		2	2		2	1	2
TOT												
WRSJ	1	1		1			2	4			1	7
WSRA	6	6		5	6	5	11	3	10	5	6	5
WUNO	9	8	12	9	2	11	12	11	6	12	12	1
WVOZ	5	5	5	5	6	10	2	1	9	5	3	
TOT (00)	627	621	318	1566	125	183	163	113	173	170	146	82

SHARE OF AUDIENCE ESTIMATES

MON-FRI  
7P.M.-12MID

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	2	4		2			3	11			2	21
WBNJ	15	16	36	21	37	8	4	3	37	16	2	
WDOA	2		1	1	5		1					
WIAC	4	2	3	3			7	11				5
WIAC-FM	1	2	1	2	3				1		5	
TOT												
WKAO	10	9	10	10	3	15	7	17	4	9	9	13
WKAO-FM	1	2		1			4		6			
TOT												
WKVM	4	7	2	5		5	9		1	5	9	8
WLUZ	3	3		2			6	11			9	11
WOLA	4	2	6	4	10	3			7	1		
WORO	1						3					
WOBS	2	4		2		1	7		1	9	2	3
WOBS-FM	1	1	1	1		4					5	
TOT												
WQII	9	15	18	14	12	18			14	19	23	
WRAI	1	4		2		5					5	16
WEYA	4	6		3			3	20		5	12	11
TOT												
WRSJ	3	2		2		1		14			5	8
WSRA	12	8		7	8	17	14	6	13	6	5	5
WUNO	7	5	10	7		10	14	3	3	9	7	
WVOZ	5	4	10	6	2	12	3		6	5	2	
TOT (00)	277	245	210	732	86	78	70	35	71	75	43	38



SHARE OF AUDIENCE ESTIMATES

SAT

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	3	4		3
WBMJ	10	7	27	11
WFOA	1			
WIAC	4	4		4
WIAC-FM	1	2		1
TOT	5	6		5
WKAQ	23	23	10	22
WKAQ-FM	2	2	2	2
TOT	25	25	12	24
WKVM	14	17	10	16
WLUZ	1	4	1	2
WOLA	2	1	3	2
WORD	1			
WOBS	6	6		5
WOBS-FM	1	1		1
TOT	7	7		6
WQII	7	12	21	11
WRAI	1	1		1
WEYA	1	1		1
TOT	2	2		2
WRSJ	1			1
WSRA	2	4		3
WUNO	8	6	13	8
WVOZ	3	3	2	3
TOT(00)	381	531	131	1043

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	3		2
WBMJ	19	12	35	19
WFOA	1		1	1
WIAC	4	4	1	3
WIAC-FM	4	3		3
TOT	8	7	1	6
WKAQ	9	12	6	10
WKAQ-FM	3	3		3
TOT	12	15	6	13
WKVM	7	14	4	9
WLUZ	6	3	1	4
WOLA	4	2	4	3
WORD	2	1		1
WOBS	6	6	1	5
WOBS-FM	2	2		1
TOT	8	8	1	6
WQII	8	15	30	16
WRAI	1	1		1
WEYA	3	2		2
TOT	4	3		3
WRSJ	1	1		1
WSRA	6	6	1	5
WUNO	5	7	11	7
WVOZ	3	3	5	3
TOT(00)	571	710	314	1595

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	3	3		3
WBMJ	9	11	38	16
WFOA	1		2	1
WIAC	5	3		3
WIAC-FM	2	3		2
TOT	7	6		5
WKAQ	11	9	8	10
WKAQ-FM	4	4		3
TOT	15	13	8	13
WKVM	6	10	4	7
WLUZ	6	3		3
WOLA	4	2	4	3
WORD	2	1		1
WOBS	5	5	3	4
WOBS-FM	2	2	2	2
TOT	7	7	5	6
WQII	7	15	26	14
WRAI	3	1		2
WEYA	5	5		4
TOT	8	6		6
WRSJ	1	2		1
WSRA	7	9		6
WUNO	4	6	8	6
WVOZ	3	4	5	4
TOT(00)	442	439	235	1116

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	3		2
WBMJ	17	13	41	22
WFOA	5			2
WIAC	2	2	5	2
WIAC-FM	2	2		1
TOT	4	4	5	3
WKAQ	8	10	7	9
WKAQ-FM	3	2	1	2
TOT	11	12	8	11
WKVM	7	7	4	6
WLUZ	3	3		2
WOLA	2	3	3	2
WORD				
WOBS	7	4	1	4
WOBS-FM				
TOT	7	4	1	4
WQII	6	21	14	13
WRAI	4	3		2
WEYA	7	7		5
TOT	11	10		8
WRSJ	5	3		3
WSRA	4	7	7	6
WUNO	1	1	9	3
WVOZ	4	6	3	4
TOT(00)	212	200	150	562

SHARE OF AUDIENCE ESTIMATES

SUN

OCT-NOV. 1976

SAN JUAN METROPOLITAN AREA

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	5		3
WBMJ	10	6	18	9
WHDAA				
WIAC	5	9		6
WIAC-FM	3	3		2
TOT				
WKAO	25	17	18	20
WKAO-FM	4	4	3	4
TOT	29	21	21	24
WKVM	6	13	7	10
WLUZ	6	1		3
WOLA			1	
WORD		1		
WOBS	6	8		6
WOBS-FM		1		1
TOT				
WGII	6	13	14	11
WRAI	1			
WEYA	3	1		2
TOT				
WRSJ	2	1		1
WSRA	3	3		2
WUNO	10	8	26	12
WVOZ	3	2	8	3
TOT(100)	193	300	111	604

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	2		1
WBMJ	15	13	32	18
WHDAA				
WIAC	4	5	2	4
WIAC-FM	7	4		4
TOT				
WKAO	13	9	8	10
WKAO-FM	5	7	4	6
TOT	18	16	12	16
WKVM	4	9	5	7
WLUZ	6	2		3
WOLA	1			1
WORD		2		1
WOBS	3	6	2	4
WOBS-FM	1	2		1
TOT				
WGII	7	15	25	15
WRAI	2			1
WEYA	2	2		2
TOT				
WRSJ	2			1
WSRA	8	5		5
WUNO	8	7	13	9
WVOZ	3	4	3	3
TOT(100)	381	526	238	1145

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	2		1
WBMJ	8	12	30	14
WHDAA	1		2	1
WIAC	5	3		3
WIAC-FM	2	4		2
TOT				
WKAO	33	13	11	21
WKAO-FM	3	10	6	6
TOT				
WKVM	3	5	7	5
WLUZ	2	1		1
WOLA	4	1	2	2
WORD	1	1		1
WOBS	1	2		1
WOBS-FM	1	1		1
TOT				
WGII	6	15	23	13
WRAI				
WEYA	3	3		2
TOT				
WRSJ	1			1
WSRA	8	9		7
WUNO	4	6	8	5
WVOZ	2	2	7	3
TOT(100)	342	349	185	876

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	4		2
WBMJ	7	22	38	23
WHDAA	3			1
WIAC	1	2	3	2
WIAC-FM		2		1
TOT				
WKAO	14	5	5	7
WKAO-FM	6	6		4
TOT				
WKVM	7	8	6	7
WLUZ		3	2	2
WOLA	14	2	4	6
WORD				
WOBS		1		
WOBS-FM			1	
TOT				
WGII	5	25	19	18
WRAI	2			1
WEYA		2		1
TOT				
WRSJ	5	2		2
WSRA	6	6	7	6
WUNO	1	1	8	3
WVOZ	3	3	6	4
TOT(100)	86	129	104	319



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES  
 SAN JUAN METROPOLITAN AREA  
 OCT-NOV, 1976

M-F CE  
 6A.M.-10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	1.3	33	1.2	36			1.0	69		6	13	6	3	6	9	6
WBWJ	2.0	51	1.8	52	5.6	64	2.5	167	28	17	3	3	25	11	8	5
WROA	.6	15	.1	4	.3	3	.3	22	4	4	4	3		1	1	2
WJAC	1.1	29	1.5	43	.1	1	1.1	73	2	2	5	17	2	7	12	16
WJAC-FM	.1	3	.2	6			.1	9				3	1	1	1	
TOT	1.2	32	1.7	49	.1	1	1.2	82	2	2	5	20	3	8	13	16
WKAQ	9.6	247	9.0	262	2.3	26	8.1	535	9	63	75	65	15	50	68	74
WKAQ-FM	.7	19	.6	17	.1	1	.6	37	8	1	3	6	4	2	6	2
TOT	10.4	266	9.6	279	2.4	27	8.7	572	17	64	78	71	19	52	74	76
WKVM	3.3	84	7.0	202	3.3	38	4.9	324	2	15	28	26	22	44	43	49
WLUZ	1.8	45	3.3	97	.3	4	2.2	146	1	5	22	12	3	16	27	27
WOLA	.7	17	.3	10	.3	3	.5	30	17				9			1
WORD	.1	3	.3	8			.2	11		3				4	1	3
WOBBS	2.1	53	1.8	52	.2	2	1.6	107		32	18	1	6	15	14	13
WOBBS-FM	.2	5	.1	1			.1	6	3	2			1	1		
TOT	2.3	58	1.8	53	.2	2	1.7	113	3	34	18	1	6	16	14	13
WQIE	1.2	32	2.9	85	2.0	23	2.1	140	5	18	6	3	41	24	16	3
WRAI	.3	8	.3	8			.2	16		2	3			4	1	3
WRYA	.2	6	.3	8			.2	14			1	2		2	1	2
TOT	.5	14	.6	16			.5	30		2	4	2		6	2	5
WRSJ	.8	20	.3	9			.4	29		2	7	10		1	3	5
WSRA	.7	19	.9	24			.7	43		6	10	2	5	7	9	3
WUNQ	2.2	56	2.5	71	1.3	15	2.1	142	5	23	6	19	18	19	22	11
WVOZ	1.1	27	.7	19	.3	3	.7	49	21		5	1	12	7		
TOTAL	30.6	790	35.6	1031	16.1	184	30.4	2005	115	200	215	183	170	224	251	226



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

6A.M.-10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	WOMEN
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)
WAPA	7.6	196	6.6	192			5.9	388		60	78	40	15	54	51	47
WBMJ	9.7	248	7.5	216	26.4	302	11.6	766	134	69	21	24	100	48	42	22
WNOA	2.8	71	.7	19	1.5	17	1.6	107	6	39	7	19		4	9	6
WIAC	4.4	114	4.2	122	.3	4	3.6	240	14	9	38	42	9	19	44	37
WIAC-FM	.4	11	.7	20	.6	7	.6	38			8	3	5	7	4	
TOT	4.9	126	4.9	143	.6	7	4.2	276	14	9	46	46	14	26	48	37
WKAQ	33.5	859	26.4	765	10.1	116	26.3	1740	40	193	307	223	95	139	203	202
WKAQ-FM	3.5	91	3.0	87	.3	3	2.7	181	24	26	20	15	21	14	31	17
TOT	36.4	933	29.1	843	10.4	119	28.7	1895	64	209	324	235	116	150	232	219
WKVM	11.1	284	17.1	496	10.3	118	13.6	898	19	42	95	84	43	127	116	135
WLUZ	7.1	181	7.7	222	.0	9	5.2	412	17	19	87	49	8	41	82	52
WOLA	2.0	51	.9	27	2.0	23	1.5	101	46	5			25			
WORD	.5	14	.8	22			.5	36		6		8		4	7	11
WOBS	8.0	205	6.0	174	1.3	15	6.0	394	11	86	86	14	28	61	45	31
WOBS-FM	1.5	38	.8	23			.9	61	9	29			11	3	5	
TOT	9.5	243	6.5	187	1.3	15	6.7	445	20	115	86	14	39	61	47	31
WOII	4.9	125	12.8	372	12.1	139	9.6	636	38	60	17	10	181	130	63	15
WRAI	1.9	50	1.2	34	.3	4	1.3	88		29	15			14	8	8
WEYA	.5	13	.6	18			.5	31		4	5			4	6	4
TOT	2.4	61	1.8	53	.3	4	1.8	118		29	18	5		18	14	12
WRSJ	3.0	76	1.6	45			1.8	121		23	25	21	4	10	18	13
WSRA	3.4	87	3.8	109	.3	3	3.0	199		25	45	13	23	36	34	16
WUND	8.2	210	10.7	309	7.4	85	9.1	604	33	77	45	44	74	98	87	42
WVOZ	2.8	72	2.2	64	2.8	32	2.5	168	43		25	4	15	22	13	10
TOTAL	83.4	2139	88.5	2562	62.2	712	81.9	5413	351	515	636	452	506	604	666	497



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

10A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-40 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-40 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.5	13	.9	26			.6	39	3			5	3		6	11	2
WPMJ	2.3	60	2.6	75	5.6	64	3.0	199	36	17			7	35	25	7	4
WNOA	.5	12	.1	4	.3	4	.3	20	6	3	3					2	2
WIAC	.8	21	1.2	36			.9	37	1			4	12	4	4	8	14
WIAC-FM		1	.2	7			.1	8				1	3	2	2		
TOT																	
WKAQ	2.3	60	3.2	92	.3	4	2.4	155		11		6	28	14	29	26	13
WKAQ-FM	.4	9	.9	27	.3	3	.6	39	4	3		1	1	1	8	16	2
TOT																	
WKVM	1.5	30	3.2	94	1.4	16	2.2	148		8		13	11	12	23	12	23
WLUZ	.8	21	.9	25			.7	45				16	5	5	5	5	6
WCLA	.8	20	.2	7			.4	27	20					7			
WGRO	.2	4	.3	10			.2	14		4					6	2	2
WGOS	1.7	43	1.7	49	.1	1	1.4	93	10	24		9		5	22	16	6
WGOS-FM	.3	7	.2	6			.2	13	3	2		2		1	2	3	
TOT																	
WQ11	1.7	43	3.1	89	1.6	18	2.3	150	10	25		6	2	47	23	16	3
WRA1	.4	9	.5	14			.3	23		5		3	1		2	2	5
WEYA	.4	10	.3	8			.3	18		4					2	1	1
TOT	.7	19	.8	22			.6	41	2	5		7	1	4	3	3	6
WRSJ	.5	12	.2	6			.3	18				1	11			1	5
WSRA	1.2	31	1.6	46			1.2	77	7	10		9	3	12	10	14	10
WUND	2.2	56	2.8	80	2.1	24	2.4	160	11	15		14	13	27	28	21	3
WVOZ	1.1	27	.6	17	.5	6	.8	59	14	7		6		8	6	2	
TOTAL	20.6	529	25.6	741	12.7	145	21.4	1415	133	141		116	103	191	207	174	104





CUMULATIVE AUDIENCE ESTIMATES

N-F C2

SAN JUAN METROPOLITAN AREA

OCT-NOV. 1976

10A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	1.9	49	4.5	131			2.7	180	9		16	17	5	50	28	31
WRNJ	9.7	248	6.0	175	23.9	274	10.6	607	184	43	4	17	78	50	31	12
WFOA	1.4	36	.3	9	2.5	29	1.1	74	6	23	7				7	2
WIAC	3.7	95	3.4	99	.3	4	3.0	198	6	10	22	29	6	21	26	29
WIAC-FM TOT	.4	10	.8	14	.3	4	.4	28		7		3	3	7	2	
WKAQ	11.2	287	9.3	270	3.7	42	9.1	599	25	69	67	76	66	55	56	56
WKAQ-FM TOT	2.1	54	2.2	64	1.0	11	2.0	129	20	29	3	2	12	16	30	6
WKVN	4.3	111	9.9	287	7.2	82	7.3	480	18	26	16	31	40	87	51	71
WLUZ	2.0	52	2.3	66	.4	5	1.9	123			26	26	8	14	20	20
WGLA	2.5	65	.8	22	1.0	21	1.6	108	60	5			22			
WORD	.6	16	1.1	33			.7	49		6		10		13	7	13
WOBS	4.5	115	3.7	106	.9	10	3.5	231	15	46	47	5	10	41	35	20
WOBS-FM TOT	.8	20	.8	23			.7	43	9	7	4		19	6	3	
WQII	5.7	147	9.4	272	10.0	114	8.1	533	42	79	12	14	110	85	51	18
WRAI	.7	17	1.3	38			.8	55		10	3	4		4	5	16
WEYA	.5	14	.7	19			.5	33	6		4			8	2	5
TOT	1.2	31	2.0	58			1.3	89	6	10	7	4		13	7	21
WRSJ	1.5	38	.8	23			.9	61	6		14	14		4	11	8
WSRA	3.9	99	4.1	118	.3	3	3.3	220	26	38	21	10	32	39	31	16
WUNO	6.4	163	7.5	217	7.7	88	7.1	468	39	45	30	34	66	79	47	21
WVOZ	4.2	108	2.5	72	2.4	28	3.1	208	54	37	17		28	26	9	5
TOTAL	53.2	1365	57.3	1659	49.8	570	54.4	3594	342	380	293	237	409	466	361	295



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.5	14	.9	26			.6	40	3	1	6	4	1	1	11	2
WIMJ	3.1	80	2.5	72	9.8	112	4.0	264	50	19	3	6	37	19	12	4
WNOA	.5	12		1	.4	5	.3	10	6	1	4	1				1
WIAC	1.9	48	1.0	28			1.2	76	4	10	12	17	1	7	4	6
WIAC-FM	.3	8	.3	13			.3	18		5		3	5		3	
TOT																
WKAG	3.8	97	2.9	85	1.7	19	3.0	201	2	23	29	25	16	17	20	18
WKAG-FM	.3	7	.7	19	.1	1	.4	27		3	1	2	5	4	7	1
TOT																
WKVM	1.7	44	1.7	49	1.5	17	1.7	110		16	16	0	6	20	7	12
WLUZ	1.1	27	.7	20			.7	47		2	14	11	3	3	4	10
WCLA	.6	15	.4	12	1.5	17	.7	44	14	1			11	1		
WORO	.4	10	.2	5			.2	15			3	4		2	1	2
WORS	1.2	30	1.2	36	.5	6	1.1	72		18	10	1	6	20	9	1
WORS-FM	.2	6	.2	6	.4	5	.3	17		3	3			2	4	
TOT																
WOII	1.5	38	2.7	79	5.9	63	2.8	185	13	21	3	1	30	25	18	6
WRAI	.4	10	.7	19			.4	29		7	2			4	8	5
WEYA	.5	13	.4	12			.4	25	2		4	2		4	2	2
TOT																
WRSJ	.3	8	.2	7			.2	15			3	5			1	6
WSRA	1.5	38	1.3	39	.1	1	1.2	78	7	10	18	3	17	9	9	4
WUNO	2.2	57	1.8	51	3.2	37	2.2	145	3	21	20	12	11	21	17	1
WVOZ	1.2	31	1.1	31	1.4	16	1.2	78	7	19	4	1	16	9	5	
TOTAL	24.4	627	21.4	621	27.0	318	23.7	1566	125	183	163	113	173	170	146	82



CUMULATIVE AUDIENCE ESTIMATES

M-F C E

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	3.9	99	3.8	111			3.2	210	9	15	40	31	7	28	34	18
WBNJ	12.2	313	9.6	277	32.2	369	14.5	959	196	83	17	17	157	56	49	9
WFOA	2.3	59	.2	6	2.4	27	1.4	92	11	32	10	6			4	2
WIAC	5.7	147	3.0	87			3.5	234	6	25	46	35	5	19	10	24
WIAC-FM TOT	.9	23	1.3	39	.3	3	1.0	65		17		6	12	16	5	2
WKAO	14.9	382	7.9	228	7.3	84	10.5	694	21	93	109	109	57	42	37	64
WKAO-FM TOT	3.2	83	1.9	55	1.4	16	2.3	154	14	39	14	14	10	11	26	4
WKVM	3.5	91	6.6	192	5.2	59	5.2	342	6	16	32	26	32	52	45	43
WLUZ	3.2	83	2.1	61			2.2	144		12	37	34	8	13	17	23
WOLA	3.2	83	1.1	31	5.3	61	2.6	175	68	15			27	4		
WORD	1.6	40	.6	16			.8	56		6	10	18		8	5	3
WOBS	4.1	104	3.7	107	2.0	23	3.5	234	20	50	25	3	36	36	27	8
WOBS-FM TOT	.8	21	.5	14	1.6	18	.8	53		17	4		3	6	5	
WOII	5.7	145	9.2	266	14.5	166	8.7	577	68	61	14	2	109	96	41	16
WRAI	1.8	46	1.3	39			1.3	85		29	8	3		4	16	15
WRAI WRYA TOT	.8	20	.6	18			.6	38	6		4	3		4	2	8
WRSJ	.9	24	.9	26			.8	50			15	9			13	13
WSRA	5.1	131	3.7	108	.4	5	3.7	244	26	29	50	19	45	17	33	13
WUNO	6.9	176	6.0	174	11.3	129	7.3	479	18	71	39	35	38	72	50	11
WVOZ	4.3	110	3.1	89	5.9	68	4.0	267	48	37	21	4	39	30	16	
TOTAL	67.3	1726	56.2	1628	70.0	802	62.9	4156	416	444	433	293	478	421	379	244



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES  
 SAN JUAN METROPOLITAN AREA  
 OCT-NOV, 1975

M-F CZ  
 7P.M.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.2	6	.4	11	.1	1	.3	10									
WBMJ	1.6	42	1.3	39	6.6	76	2.4	157	32	6	3	1	26	12	1		
WFOA	.2	5			.3	3	.1	8	4		1						
WJAC	.4	11	.2	6	.5	6	.3	23			5	4					
WJAC-FM TOT	.1	3	.2	5	.3	3	.2	11	3				1	4			2
WKAO	1.1	27	.8	22	1.8	21	1.1	70	3	12	5	6	3	7	4	5	
WKAO-FM TOT	.1	3	.1	4	.1	1	.1	8			3		4				
WKVN	.5	12	.6	17	.3	4	.5	33		4	6		1	4	4	3	
WLUZ	.3	8	.3	8			.2	16			4	4			4	4	
WOLA	.4	11	.2	6	1.0	12	.4	29	9	2			5	1			
WCRO	.1	2						2			2						
WQBS	.2	6	.3	10	.1	1	.3	17		1	5		1	7	1	1	
WQBS-FM TOT	.1	3	.1	2	.2	2	.1	7		3					2		
WQII	.9	24	1.3	37	3.3	38	1.5	99	10	14			10	14	10		
WRAI	.2	4	.3	10			.2	14		4					2	6	
WVEA TOT	.4	10	.5	14			.4	24			2	7		4	5	4	
WRSJ	.3	7	.2	5			.2	12		1		5			2	3	
WSRA	1.3	33	.7	19	.1	1	.8	53	7	13	10	2	9	6	2	2	
WUND	.7	19	.4	12	1.7	20	.8	51		8	10	1	2	7	3		
WVOZ	.5	13	.3	9	1.9	22	.7	44	2	9	2		4	4	1		
TOTAL	10.8	277	8.5	245	18.3	210	11.1	732	86	70	70	35	71	75	43	38	



CUMULATIVE AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

7P.M.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 19-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	2.2	56	1.5	43	.3	3	1.5	102				20	26	4	6	7	17
WBNJ	9.3	238	4.7	137	28.7	329	10.7	704	145	70	14	9	83	21	16	12	
WYDA	1.9	49	.1	4	2.1	24	1.2	77	6	32	3	8				4	
WIAC	2.7	69	1.6	45	1.2	15	1.9	128	6	21	14	23	9	6	8	13	
WIAC-FM	.2	6	.5	14	1.0	12	.5	32	6				5	7	2		
WKAO	5.0	129	3.0	86	7.5	86	4.6	301	15	40	32	28	8	21	25	21	
WKAO-FM	1.1	27	.8	24	2.5	29	1.2	80	8	10	7		17		4	3	
WKVM	1.9	50	3.0	87	2.5	29	2.5	166	4	10	17	10	6	32	8	17	
WLUZ	1.5	38	.9	27	.6	7	1.1	72				30	8	4	16	7	
WOLA	2.5	63	1.1	31	4.2	48	2.1	142	54	9			19	10		2	
WORD	.3	7	.2	6			.2	13			4	3		6			
WORS	1.2	31	1.8	53	2.1	24	1.6	108		15	12		20	24	4	5	
WORS-FM	1.0	26	.1	3	1.6	18	.7	47		26					3		
WQII	3.0	78	4.7	136	15.6	179	5.9	393	53	25			56	38	28	5	
WRAI	.4	10	1.1	33	.3	3	.7	46		10				4	10	15	
WEYA	.6	20	.9	27			.7	47			4	9		4	9	10	
WRSJ	1.9	48	.7	20			1.0	68		32		12	4	8	5	3	
WSRA	4.9	126	3.6	103	1.9	22	3.8	251	48	42	22	10	40	45	13	5	
WUNO	2.5	64	1.5	42	6.9	79	2.8	185		29	19	9	9	19	14		
WYDZ	1.4	36	1.4	40	6.6	75	2.3	151	14	10	12		12	24	4		
TOTAL	42.4	1088	29.6	856	63.8	731	40.5	2675	346	322	223	137	268	239	165	123	

0A.M. - 10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN			
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)					18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)
WAPA	.4	11	.7	19			.5	30		2	6	3	2	6	2	4
WBHJ	1.5	39	1.2	35	3.1	36	1.7	110	22	12	1	4	16	11	2	5
WFOA	.1	3	.1	2			.1	5		3						2
WIAC	.7	17	.7	21			.6	38	3	4	1	7	1	1	8	6
WIAC-FM	.1	3	.3	9			.2	12		1		2	1	7	1	6
TOT	.8	20	1.0	30			.6	50	3	5	1	9	1	8	9	6
WKAQ	3.5	89	4.3	124	1.1	13	3.8	226	10	23	18	26	5	16	39	43
WKAQ-FM	.3	7	.3	9	.3	3	.3	19	3	2	2	2	1	2	4	2
TOT	3.7	96	4.6	133	1.4	16	3.7	245	13	25	20	28	6	18	43	45
WKVM	2.0	52	3.1	91	2.1	24	2.5	167	2	8	13	21	5	18	26	28
WLUZ	.2	4	.7	19	.1	1	.5	24			2	2	2	3	4	3
WOLA	.3	8	.2	6	.3	4	.3	18	8				4	1		1
WORD	.1	2		1				3			2					1
WQSS	.9	23	1.0	30			.8	53		8	13		5	14	4	7
WQSS-FM	.2	5	.2	5			.2	10		2	3		1	3	1	7
TOT	1.1	28	2.2	64	2.4	27	1.6	119	3	20	5		24	21	17	2
WRAI	.1	2	.2	5			.1	7		2				3		2
WEYA	.1	3	.1	3			.1	8			2				1	1
TOT																
WRSJ	.2	4	.1	2			.1	6		2						2
WSRA	.4	9	.7	21			.5	30		2	6		4	14	1	2
WUNO	1.2	30	1.2	34	1.5	17	1.2	81	9	13		7	6	10	12	6
WVOZ	.4	10	.6	17	.3	3	.5	30	7		3		8	4	3	2
TOTAL	14.9	381	18.3	531	11.4	131	15.8	1043	81	107	85	74	89	137	131	119

10A.M. - 3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN			
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)					18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)
WAPA	.3	8	.6	18			.4	26	4			1	4	10		3
WBHJ	4.3	110	2.9	85	9.6	110	4.6	305	75	22	6	7	59	12	7	7
WFOA	.1	3		1	.3	4	.1	8		2		1				1
WIAC	.9	23	1.0	28	.3	3	.8	54	2	3	7	7	6	2	4	11
WIAC-FM	.9	23	.8	22			.7	45		19		4	1	15	3	11
TOT																
WKAQ	1.9	49	2.9	83	1.7	20	2.3	152	2	15	9	13	11	17	15	22
WKAQ-FM	.7	19	.8	24			.7	43	10	8		1	6	6	8	2
TOT																
WKVM	1.5	39	3.4	98	1.0	12	2.3	149	4	9	8	10	13	25	24	18
WLUZ	1.3	33	.7	21	.2	2	.8	56	2	6	14	10	2	4	6	5
WOLA	.9	23	.4	11	1.0	12	.7	46	18	5			10	1		
WORD	.4	11	.1	4			.2	15			9	2				4
WQSS	1.2	32	1.4	40	.3	3	1.1	75	5	11	15	1	14	10	7	9
WQSS-FM	.4	10	.4	13			.3	23		6	4		7	2	4	9
TOT																
WQII	1.9	48	3.7	107	8.3	95	3.8	250	23	19	6		45	34	19	8
WRAI	.2	6	.1	3			.1	9							1	2
WEYA	.6	16	.4	11			.4	27	6	6	6			2	4	2
TOT																
WRSJ	.3	8	.2	5			.2	13		7		1	1		4	
WSRA	1.4	35	1.6	46	.2	2	1.3	83	8	8	13	2	9	20	10	7
WUNO	1.0	26	1.7	50	2.9	33	1.7	109	7	4	7	7	14	22	9	4
WVOZ	.6	16	.8	24	1.3	15	.8	55	10	2	4		14	5	4	1
TOTAL	22.3	571	24.5	710	27.4	314	24.1	1595	169	152	116	76	219	194	135	104



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

OCT-NOV, 1976

7P.M. - 7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.5	14	.5	14			.4	28	3	6		1	2	6	1	1
WBNJ	1.6	41	1.7	50	7.8	89	2.7	180	30		1	2	37	7	3	3
WBOA	.2	6	.1	2	.3	4	.2	12	2	4					2	
WIAC	.8	20	.5	15			.5	35		5	3	9	1	4	1	6
WIAC-FM	.3	7	.5	15			.3	22		7		3	3	12		
WKAO	1.9	50	1.4	41	1.7	19	1.7	110	11	8	6	9	8	9	6	14
WKAO-FM	.7	18	.7	19			.6	37	12	5		1	5	8	4	1
WKVM	1.1	27	1.5	43	.8	9	1.2	79	6	8	3	9	3	15	10	10
WLUZ	1.1	27	.4	11			.6	38		1	20	6		3	7	1
WOLA	.7	19	.2	7	.8	9	.5	35	19				7			
WORD	.3	10	.1	4			.2	14			6	4		2		2
WQNS	.8	21	.8	22	.5	6	.7	49	3	11	7		6	8	4	4
WQNS-FM	.4	10	.3	10	.3	4	.4	24		5	5			6		
WQII	1.2	31	2.2	64	5.3	61	2.4	156	16	13	2		32	20	10	2
WRAI	.5	13	.2	6			.3	19		12				1	1	4
WEYA	.8	21	.7	20			.5	41	8		8	2		5	7	1
WRSJ	.2	4	.2	7			.2	11		2	2		2	1	1	3
WSRA	1.2	32	1.3	38			1.1	70	1	10	16	4	14	11	7	6
WUNO	.7	19	.9	25	1.6	13	.9	62		5	9	5	5	15	5	
WVOZ	.6	15	.6	18	1.0	11	.7	44	15				12	4	2	
TOTAL	17.2	442	15.2	439	20.5	235	16.9	1116	145	108	102	57	134	140	82	57

SAT

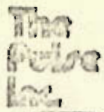
SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

OCT-NOV, 1976

7P.M. - 12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.1	3	.2	6			.1	9			3				5	1
WBNJ	1.4	36	.9	25	5.4	62	1.9	123	30	2	4		20	2	2	1
WBOA	.4	10					.2	10	7			3				
WIAC	.2	4	.1	3	.6	7	.2	14		3		1		2	2	1
WIAC-FM			.1	4			.1	4					2	2		
WKAO	.7	18	.7	19	1.0	11	.7	49	5	6	1	1	3	3	2	6
WKAO-FM	.2	6	.1	3	.1	1	.2	10	6					3		
WKVM	.5	14	.5	14	.5	6	.5	34	1	4		8	1	4		5
WLUZ	.2	6	.2	6			.2	12			5	1			6	
WOLA	.2	4	.2	5	.3	4	.2	13	4				5			
WORD																
WQNS	.5	14	.3	8	.1	1	.3	23		11	3		1	7		
WQNS-FM																
WQII	.5	12	1.5	42	1.8	21	1.1	75	6	6			18	14	7	
WRAI	.4	9	.2	5			.2	14		9				1	1	3
WEYA	.5	14	.4	13			.4	27	8		3	3		4	9	
WRSJ	.4	10	.2	5			.2	15		7		3		1	1	3
WSRA	.4	9	.4	13	1.0	11	.5	33		3	3	2	9	2	1	1
WUNO	.1	2	.1	2	1.2	14	.3	18				1		2		
WVOZ	.3	8	.4	11	.3	4	.3	23	6		2		4	3	4	
TOTAL	6.3	212	6.9	200	13.1	150	6.5	562	78	68	34	24	76	57	35	21



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

DEC-NOV, 1976

SUN

8A.M. - 10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (%)	MEN 25-34 (%)	MEN 35-49 (%)	MEN 50-64 (%)	WOMEN 18-24 (%)	WOMEN 25-34 (%)	WOMEN 35-49 (%)	WOMEN 50-64 (%)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.1	3	.5	14			.3	17									
WBBJ	.7	19	.6	17	1.7	29	.6	56	13	3	1	2	6	1	3	7	
WDDA				1				1									
WIAC	.4	9	.9	26			.5	35			4	4					
WIAC-FM	.2	5	.3	8			.2	13			3		2				
TOT																	
WKAD	1.9	49	1.6	51	1.7	20	1.6	120	3	19	10	13		4	16	24	
WKAD-FM	.3	8	.4	12	.3	3	.3	23		5		3	5	3	2	2	
TOT	2.2	57	2.2	63	2.0	23	2.2	143	3	24	10	16	5	7	20	26	
WKVM	.5	12	1.3	38	.7	8	.9	58			4	7	2	5	3	16	
WLUZ	.5	12	.1	4			.2	16			2	5					
WOLA				1	.1	1		2									
WORD			.1	3				3									
WQBS	.4	11	.8	24			.5	35		3	5		1	6	9	3	
WQBS-FM			.1	4			.1	4					3		1		
TOT																	
WGII	.4	11	1.3	39	1.4	16	1.0	65	1	4	6		13	16	8	1	
WRAT	.1	2						2		2							
WEYA	.2	6	.1	4			.2	10	2		1	2			1	1	
TOT																	
WRSJ	.1	3	.1	2			.1	5		3							
WSRA	.2	5	.3	10			.2	15			4		2	6	1	1	
WUNO	.8	20	.9	25	2.5	29	1.1	74	5	12		3	6	5	9	4	
WVOZ	.2	5	.2	7	.8	9	.3	21	5				2	2	2	3	
TOTAL	7.5	193	10.4	300	9.7	111	9.1	604	34	50	45	45	44	70	73	74	

SUN

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

DEC-NOV, 1976

10A.M. - 3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (%)	MEN 25-34 (%)	MEN 35-49 (%)	MEN 50-64 (%)	WOMEN 18-24 (%)	WOMEN 25-34 (%)	WOMEN 35-49 (%)	WOMEN 50-64 (%)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.1	2	.4	11			.2	13			2				4	2	1
WBBJ	2.2	56	2.4	69	6.7	77	3.1	202	43	8	5		38	18	5	8	
WDDA		1		1	.1	1		3				1				1	
WIAC	.5	14	.9	27	.4	5	.7	46		2	11		1	10	4	5	
WIAC-FM	1.0	26	.7	20			.7	46		19	6		9	10	1		
TOT																	
WKAD	1.9	50	1.7	49	1.7	20	1.8	119	9	6	10	17	5	6	19	13	
WKAD-FM	.8	20	1.3	39	.8	9	1.0	68	10	5	1	3	15	10	10	4	
TOT	2.7	70	3.0	88	2.5	29	2.8	187	19	11	11	20	20	16	29	17	
WKVM	.7	17	1.6	46	1.0	12	1.1	75			6	7	5	13	5	13	
WLUZ	.8	21	.4	11			.5	32		3	3	11	4		1	6	
WOLA	.2	5	.1	2			.1	7	5				2				
WORD		1	.3	8			.1	9				1		3		3	
WQBS	.4	11	1.0	30	.4	5	.7	46		9	1		12	9	6	2	
WQBS-FM	.2	4	.3	9			.2	13		1	3		6	2	1		
TOT																	
WGII	1.1	27	2.8	81	3.2	59	2.5	167	11	10	5	1	40	24	14	3	
WRAT	.3	7	.1	2			.1	9		7						2	
WEYA	.4	9	.4	12			.3	21			4	1			4	1	
TOT																	
WRSJ	.3	7	.1	2			.1	9		7							
WSRA	1.2	30	.8	24			.8	54	8	8	9	1	6	11	4	3	
WUNO	1.2	32	1.2	36	2.7	31	1.3	99	11	14	5	2	12	12	7	2	
WVOZ	.4	11	.7	20	.6	7	.6	38	10	1			11	2	4	1	
TOTAL	14.9	381	18.2	526	20.8	238	17.3	1145	121	101	84	49	172	142	97	70	





SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN  
OCT-NOV. 1976

3P.M. - 7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.1	2	.3	8			.2	10							3	2	2
WBMJ	1.1	29	1.4	41	4.9	56	1.9	126	23	2	2	2	23	9	5	4	
WHOA	.2	4		1	.3	4	.1	9	2	2					1		
WJAC	.7	18	.4	12			.5	30		11	5	1		5		3	
WJAC-FM	.2	6	.5	15			.3	21		4	1	1	11	3	1		
TOT																	
WKAO	4.4	114	1.6	47	1.8	21	2.8	182	1	34	37	31	4	6	13	14	
WKAO-FM	.4	9	1.2	36	1.0	11	.8	56	2	1	3	3	16	6	9	5	
TOT																	
WKVM	.4	10	.6	17	1.1	13	.6	40			3	5	2	2	3	4	
WLUZ	.3	7	.2	5			.2	12			6	1		2	2	1	
WOLA	.5	13	.1	3	.3	3	.3	10	13				3				
WORD	.2	4	.1	4			.1	8				4					
WQBS	.1	2	.3	8			.2	10			2		4	1	1	2	
WQBS-FM	.1	3	.1	4			.1	7		2	1		4				
TOT																	
WQII	.8	20	1.8	51	3.8	43	1.7	114	7	10	3		25	14	10	2	
WRAI		1		1				2								1	
WEYA	.4	9	.4	11			.3	20			3				4		
TOT																	
WRSJ	.2	4		1			.1	5			2					1	
WSRA	1.1	27	1.1	32			.9	59	8	7	9	2	10	14	6	2	
WUNO	.5	12	.7	21	1.2	14	.7	47		1	7	4	4	13	3	1	
WVOZ	.3	8	.3	8	1.1	13	.4	29	8					4	4		
TOTAL	13.3	342	12.1	349	16.2	185	13.3	876	85	77	99	57	113	84	69	53	

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN  
OCT-NOV. 1976

7P.M. - 12MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA		1	.2	5			.1	6							5	
WBMJ	.2	6	1.0	29	3.4	39	1.1	74	5		1		22	3	4	
WHOA	.1	3						3	3							
WJAC		1	.1	2	.3	3	.1	6					3			
WJAC-FM			.1	3				3								
TOT																
WKAO	.5	12	.2	6	.4	5	.3	23		4		7			2	4
WKAO-FM	.2	5	.3	8			.2	13			2	2	7			1
TOT																
WKVM	.2	6	.3	10	.5	6	.3	22				4	1	1		3
WLUZ			.1	4	.2	2	.1	6							4	
WOLA	.5	12	.1	3	.3	4	.3	19	12				3			
WORD								1								
WQBS				1		1		1							1	
WQBS-FM					.1	1		1								
TOT																
WQII	.2	4	1.1	32	1.7	20	.8	56	4				19	8	5	
WRAI	.1	2		2				2		2					2	
WEYA			.1	2				2								
TOT																
WRSJ	.2	4	.1	2			.1	6				4			2	
WSRA	.2	5	.3	8	.6	7	.3	20	2	1	1			6	1	1
WUNO		1		1	.7	8	.2	10			1			1		
WVOZ	.1	3	.1	4	.5	6	.2	13	3					2	1	1
TOTAL	3.4	86	4.5	129	9.1	104	4.8	319	40	13	8	18	59	29	24	12



STATION	5.00 AM				6.00 AM				7.00 AM				8.00 AM				9.00 AM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.4	.4		.3	1.7	1.2		1.2	1.6	1.4		1.2	.9	1.0		.8	.9	1.2		.9
WBMJ	.4	.2	.3	.3	.9	1.7	3.1	1.9	2.3	2.1	5.5	2.9	2.1	1.5	5.8	2.5	2.7	1.9	5.1	2.8
WHQA					.5	.2	.6	.3	.7	.3		.4	.4	.1		.2	.9	.1	.5	.5
WIAC	.5	.8		.5	1.6	1.3		1.2	1.8	1.8		1.5	.8	1.4		.9	.4	1.3	.3	.8
WIAC-FM					1.6	1.3		1.2	1.9	1.1		1.6	.1	.1		.1	.1	.6		.3
WIAC-TOT					1.6	1.3		1.2	1.9	1.9		1.6	.1	.1		.1	.1	.6		.3
WKAO	2.7	2.0	.2	2.0	13.6	11.2	3.8	10.7	13.5	12.4	3.0	11.2	7.9	8.3	1.6	7.0	3.7	4.4	.8	3.5
WKAO-FM	.2		.1	.1	.7	.6	.5	.5	1.0	.9	.8	.8	.7	.5	.5	.5	.6	.4	.3	.5
WKAO-TOT					13.6	11.2	3.8	10.7	13.5	12.4	3.0	11.2	7.9	8.3	1.6	7.0	3.7	4.4	.8	3.5
WKVM	1.5	2.4	.3	1.7	4.7	7.5	3.5	5.7	4.6	9.0	4.5	6.8	1.9	5.8	2.8	3.0	1.8	5.6	2.5	3.6
WLUZ					.6	1.1		.7	3.0	4.0	.4	3.0	1.8	4.1	.4	2.6	1.7	4.2	.4	2.6
WOLA									.5	.2	.4	.4	.5	.3		.4	1.0	.4	.3	.6
WORD										.1		.1	.1	.2		.1	.2	.5		.3
WOBS	.3	.1		.2	1.8	1.0		1.1	2.9	2.2	.5	2.2	1.7	2.0		1.6	1.7	2.0		1.5
WOBS-FM					1.8	1.0		1.1	.2	.1	.1	.2	.4	.1	.1	.4	.4	.4		.1
WOBS-TOT					1.8	1.0		1.1	2.9	2.2	.5	2.2	1.7	2.0		1.6	1.7	2.0		1.5
WOII	.7	1.1	.2	.8	.7	1.8	2.5	1.5	1.5	3.5	2.3	2.5	.9	2.8	1.8	1.9	1.8	3.8	1.6	2.6
WRAI					.1	.1		.1	.1	.4	.2	.3	.4	.2		.2	.7	.2		.4
WEYA					.1	.2		.1	.4	.4	.3	.3	.2	.3		.2	.3	.3		.2
WEYA-TOT					.1	.2		.1	.4	.4	.3	.3	.2	.3		.2	.3	.3		.2
WRSJ					.7	.2		.4	1.1	.3		.6	.5	.3		.3	.8	.3		.5
WSRA	.1	.4		.2	.4	.6		.4	.3	.4		.3	1.2	.5		.7	1.0	1.7		1.1
WUNO		.2		.1	2.5	2.0	1.1	2.1	2.1	2.9	1.9	2.4	2.0	2.6	1.3	2.1	2.2	2.4	.6	2.0
WVOZ		.2		.1	.4	.5		.4	1.2	.7	.3	.8	1.3	.9	.4	1.0	1.1	.8	.4	.9
TOTAL	6.9	7.9	.9	6.3	31.2	31.6	16.9	28.9	39.6	44.1	20.2	38.2	26.7	33.8	14.1	27.6	25.6	33.1	13.2	26.7

STATION	10.00 AM				11.00 AM				12 NOON				1.00 PM				2.00 PM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.6	1.2		.7	.4	.9		.5	.3	.7		.4	.7	.8		.6	.7	.9		.7
WBMJ	3.1	2.9	5.0	3.3	1.9	2.5	5.4	2.7	1.8	2.3	3.2	2.3	1.9	2.5	4.8	2.7	3.0	2.7	9.5	4.0
WHQA	.9	.1	.5	.5	.4	.1	.3	.2	.2	.2	.3	.2	.4	.2	.3	.3	.5	.2	.4	.3
WIAC	.4	1.3		.8	.4	1.3		.7	1.4	1.5		1.2	1.1	1.2		1.0	.9	.8		.7
WIAC-FM		.2		.1	.1	.2		.1	.1	.3		.2	.1	.3		.1	.3	.3		.1
WIAC-TOT		.2		.1	.1	.2		.1	.1	.3		.2	.1	.3		.1	.3	.3		.1
WKAO	2.8	3.4	.3	2.6	2.9	3.1	.3	2.6	1.8	3.0	.5	2.1	2.0	2.8	.2	2.0	2.1	3.6	.6	2.5
WKAO-FM	.8	.9	.3	.8	.8	1.0	1.0	.9	.2	.9	.5	.5	.8	.8	.4	.4	.9	.9	.2	.4
WKAO-TOT					2.9	3.1	.3	2.6	1.8	3.0	.5	2.1	2.0	2.8	.2	2.0	2.1	3.6	.6	2.5
WKVM	1.9	4.9	2.7	3.4	1.8	4.0	1.7	2.8	1.0	2.4	.7	1.5	1.4	2.0	.9	1.6	1.4	2.8	1.1	2.0
WLUZ	1.1	1.3		1.0	.9	1.1		.8	.7	.8		.6	.7	.6		.5	.7	.6		.5
WOLA	.9	.1		.4	.9	.1		.4	.5	.3		.3	.8	.4		.5	.8	.2		.4
WORD	.2	.4		.3	.2	.3		.2	.2	.1		.2	.1	.3		.2		.5		.2
WOBS	1.5	2.0		1.5	1.8	1.8	.3	1.5	1.9	1.6	.2	1.5	1.8	1.4		1.3	1.3	1.5		1.2
WOBS-FM	.6	.1		.3	.5	.1		.2	.1	.1		.1	.2	.3		.2	.2	.5		.3
WOBS-TOT					1.8	1.8	.3	1.5	1.9	1.6	.2	1.5	1.8	1.4		1.3	1.5	1.5		1.2
WOII	1.8	3.8	1.3	2.6	1.6	3.5	1.0	2.3	1.7	3.0	1.5	2.2	1.7	2.6	1.3	2.0	1.5	2.5	2.6	2.1
WRAI	.7	.6		.5	.1	.5		.3	.3	.4		.2	.3	.5		.3	.5	.5		.4
WEYA	.3	.3		.2	.3	.3		.2	.3	.2		.2	.5	.3		.3	.5	.4		.4
WEYA-TOT					.3	.3		.2	.3	.2		.2	.5	.3		.3	.5	.4		.4
WRSJ	.7	.4		.4	.4	.3		.3	.4	.1		.2	.5	.1		.3	.4	.1		.2
WSRA	1.0	2.0		1.3	1.4	1.7		1.3	1.4	1.3		1.1	1.2	1.3		1.0	1.1	1.5		1.0
WUNO	2.7	3.6	2.4	3.0	2.5	2.6	1.9	2.5	1.4	2.6	2.0	2.0	1.8	2.6	1.9	2.2	2.5	2.5	2.3	2.5
WVOZ	.7	.6	.7	.7	.9	.5	.7	.7	.9	.6	.4	.7	1.4	.6	.4	.9	1.2	.7	.4	.9
TOTAL	23.6	31.3	13.5	25.3	20.9	27.1	12.8	22.2	18.3	23.1	9.4	18.8	19.8	22.1	10.2	19.1	20.4	24.3	17.2	21.6



SAN JUAN METROPOLITAN AREA

OCT-NOV. 1976

AVERAGE 1/4 HOUR ESTIMATES

M-F RATINGS

STATION	3.00 PM				4.00 PM				5.00 PM				6.00 PM				7.00 PM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.5	1.2		.7	.5	.9		.6	.9	1.0		.8	.5	.4	.4	.7	.6		.6	
WBWJ	3.5	2.5	13.7	4.8	3.8	2.9	10.8	4.6	2.6	2.3	7.9	3.4	2.7	2.3	6.7	3.2	2.1	2.2	9.9	3.5
WHOA	.5	.1	.7	.3	.5	.1	.5	.3	.5		.4	.3	.4		.3	.2	.3	.1	.3	.2
WIAC	1.6	.6		.9	2.2	1.2		1.4	2.3	1.3		1.5	1.4	.8		.9	.9	.6		.6
WIAC-FM	.4	.3		.3	.4	.3		.3	.2	.4		.3	.2	.4		.3	.2	.3		.3
TOT	4.5	3.9	2.4	3.9	3.9	3.0	1.6	3.1	4.0	2.9	1.4	3.1	2.6	2.1	1.0	2.1	1.4	1.5	2.4	1.6
WKAG																				
WKAG-FM																				
TOT																				
WKVH	1.0	2.6	2.1	2.2	2.0	1.8	1.4	1.8	1.7	1.7	1.6	1.7	1.3	.9	1.0	1.1	.7	.8	.3	.7
WLUZ	1.0	.6		.7	1.1	.6		.7	1.3	1.0		1.0	.8	.6		.6	.4	.3		.3
WOLA	.7	.3	1.4	.7	.5	.4	1.8	.7	.5	.5	1.5	.7	.6	.4	1.3	.6	.4	.3	1.9	.7
WORD	.5	.3		.3	.5	.3		.3	.6	.1		.3	.1				.2			.1
WORS	1.6	1.7		1.4	1.3	1.4	.3	1.2	1.2	.8	.8	1.0	.5	1.2	1.1	.9	.7	.4	.3	.5
WORS-FM	.2	.4	.4	.3	.2	.1	.4	.2	.4	.1	.4	.3	.3	.1	.4	.2	.3	.1	.3	.2
TOT	1.7	3.5	5.9	3.2	1.5	3.3	7.0	3.2	1.8	2.6	5.5	2.8	1.1	1.7	5.2	2.1	1.1	1.7	5.2	2.1
WRAI	.5	.8		.6	.6	.7		.5	.2	.4		.3	.4	.6		.4	.4	.3		.3
WEYA	.5	.5		.4	.4	.4		.3	.4	.4		.3	.6	.5		.4	.6	.8		.6
TOT	.2	.3		.2	.2	.3		.2	.7	.2		.4	.1	.1		.1	.2	.2		.2
WSRA	1.4	1.7		1.3	1.2	1.5		1.1	2.3	1.5	.4	1.6	1.1	.7		.7	1.4	.5		.8
WUNO	2.8	2.5	4.6	3.0	1.8	1.8	3.8	2.1	2.2	1.5	2.3	1.9	2.2	1.2	2.1	1.8	1.0	.5	2.0	1.0
WVOZ	1.3	1.4	1.0	1.3	1.4	1.3	1.2	1.3	1.6	1.0	1.5	1.3	.4	.6	1.9	.7	.7	.6	2.5	1.0
TOTAL	26.3	26.2	34.1	27.6	25.0	23.1	30.4	25.1	28.2	20.8	25.0	24.4	18.2	15.7	21.6	17.7	15.5	12.3	25.9	15.9

STATION	8.00 PM				9.00 PM				10.00 PM				11.00 PM				12 MID			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.3	.4	.3	.3	.2	.4		.3		.1		.1		.2	.1					
WBWJ	1.6	1.8	9.5	3.1	2.2	1.2	6.4	2.5	1.7	1.0	5.6	2.1	.4	.5	1.8	.7			.4	.1
WHOA	.4		.5	.2	.2		.6	.2												
WIAC	.4	.2		.3	.2	.1	.7	.3	.2	.2	.9	.3	.3	.1	.6	.3			.2	.3
WIAC-FM	.2	.1	.6	.3	.2	.1	.3	.2		.1	.3	.1		.1	.1				.3	.1
TOT	.9	.7	3.0	1.2	1.2	.7	1.8	1.1	.7	.6	1.0	.7	1.1	.3	1.0	.8	.7	.3	.3	.5
WKAG																				
WKAG-FM																				
TOT																				
WKVH	.7	.8	.3	.7	.4	.8	.3	.6	.2	.3	.3	.3	.2	.2	.3	.2			.2	.1
WLUZ	.4	.3		.3	.3	.1		.2	.2	.3		.2	.2	.3		.2				
WOLA	.4	.2	1.6	.5	.7	.3	.6	.5	.4			.1								
WORD	.1																			
WORS	.2	.3		.2	.2	.5		.3		.4		.2		.1		.1			.1	
WORS-FM	.3	.1	.3	.2		.1	.4	.1		.1										
TOT	1.1	1.4	5.0	1.9	1.1	1.4	2.6	1.5	1.1	1.1	2.5	1.4	.5	.8	1.2	.7	.2	.5	.4	.4
WRAI	.4	.3		.3		.2		.1		.6		.3		.3		.1				
WEYA	.5	.5		.4	.5	.5		.4	.4	.4		.3		.1		.1				
TOT	.2	.2		.2	.5	.2		.3	.4	.2		.2		.1		.1				
WSRA	1.4	.8		.9	1.6	1.0		1.0	1.1	.9		.8	.8	.1	.6	.5				
WUNO	.8	.6	2.2	.9	.8	.6	2.2	.9	.8	.3	1.5	.7	.4		.6	.3	.2			.1
WVOZ	.5	.4	2.8	.9	.4	.2	2.7	.7	.7	.2	1.1	.5	.3	.2	.3	.3	.4	.2		.3
TOTAL	12.4	9.5	26.6	13.6	12.5	9.2	19.2	12.2	8.7	7.7	13.2	9.0	4.9	3.5	6.9	4.6	1.9	1.5	1.4	1.7



CUMULATIVE AUDIENCE ESTIMATES

N-F C2

SAJUAN METROPOLITAN AREA

OCT-NOV. 1976

6A.M. - 3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	8.6	220	8.1	234			6.9	454	9	60	84	49	20	66	64	55
WBMJ	13.9	356	10.3	298	39.4	451	16.7	1105	223	85	21	27	147	65	54	28
WJDA	2.9	74	.8	22	2.5	29	1.9	125	6	39	10	19		4	12	6
WJAC	6.7	172	5.5	159	.3	4	5.1	335	14	19	50	50	15	27	40	47
WJAC-FM TOT	.9	22	.9	26	.6	7	.8	55		7	6	7	11	7	4	
WKAQ	36.5	937	29.1	843	12.6	144	29.1	1924	56	219	317	236	120	151	216	218
WKAQ-FM TOT	4.4	113	4.3	125	1.0	11	3.8	249	33	36	23	15	33	22	45	21
WKVM	12.0	307	10.4	561	12.4	142	15.3	1010	23	42	98	89	55	148	135	148
WLUZ	7.6	194	8.3	239	.8	9	6.7	442	17	19	93	56	12	41	87	66
WOLA	2.8	73	1.5	42	3.6	41	2.4	156	68	5			40			2
WORD	.9	24	1.2	36			.9	60		6		18		13	10	13
WOBS	9.6	245	7.2	209	2.2	25	7.3	479	26	95	102	14	31	78	57	34
WOBS-FM TOT	1.9	49	1.5	43			1.4	92	9	36	4		25	9	5	
WQII	7.7	197	14.0	428	17.6	202	12.5	827	61	96	23	17	169	147	74	22
WPAI	2.1	54	1.9	56	.3	4	1.7	114		29	15	4		14	13	10
WEYA	.7	19	1.0	30			.7	49	6		4	5		0	9	9
WEYA TOT	2.8	71	3.0	87	.3	4	2.5	162	6	29	18	9		23	22	25
WRSJ	3.5	90	1.8	53			2.2	143	6	23	30	24	4	15	21	13
WSRA	5.7	145	5.2	150	.3	3	4.5	298	26	48	51	16	37	54	43	16
WUND	9.9	254	13.2	385	12.1	138	11.7	775	51	83	49	56	95	116	109	51
WVOZ	5.9	152	3.7	106	4.4	50	4.7	308	80	37	31	4	41	30	19	12
TOTAL	91.6	2350	93.9	2718	80.7	924	90.7	5992	441	563	649	485	567	636	691	528



CUMULATIVE AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

W-P CZ

10A.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	4.6	119	6.2	179			4.3	298	9	15	46	42	13	60	42	36
WBNJ	16.1	413	11.3	327	39.9	457	19.1	1197	273	96	17	23	177	76	56	14
WROA	2.3	59	.4	11	3.3	38	1.6	108	11	32	10	6			9	2
WYAC	6.7	172	5.7	165	.3	4	5.2	341	6	25	46	49	12	40	34	41
WYAC-FM TOT	1.3	33	1.3	39	.6	7	1.2	79		23		10	12	16	5	2
WKAQ	20.1	515	12.6	366	9.7	111	15.0	992	37	125	146	139	97	73	66	89
WKAQ-FM TOT	4.3	110	2.8	80	1.4	16	3.1	206	20	58	14	16	16	19	33	8
WKVM	5.8	149	11.4	331	9.3	106	8.9	586	18	32	38	38	43	91	74	81
WLUZ	4.4	114	3.3	96	.4	5	3.3	215		12	51	51	8	22	34	28
WOLA	3.2	83	1.2	36	6.0	69	2.8	188	60	15			32	4		
WORO	1.6	40	1.3	39			1.2	79		6	10	18		16	10	13
WQBS	6.4	163	5.3	154	2.9	33	5.3	350	26	66	55	8	43	53	38	20
WQBS-FM TOT	1.2	30	1.0	29	1.6	18	1.2	77	9	17	4		18	6	5	
WQII	8.3	213	13.2	382	17.4	199	12.0	794	88	91	20	14	162	119	63	26
WRAI	1.9	50	2.0	59			1.7	109		29	8	7		8	18	20
WREY TOT	.8	20	.8	22			.6	42	6		4	3		8	2	8
WRSJ	2.0	52	1.2	36			1.3	88	8		25	17		4	19	13
WRSR	6.2	160	6.0	173	.8	9	5.2	342	26	58	50	19	51	52	51	19
WUND	8.6	221	9.8	285	14.0	160	10.1	666	44	71	44	44	77	105	66	29
WVOZ	5.5	141	3.4	99	6.9	79	4.8	319	70	46	21	4	42	30	18	5
TOTAL	79.4	2036	73.9	2141	82.5	945	77.5	5122	453	526	511	376	547	571	499	364



CUMULATIVE AUDIENCE ESTIMATES

C2

SAN JUAN METROPOLITAN AREA

OCT-NOV. 1976

MON-SUN 24HR

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	12.2	314	10.0	290	.3	3	9.2	607	15	76	121	80	27	86	76	69
WBNJ	19.5	499	14.1	400	56.2	643	23.5	1550	311	117	35	36	217	81	69	37
WFOA	3.1	79	.8	24	4.0	46	2.3	149	11	39	10	19		4	14	6
WIAC	10.4	266	8.9	259	2.8	32	8.4	557	14	49	72	82	24	58	60	66
WIAC-FM TOT	2.6	67	3.1	90	1.3	15	2.6	172	5	33	34	10	28	44	10	4
WKAQ	41.0	1052	32.0	927	23.4	268	34.0	2247	77	229	349	265	137	166	239	235
WKAQ-FM TOT	7.3	186	5.5	150	4.3	49	6.0	394	50	72	37	19	43	32	52	28
WKVM	13.2	338	21.2	615	15.4	176	17.1	1129	23	42	120	90	68	152	150	150
WLUZ	11.2	287	9.5	274	1.5	17	8.7	578	17	41	131	80	12	45	102	73
WCLA	4.5	116	2.9	84	0.6	99	4.5	299	82	34			70	10		4
WORD	1.9	49	2.0	57			1.6	106		6	16	21		22	12	23
WOBS	10.9	279	10.0	289	5.2	59	9.5	627	26	95	121	23	64	100	71	42
WOBS-FM TOT	2.8	71	1.8	52	1.8	21	2.2	144	9	52	10		28	9	11	
WGII	10.6	272	18.6	540	28.8	330	17.3	1142	112	106	37	17	230	173	90	26
WRAI	2.7	68	3.0	88	.6	7	2.5	163		38	15	7		23	24	24
WEYA	1.6	40	1.8	53			1.4	93	6		8	16		8	15	18
TOT																
WRSJ	5.2	134	2.6	75			3.2	209	6	40	34	43	7	19	33	16
WSRA	9.8	252	8.8	256	2.9	33	8.2	541	57	80	82	26	83	82	72	19
WUND	12.2	314	15.9	461	20.9	239	15.3	1014	62	105	66	63	116	136	120	65
WVOZ	8.2	210	5.9	172	11.3	135	7.3	517	114	46	43	7	71	40	40	12
TOTAL	100.0	2565	99.8	2890	100.0	1145	99.9	6600	531	587	693	514	620	669	747	545



CUMULATIVE AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

SA T-SUN

CZ

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	3.1	79	3.9	114			2.9	193	6	15	36	10	16	54	14	21
WBMJ	12.7	326	8.7	251	38.0	435	15.3	1012	236	54	16	16	165	36	25	23
WROA	1.6	42	.2	7	1.7	19	1.0	60	11	23		0			5	2
WJAC	5.3	135	5.2	151	2.5	29	4.8	315		30	33	49	16	30	30	39
WJAC-FM TOT	1.9	49	2.7	77			1.9	126		33	6	6	23	36	9	3
WKAQ	15.9	407	14.1	407	10.1	116	14.1	910	54	90	97	107	64	53	99	104
WKAQ-FM TOT	3.3	85	3.8	110	3.2	37	3.5	232	33	20	17	9	36	25	29	16
WKVM	5.8	148	9.6	279	7.9	91	7.0	518	5	13	38	63	34	52	66	73
WLUZ	4.8	123	2.3	68	.8	9	3.0	200	9	26	49	31	8	4	28	16
WOLA	2.7	69	1.6	46	5.9	67	2.0	182	59	10			40	4	2	
WPHO	.9	22	.9	27			.7	49			12	10		0	3	16
WQBS	3.5	91	4.5	130	1.9	22	3.7	243	20	9	48	7	30	42	25	25
WQBS-FM TOT	.6	16	.9	27	.8	9	.8	52		6	10		18	6	3	
WQII	5.5	140	12.7	369	21.6	247	11.4	756	55	54	24	7	180	105	58	17
WRAI	1.2	31	1.0	28			.9	59		29				8	8	12
WVEA TOT	1.3	34	1.5	42			1.2	76	6		8	10		4	15	11
WRSJ	1.9	50	1.0	28			1.2	78		31	3	12	4	7	12	5
WSRA	4.4	113	5.7	165	2.9	33	4.7	311	26	25	42	16	62	58	37	8
WUNO	5.2	134	7.0	203	12.8	146	7.3	483	34	36	20	35	49	63	37	39
WVDZ	3.8	97	3.0	86	7.2	82	4.0	265	65	18	10	4	41	20	16	5
TOTAL	66.6	1709	69.3	2007	80.2	910	70.1	4634	489	395	367	312	546	504	435	338



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

POST-NID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	1.0	25	.5	13			.7	43			13	7		6	3	5
WBMJ	1.3	33	.6	16	3.1	35	1.3	84	20	13			18			
WHDQ																
WJAC	1.0	26	.9	25	.3	3	.8	54		5	10	7		6	5	13
WJAC-FM TOT																
WKAD	5.6	143	4.5	129	.7	8	4.2	280	9	37	53	35	8	24	61	34
WKAD-FM TOT	.6	16			.7	8	.4	24			12					
WKVH	1.9	49	4.2	122	.3	3	2.6	174		10	8	24	5	29	27	48
WLUZ																
WOLA																
WORD																
WQSS	.7	19	.3	10			.4	29		6	11		4	4	2	
WQSS-FM TOT																
WQII	1.0	25	1.9	55	1.3	15	1.4	95	6	6	6	7	26	12	13	
WRAI																
WREY																
WREY-FM TOT																
WRSJ																
WSRA	.1	3	.5	15			.3	18				3		15		
WUND	.8	21	.7	21	.6	7	.7	49			12	5		10	2	9
WVOZ	.4	11	.7	19	.8	9	.6	39	11				7	6	6	
TOTAL	13.5	345	14.6	422	7.2	83	12.9	850	61	76	113	69	70	103	104	106





AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

MON-SUN

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1976

6A.P.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.5	13	.7	20			.5	33	2	2	5	3	1	4	6	4
WBNJ	2.1	53	1.9	50	6.4	73	2.0	102	35	12	2	4	30	14	6	3
WHA	.4	9	.1	2	.3	3	.2	14	4	2	2	1			1	1
WIAC	.9	22	.0	24	.2	2	.7	48	2	3	5	10	2	4	5	8
WIAC-FM	.2	5	.3	9	.1	1	.2	15	1	3		1	3	3	2	
TOT																
WKAO	3.4	86	3.2	92	1.5	17	3.0	195	4	22	22	25	10	20	24	23
WKAO-FM	.4	10	.6	16	.2	2	.4	28	4	2	2	2	4	4	6	1
TOT																
WKVM	1.4	37	2.6	75	1.4	16	1.9	128	1	8	12	10	8	19	14	18
WLUZ	.8	20	1.0	29	.1	1	.8	50		1	11	7	2	5	8	9
WCLA	.5	14	.2	7	.5	6	.4	27	13	1			6	1		
WORD	.2	5	.1	4			.1	9		1	1	1		2	1	1
WQSS	1.1	27	1.1	32	.2	2	.9	61	2	15	9		5	13	8	5
WQSS-FM	.2	5	.1	4	.2	2	.2	11	1	3	1		1	1	2	
TOT																
WQII	1.2	31	2.4	69	3.3	38	2.1	138	10	16	4	1	31	21	14	3
WRAI	.3	7	.3	9			.2	16		5	1			2	2	4
WEYA	.4	10	.3	10			.3	20	1		3	2		3	3	1
TOT																
WRSJ	.4	10	.2	5			.2	15		2	2	6			2	3
WSRA	1.1	27	1.0	30	.2	2	.9	59	4	9	11	2	10	9	7	4
WUNO	1.5	38	1.5	44	2.0	23	1.6	105	5	13	10	9	12	16	12	3
WVOZ	.8	20	.6	18	1.0	11	.7	49	10	7	3		9	6	2	
TOTAL	18.6	470	19.7	571	17.7	203	19.0	1252	109	128	117	88	139	149	129	95



SAN JUAN METROPOLITAN AREA

INCOME QUESTION

## STATIONS AND TOTAL AUDIENCE REPORTED

AUDIENCE ESTIMATES ARE REPORTED FOR THE STATIONS IN THE CORRESPONDING REGULAR RATINGS REPORT.

IN THE CASE OF DAYTIME STATIONS WHICH DO NOT BROADCAST FOR THE COMPLETE TIME PERIOD, AUDIENCE ESTIMATES ARE NOT ADJUSTED FOR HOURS THE STATION IS OFF THE AIR AND, THEREFORE, MAY DIFFER FROM THE ESTIMATES IN THE REGULAR RATINGS REPORT.

## SAMPLE SIZE

TOTAL ANNUAL HOUSEHOLD INCOME  
OF MEN 18+

UNDER \$5,000	88
\$5,000 - \$9,999	125
\$10,000 - \$14,999	137
\$15,000 & OVER	121
REFUSED AND NO ANSWER	4
	475

TOTAL ANNUAL HOUSEHOLD INCOME  
OF WOMEN 18+

UNDER \$5,000	202
\$5,000 - \$9,999	266
\$10,000 - \$14,999	226
\$15,000 & OVER	159
REFUSED AND NO ANSWER	4
	857

NUMBER OF LISTENING PERSON ESTIMATES (WEEKLY CUME)  
 ANNUAL INCOME BY ADULT MALE LISTENERS M-F 18 HR

	UNDER \$4,000	\$4,000- \$7,999	\$8,000- \$11,999	\$12,000- & OVER	NOT REPORTED					
WAPA	10.6	31	33.2	97	36.0	105	20.2	59		
WBMJ	17.5	82	27.1	127	25.2	118	29.0	136	1.3	6
WEYA	11.5	3	50.0	13	15.4	4	23.1	6		
WHOA			8.9	7	41.8	33	49.4	39		
WIAC	23.3	60	31.9	82	27.6	71	17.1	44		
WIAC-FM	6.5	3	54.3	25			39.1	18		
WKAQ	13.6	140	31.0	318	33.8	347	20.6	211	1.0	10
WKAQ-FM	9.3	14	38.0	57	12.0	18	40.7	61		
WKVM	29.3	97	34.1	113	20.5	68	16.0	53		
WLUZ	12.4	30	21.5	52	37.6	91	26.0	63	2.5	6
WOLA	4.7	5	12.3	13	31.1	33	51.9	55		
WORO	18.6	8			62.8	27	18.6	8		
WQBS	5.2	13	36.5	92	40.5	102	17.1	43	.8	2
WQBS-FM			36.2	21	32.8	19	31.0	18		
WQII	12.4	30	28.6	69	34.4	83	24.5	59		
WRAI			32.7	18	27.3	15	34.5	19	5.5	3
WRSJ	9.2	11	33.3	40	21.7	26	35.0	43		
WSRA	12.7	30	11.0	26	36.0	85	40.3	95		
WUNO	19.7	57	24.1	70	22.8	66	33.4	97		
WVOZ	20.7	40	30.6	59	41.5	80	7.3	14		
TOTAL	17.3	440	26.7	679	30.1	766	25.3	642	.6	15

## ANNUAL INCOME BY ADULT FEMALE LISTENERS M-F 18 HR

	UNDER \$4,000	\$4,000- \$7,999	\$8,000- \$11,999	\$12,000- & OVER	NOT REPORTED					
WAPA	28.6	77	28.3	76	32.7	88	10.4	28		
WBMJ	12.0	47	22.0	86	38.4	150	26.1	102	1.5	6
WEYA	7.5	3	72.5	29	12.5	5	7.5	3		
WHOA			8.3	2	45.8	11	45.8	11		
WIAC	24.1	53	39.5	87	21.4	47	15.0	33		
WIAC-FM	24.0	12	30.0	15	18.0	9	28.0	14		
WKAQ	25.3	219	34.4	298	28.5	247	11.0	95	.9	8
WKAQ-FM	11.5	15	30.5	40	30.5	40	26.0	34	1.5	2
WKVM	33.5	199	30.0	178	21.0	125	15.0	89	.5	3
WLUZ	14.6	38	27.3	71	34.2	89	21.5	56	2.3	6
WOLA	8.7	6	34.8	24	20.3	14	36.2	25		
WORO	4.4	2	17.8	8	35.6	16	42.2	19		
WQBS	19.6	48	21.6	53	35.5	87	23.3	57		
WQBS-FM	12.8	6	38.3	18	27.7	13	21.3	10		
WQII	15.0	76	36.6	185	24.2	122	24.2	122		
WRAI	19.8	16	32.1	26	23.5	19	24.7	20		
WRSJ	4.2	3	32.4	23	33.8	24	29.6	21		
WSRA	5.4	12	30.3	67	37.1	82	27.1	60		
WUNO	25.0	106	25.7	109	25.7	109	23.6	100		
WVOZ	21.4	30	47.9	67	22.1	31	8.6	12		
TOTAL	23.9	679	32.1	913	25.9	738	17.7	504	.4	11

(Negro & Spanish) supplemental sampling in concentrated ethnic areas may be added when deemed necessary. This also will be noted in the Section—"Data Pertinent to the Study." In this case the sampling system employs the latest available population estimates as described in Sampling Frame II.

#### Sampling Frame II

This method is an alternate sampling procedure when the method described above under Sampling Frame I is not available. Generally this is the case in ethnic samples, e.g., radio listening surveys of Negro or Spanish population, or of large geographic areas. In such studies the following sampling method is utilized.

Where 1970 U.S. Census data are available (the larger cities) with block statistics, the blocks to be sampled are selected by a statistical procedure. The total number of housing units in the city is divided by the number of sampling points to be picked in the city. This division yields the number of housing units in each area to be covered by one sampling point. This number also becomes the skip interval for choosing the Census Tracts. The starting Census Tract is chosen by a random number between 1 and the skip interval. Starting with the first Census Tract, the housing units in each Census Tract are cumulatively summed until the Census Tract is reached containing the household equal to the random number. Then the skip interval is added to determine the successive Census Tracts to be selected. Within the Census Tract, the block to be used is selected by use of a table of random numbers. These blocks constitute the sampling points within the Counties and Cities where such block statistics are available.

For certain standard statistical metropolitan areas, census tract dwelling unit data are available PC(1)A for the outlying areas beyond the central cities. In these situations, the census tracts within the counties are listed with population. A similar statistical counting procedure as above in the selection of blocks is employed to select the census tract. Within the census tract the sampling point is selected and located by a random geographic procedure. The sampling point may be a block or a cross-road depending upon the detail in the map. Either this procedure or the one employing Census PC(1)A series, as described below, will be used. Accuracy may be affected by sample selection and quality of sampling material and sampling techniques which yield the sample design.

In the balance of the county or in counties where no block or census tract statistics are available, a similar procedure is employed using the 1970 Census PC(1)A Series (when available). This series lists the population for each county by its minor civil divisions in alphabetical order. The total population of the civil divisions divided by the number of sampling points yields the skip interval for selecting the sampling points. This time the sampling points are the civil divisions (or Census divisions). In these civil divisions maps are used to select the location of the sampling point by a random geographic procedure. Depending upon the detail shown in available maps, either blocks or cross-roads are selected.

Changes of sampling points become necessary for a number of reasons. In some instances, it turns out that the available official statistics are not current. Blocks are torn down, new ones are constructed, residential blocks become all commercial, and considerations of the personal safety of the interviewer may become involved. When this happens, changes may become necessary. The interviewer is instructed to contact the field director or supervisor who checks with the New York office as to the substitution to be made. If time does not permit checking with the New York office first, the supervisor selects a new location in accordance with general written instructions as to the direction in which to proceed or the interviewer in the field may make a choice in order not to delay the data collection. In either case this is checked later with the New York office for approval. If the change is unacceptable, the work is done over.

For purposes of this study, substitutions of sampling points are defined as follows: block is commercial, block is dangerous, interviewer could not locate the block. Other changes are remapping or extensions of the original sampling points.

#### Acceptance of Interviewing

The local supervisor is instructed to validate one interview out of each day's work of each interviewer—usually one out of 12-15 interviews. This is done over the telephone in a call to the household interviewed as soon after the interviewing as possible. This may be several days or even a week or two later depending upon the receipt of the work by the supervisor from the interviewer.

In the New York office, a similar telephone validation using the WATS line is undertaken for one out of each day's work of each interviewer. In general, an alternating procedure is employed in checking the same household validated by the local supervisor on one day's work and a new one on the second day's work. For non-phone households, a verification is done by mail to half of these households: These include actual non-phone households and households where telephone numbers are not available. Depending upon the results of this verification process (further verification if necessary) the interviewing is accepted or rejected and may

be ordered re-surveyed. The questionnaires are scanned for completeness; and omissions or doubtful items are edited in accordance with written instructions.

#### Data Processing

The IBM 360 Data Processing System is employed for computing the audience estimates. The questionnaires are key-punched on IBM cards.

Internal checks on key punch accuracy are made by the computer for more than 10 prime data processing factors. Verification of key punching up to 20% of the punched cards is made when deemed necessary. If 5% or more of the cards possess an error in punching, the key punch operator's work is totally verified.

Audience estimates for stations broadcasting limited hours due to late sign-on or early sign-off between the hours of 6 AM-12 Midnight are adjusted for actual broadcast hours. A station will be adjusted in the 7 PM-Midnight period when it is on the air 40 percent or more of the time.

Audience estimates are not adjusted for the following situations: FM station duplicating AM facility 15 minutes or more; Post midnight estimates; all day share of audience estimates.

Broad day part data are presented for those time periods covered by the report months listed on tables.

All day share of audience estimates are computed by dividing the average Total Market projection estimate into each station's average projection estimate. In smaller population markets the shares may total to more than 100% due to rounding of the projection estimate to nearest hundred and rounding shares to nearest whole percent.

Broad day part share of audience estimates may total to more than 100% due to adjusting station to actual broadcast hours with no corresponding adjustment to Total Market estimates.

#### Sample Size and Weighting Procedures

The actual number of interviews used for the processing of the report is reported under the section "Data Pertinent to the Study." The sample size employed for ratings processing does not include the "Not-At-Homes." These are households which were unoccupied at the time the interviewer approached the household. This number is reported but takes no part in the data processing. The number of interviews in the computation base for ratings is not necessarily equal for each of the days during the survey period, nor is interviewing necessarily made on each day during the survey period. Inability to secure cooperation from all households in the pre-designated sample or the failure of the cooperating households to provide usable data may result in error, sometimes referred to as non-response error.

In markets where there are substantial ethnic minorities, namely Spanish and Negro and where there are stations with programming directed toward these groups, an attempt is made to weight the make-up of the sample so that these minorities are in the sample close to their proportions in the population. Possible understatement or overstatement may result from such weighting.

The telephone-non phone weighting has been referred to earlier in the section under Sampling Frame I. This study was weighted for Ethnic Balance, County Distribution, and Age and Sex employing the latest acceptable available estimates of population. Weighting for Time Spent at Home is a modification of the "Nights at Home Technique" of weighting. This method was described in two articles by A. Poitiz and W. Simmons in the Journal of the American Statistical Association.

1. An attempt to get the "Not at Homes" into the Sample without Callbacks, Vol. 44, 9-31.
2. Note on "An attempt to Get the "Not-at-Homes" Into the Sample without Callbacks, Journal of the American Statistical Association, Vol. 45, 136-37.

The basic plan is to weight respondents inversely to their time at home. Depending on the at-home percentage estimate the data for each respondent are weighted 1.0, 1.5 or 2.0.

The target number of sampling points is reported, and also the number of substitutions and number of sampling points not surveyed are reported. In addition, the number of respondents who took part in the interview is reported. A respondent is one who is at home at the time of the interview and makes his listening known either directly or indirectly through another household member.

The number of absentees are also reported. Adults are 18 years of age and over; Teenagers are 12 to 17.

#### Cut Off Levels and Stations Listed

In each market, an objective share of audience cut-off level is utilized in determining which stations are reported and which are included in the Miscellaneous. Any station achieving an average Monday-Friday quarter hour total persons rating in at least one day-part (6 AM-10 AM, 10 AM-3 PM, 3 PM-7 PM, 7 PM-12 Midnight by half hour units) equivalent to the required share of audience will be published in the report. Unless stated

otherwise in the Section—"Data Pertinent to the Study," the cut-off level is 1.0%.

The audience share level for including stations in the report must be achieved for two (2) consecutive studies within a 12 month period. Exceptions warranting special consideration include new stations since last study, call letter change, program format change. Foreign Stations that achieve the cut-off level are included in this report only if they are listed in SRDS. All other stations will be included in the miscellaneous category. In instances where an FM station duplicates in part an affiliated AM station's programming, the cut-off determination will pertain to its unduplicated programming. This cut-off level is not uniform in all markets and may change from time to time. In studies where a part(s) of a larger total area is reported separately, the cut-off level is applied separately to the part(s) and to the total area. Non commercial stations are not reported. Their audience levels are added to the miscellaneous category.

Where there is duplication of programming between an AM and FM station, the audience estimates are combined and published as one single total credited to the AM. Where there is no duplication, audience estimates are processed and published separately if the cut-off level is met. For purposes of reporting only, the duplication of programming of less than 15 minutes duration is not considered duplication for the quarter hour. The cut-off level remains the same.

In the event that the station whose data are not published is a subscriber it will be furnished its own audience estimates on a confidential basis.

#### Ratings Estimates

The audience measurements in this report are estimates of audience size. The Rating gives the average ¼ hour rating of the total listening audience (in-home and out-of-home combined) to each station as the percentage of all persons interviewed. In radio station area studies audience estimates are shown for the Metropolitan Area, Home County or inner central zone and for the total area.

Ratings are shown in tenths in order to differentiate these measurements from shares which are shown in whole percentage points. The sum of the separate figures in each column may total slightly more or less than the total of all rating points (TRP). This result arises from the process of rounding off to the nearest tenth of a percent.

#### Share of Audience Estimates

These shares are percentages indicating the relative popularity of the stations during the day. The base, total persons listening to all stations divided into the total persons listening to each station yields these share data.

#### Persons Reached Estimates

These data are presented for the average quarter hour of the day parts for Monday through Friday combined and for Saturday and Sunday when surveyed. The results are reported by:

MEN, 18 years and over; WOMEN, 18 and over; TEEN, 12 to 17; and TOTAL. The data report the estimated number of listening persons, rounded to hundreds reached by the station. These data are reported for each of the above person categories, both for rating and projection.

Age groups are reported separately for men and for women; 18-24; 25-34, 35-49, 50-64 by the day parts. The total of Men and of Women includes the age group 65 and over and thus can be larger than the sum of the 4 reported age groups. Finally the summation of the figures for the individual stations may be greater than the P.U.R. (Persons Using Radio) figures due to the rounding process.

The estimated population is based upon U.S. Census of Population, PC(V2) updated by the latest available SRDS estimates of population.

#### FM Audience

Listening to an FM station duplicating the AM station programming is credited to the AM station. If no AM-FM duplication information is received from the station or is available (SRDS listings) all listening to the FM station is treated as unduplicated.

#### Daily and Weekly Cume Estimates

The daily audience estimates are tabulated from the questionnaires used in this study. The listening data for this, covers all day yesterday from time of getting up to going to sleep. The weekly audience estimates are derived from questions dealing with stations listened to or heard in the course of the past week in addition to listening any time yesterday. A count of the listeners to each station is made and divided by the sample size to yield the percentage which projects out against population to arrive at the listener estimates. This tabulation is based on the interviewing covering Monday to Friday but does refer to a seven day week. The weekly cume data are processed specifically for the AM & FM stations as reported by the listeners in the weekly cume questions. Therefore, the cume estimates for an AM & FM station are not necessarily additive because of the possibility of audience duplication between the AM & FM stations. All stations is the total estimate of persons and households

listening to radio in the course of the day and the week. In several instances (particularly total cumulative) audience estimates may achieve 100% of the estimated population. Due to rounding procedures there is a possibility that the computed estimates may be greater than 100%. In the event that this has occurred the estimate is printed as 100%. The addition of Men, Women and Teens may sometimes add just over or under the Total Person Cumes because of the process of rounding out to the nearest hundred.

#### Survey Area Definitions

A Radio Station Area study includes 2 sets of audience estimates:

1. The Central Zone usually the Metropolitan Area surveyed by PULSE for the standard syndicated Radio Audience Measurement Service. In a few markets, this Central Zone core may be larger than the census defined SMSA.
2. The Radio Station Area includes 1 and additional counties in which the stations originating from the Central Zone have individually or together achieved 25% shares (PULSE CP 1971-72) or greater of the daytime audience, and all other counties required to achieve a daytime weekly cume of 90% (PULSE CP 1971-72) for each Central Zone station.

Thus, for all practical purposes the Radio Station Area may be considered to approach the total audience for each station. In the case of each station, the Counties remaining in the non-included 10% or less are generally remote and in which the station achieves very little or no reportable daytime share of audience. There may be exceptions when a station's coverage signal extends to remote counties making it virtually impossible to establish a manageable & continuous area. Also in rare instances, counties may have been deleted or added to yield a continuous survey area.

There may be some instances where the area remains the same as defined by Pulse in years prior to 1974.

#### Standard Error Measurement

Errors in measurement cannot be computed for the measurements in this survey because the standard error formulas usually employed refer to a true probability sample. Thus, no claim is made as to the true degree of preciseness of these measurements. The usual standard error formulas are not applicable for these measurements.

#### Possible Survey Errors

PULSE utilizes its best efforts to comply with the standards set up in its consent order with the Federal Trade Commission. Nevertheless, no claim is made that the survey is free of all errors. Errors may occur in the interview, in securing the data, in the processing of the data and the report, etc. Accuracy in the reporting of listening and/or the characteristics of the household or individual, sometimes referred to as response error, may occur. Therefore, non-sampling errors cannot be warranted to be zero. The normal validation and verification may not always uncover such errors. However, if errors do crop up and are brought to Pulse's attention within 60 days of the issuance of the report or prior to the issuance of the next report, whichever is first, corrections will be made whenever possible.

#### Privileges

It is understood and agreed that the report will be kept strictly confidential, that the property therein remains in THE PULSE, INC., that neither the whole nor any part thereof may be disclosed to anyone but the purchaser, its clients or bona-fide prospective clients and that physical possession of the report shall not be released by the purchaser or its representative.

This service is an impartial one designed to measure the radio audience and report the information to its subscribers, who are supporting the service cooperatively. For this reason, this report may be utilized in any promotional or advertising matter by the subscriber only if identification of other stations and programs is not disclosed. In reproduction of any of this material, the data must be properly identified. Date of the report and area surveyed must be included in such matter. The use of these PULSE data in promotion and advertising must be cleared with PULSE prior to publication. Violation of these privileges may result in immediate cancellation of the subscription to PULSE, and may subject the subscriber to claims for damages which may be sustained by PULSE or others. In addition, a complaint will be filed with the Complaint Bureau of the F.C.C.

#### Explanation of Special Notations

A blank is used rather than 0.0 when no listeners were found for a particular station and when the computation does not yield a reportable number (less than ½ of a percent or less than 50 listener persons).

- x Does not broadcast independent programming for this time segment, or station broadcasts daytime only.
- @ Does not broadcast for complete period due to limited broadcast hours and/or AM-FM duplication and estimates are not adjusted.
- Indicates less than ½ of one percent.
- ( ) Parentheses indicate unadjusted shares.
- + Station adjusted for actual broadcast hours.

**ThePulse, Inc.**