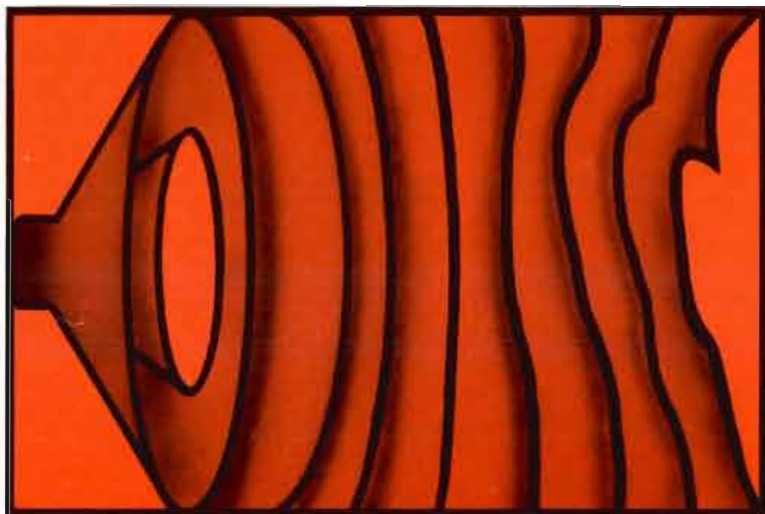


November 1978  
January 1979  
March 1979

**SAN JUAN**  
**November 1978**  
**January 1979**  
**March 1979**

# Summary Report



## **Mediatrend Radio Audience Report**

San Juan MEDIATREND



Media Statistics, Inc.  
8120 Fenton Street  
Silver Spring, Maryland 20910

## MEDIATREND RADIO AUDIENCE MEASUREMENT

The radio audience totals contained in this report represent estimates of the amount and kind of radio listening in the area surveyed through the use of advanced survey techniques especially designed for today's media buying and selling requirements.

In the case of radio, these requirements would certainly include the following information obtained by survey methods statistically reliable enough to permit intelligent business decisions:

1. Estimates of the total number of persons (12+) listening both at home and away from home.
2. A breakdown of the listeners to stations by sex and basic age groups.
3. Cumulative (net unduplicated) audience totals for day parts and the entire week.
4. Very frequent reports delivered within one week after field work for up-to-date information and for tracking. Most large markets are surveyed monthly.
5. Special questions on any subject which may be included at the end of the interview by clients on a confidential basis.

The MEDIATREND report has been designed to meet all of these criteria. Essentially it is produced by attempting to secure records for an average day and for the past week by telephone interviews with a large number of carefully selected persons covering their own radio listening no matter where or when it is done. Data are also taken on the characteristics of the persons interviewed, so that audiences may be examined by demographic groups.

The standard MEDIATREND sample is drawn by selecting enough persons within the survey unit to yield data from at least 500 completed interviews. In survey units with the largest populations, these samples are 1000. Exact sample size is always shown in each report in terms of completed and tabulated interviews. Under close supervision, the interviewers contact each home by telephone and attempt to speak individually with a selected person aged 12 and over living in the house. (Up to five callbacks are made to contact the sample household.)

Unclustered sampling from all telephone directories within each survey unit is carried out by the MEDIASTAT headquarters staff and the telephone numbers assigned to interviewers in the field. Validation of each interviewer's work is done by supervisors from our home office with direct calls to respondents.

Population figures and sex/age breakouts for this Radio Audience report are taken from the most recent issue of Sales Management's Survey of Buying Power Data Service; further reproduction is forbidden. Sex/age breakouts of the population are also obtained from Bureau of Census publications PC(1), PHC(1), P-25, P-26, or other appropriate Census sources.

MEDIASTAT retains original field material and other raw data for two years from the survey period.

Reproduction or use in any way of the material contained in this report is specifically forbidden to all non-subscribers. However, the unauthorized possession or use of this report in any way by a non-subscriber shall create liability to pay the subscription rate in full without becoming a subscriber and without changing the status of the user as a non-subscriber making an unauthorized use. Use of the material by subscribers and their authorized representatives is permitted for all business purposes except that any printed advertising or promotion material must refer to all stations other than the subscriber's own by a neutral code, all figures must be credited and fully quoted, and the date of the report must be identified. No implications may be drawn from figures in the report and attributed to Media Statistics, Inc. without prior clearance in writing.

SUMMARY REPORT

SAN JUAN METROPOLITAN AREA

MEDIATREND SUMMARY REPORT

NOVEMBER, 1978-JANUARY-MARCH, 1979\*

\*Survey Dates: 11/6-10 & 13-17, 1978  
1/8-12 & 15-19, 1979  
3/6-9 & 12-16, 1979

**MEDIASTAT**

### INFORMATION ABOUT THIS REPORT

This survey was conducted within the San Juan, Puerto Rico, Standard Metropolitan Statistical Area. Random sampling was done from the complete 1978-1979 San Juan telephone directory, which includes the following Municipalities:

San Juan  
Bayamón  
Canóvanas  
Carolina  
Cataño

Guaynabo  
Loíza  
Toa Baja  
Trujillo Alto

Special tabulations and extra copies are available from Media Statistics, Inc.



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA

| <u>STATION</u> | <u>LOCATION</u>       | <u>POPULATION ESTIMATES</u>                     |         |
|----------------|-----------------------|-------------------------------------------------|---------|
| WAPA           | San Juan, Puerto Rico | Men 18+                                         | 377,900 |
| WBMJ           | San Juan, Puerto Rico |                                                 |         |
| WFID-FM        | San Juan, Puerto Rico | Men 18-24                                       | 81,100  |
| WHOA           | San Juan, Puerto Rico |                                                 |         |
| WIAC           | San Juan, Puerto Rico | Men 25-34                                       | 85,900  |
| WIAC-FM        | San Juan, Puerto Rico |                                                 |         |
| WIOB-FM        | San Juan, Puerto Rico | Men 35-49                                       | 103,100 |
| WKAQ           | San Juan, Puerto Rico |                                                 |         |
| WKAQ-FM        | San Juan, Puerto Rico | Men 50+                                         | 107,800 |
| WKVM           | San Juan, Puerto Rico |                                                 |         |
| WKVM-FM        | San Juan, Puerto Rico |                                                 |         |
| WLUZ           | Bayamon, Puerto Rico  | Women 18+                                       | 415,900 |
| WOLA-FM        | Carolina, Puerto Rico |                                                 |         |
| WORO-FM        | Corozal, Puerto Rico  | Women 18-24                                     | 83,100  |
| WOSO           | San Juan, Puerto Rico |                                                 |         |
| WPRM-FM        | San Juan, Puerto Rico | Women 25-34                                     | 101,100 |
| WQBS           | San Juan, Puerto Rico |                                                 |         |
| WQII           | San Juan, Puerto Rico | Women 35-49                                     | 118,000 |
| WRAI           | San Juan, Puerto Rico |                                                 |         |
| WRSJ           | Bayamon, Puerto Rico  | Women 50+                                       | 113,700 |
| WUNO           | San Juan, Puerto Rico |                                                 |         |
| WVOZ           | Carolina, Puerto Rico |                                                 |         |
| WZNT-FM        | San Juan, Puerto Rico | Total Adults 18+                                | 793,800 |
|                |                       |                                                 |         |
|                |                       | Teens 12-17                                     | 160,500 |
|                |                       |                                                 |         |
|                |                       | Total 12+                                       | 954,300 |
|                |                       | Source: Standard Rate and Data Service (1/1/78) |         |

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA

TOP RANKING AREA RADIO STATIONS  
NOVEMBER, 1978, JANUARY, MARCH, 1979

BY 6AM-12M SHARE

%

|         |      |
|---------|------|
| WZNT-FM | 20.9 |
| WKAQ    | 11.9 |
| WQII    | 9.5  |
| WBMJ    | 9.1  |
| WKVM    | 4.9  |
| WLUZ    | 4.2  |
| WIAC    | 3.5  |
| WKAQ-FM | 3.2  |
| WQBS    | 2.6  |
| WIAC-FM | 2.5  |
| WPRM-FM | 2.4  |
| WAPA    | 2.3  |
| WKVM-FM | 2.3  |
| WUNO    | 2.2  |
| WORO-FM | 2.0  |
| WOLA-FM | 1.7  |
| WIOB-FM | 1.6  |
| WVOZ    | 1.1  |
| WFID-FM | 0.7  |
| WFOA    | 0.6  |
| WOSO    | 0.6  |

BY WEEKLY CUMULATIVE

|         |         |
|---------|---------|
| WKAQ    | 362,600 |
| WZNT-FM | 284,300 |
| WBMJ    | 248,500 |
| WQII    | 214,400 |
| WKVM    | 143,000 |
| WLUZ    | 127,200 |
| WIAC    | 112,700 |
| WKAQ-FM | 109,900 |
| WPRM-FM | 104,400 |
| WAPA    | 102,900 |
| WQBS    | 92,500  |
| WUNO    | 86,000  |
| WKVM-FM | 64,500  |
| WORO-FM | 57,400  |
| WOLA-FM | 52,900  |
| WIAC-FM | 51,200  |
| WVOZ    | 51,200  |
| WIOB-FM | 24,600  |
| WFOA    | 24,300  |
| WRAI    | 21,200  |

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA

| STATION          | SHARE 6AM-12M (Mon-Fri) |                 |               |                    | DAY CUME 6AM-7PM (000) |                 |               |                    |
|------------------|-------------------------|-----------------|---------------|--------------------|------------------------|-----------------|---------------|--------------------|
|                  | NOVEMBER<br>1978        | JANUARY<br>1979 | MARCH<br>1979 | SUMMARY<br>(N-J-M) | NOVEMBER<br>1978       | JANUARY<br>1979 | MARCH<br>1979 | SUMMARY<br>(N-J-M) |
| WAPA             | 2.4                     | 2.7             | 1.7           | 2.3                | 49                     | 42              | 20            | 37                 |
| WBMJ             | 14.8                    | 9.3             | 4.2           | 9.1                | 206                    | 158             | 80            | 148                |
| WFID-FM          | 1.0                     | 0.4             | 0.9           | 0.7                | 6                      | 4               | 11            | 7                  |
| WFOA             | 0.8                     | 0.6             | 0.6           | 0.6                | 14                     | 8               | 10            | 10                 |
| WIAC             | 3.8                     | 3.6             | 3.3           | 3.5                | 63                     | 75              | 55            | 64                 |
| WIAC-FM          | 1.7                     | 2.3             | 3.4           | 2.5                | 25                     | 23              | 30            | 26                 |
| WIOB-FM          | 1.7                     | 2.5             | 0.6           | 1.6                | 14                     | 18              | 5             | 12                 |
| WKAQ             | 12.4                    | 13.1            | 10.1          | 11.9               | 241                    | 245             | 211           | 232                |
| WKAQ-FM          | 5.5                     | 2.5             | 2.0           | 3.2                | 60                     | 50              | 47            | 53                 |
| WKVM             | 6.7                     | 5.2             | 3.0           | 4.9                | 79                     | 60              | 66            | 69                 |
| WKVM-FM          | 1.7                     | 1.7             | 3.6           | 2.3                | 25                     | 25              | 57            | 36                 |
| WLUZ             | 3.5                     | 4.9             | 4.0           | 4.2                | 53                     | 85              | 78            | 72                 |
| WOLA-FM          | 2.6                     | 1.9             | 0.8           | 1.7                | 34                     | 33              | 13            | 26                 |
| WORO-FM          | 1.2                     | 1.6             | 3.1           | 2.0                | 14                     | 15              | 36            | 21                 |
| WOSO             | 0.7                     | 0.6             | 0.6           | 0.6                | 13                     | 7               | 6             | 9                  |
| WPRM-FM          | 5.3                     | 1.7             | 0.8           | 2.4                | 69                     | 20              | 15            | 34                 |
| WQBS             | 2.6                     | 2.7             | 2.7           | 2.6                | 45                     | 43              | 54            | 47                 |
| WQII             | 12.2                    | 8.5             | 8.2           | 9.5                | 146                    | 114             | 97            | 119                |
| WRAI             | 0.4                     | 0.7             | 0.6           | 0.6                | 11                     | 6               | 17            | 11                 |
| WRSJ             | 1.1                     | 0.2             | 0.2           | 0.5                | 13                     | 4               | 3             | 7                  |
| WSRA-FM/WZNT-FM† | 4.0                     | 22.5            | 33.5          | 20.9               | 42                     | 233             | 288           | 188                |
| WUNO             | 3.6                     | 2.1             | 1.1           | 2.2                | 56                     | 25              | 23            | 34                 |
| WVOZ             | 1.5                     | 1.2             | 0.6           | 1.1                | 29                     | 24              | 13            | 22                 |

†Radio Station WSRA-FM changed call letters  
to WZNT-FM on December 29, 1978

MEDIASAT



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# People 12+ Surveyed: 1530

Total 12+  
November, 1978, January, March, 1979

| <u>Station</u> | (MON-SUN)                                      | (MONDAY THRU FRIDAY)                                            |                                                                  |                                                                  |                                                                 | (MON-THURS)                                                     |
|----------------|------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
|                | <u>Weekly</u><br><u>Cume</u><br><u>Persons</u> | <u>6AM-7PM</u><br><u>Daily</u><br><u>Cume</u><br><u>Persons</u> | <u>6AM-10AM</u><br><u>Daily</u><br><u>Cume</u><br><u>Persons</u> | <u>10AM-3PM</u><br><u>Daily</u><br><u>Cume</u><br><u>Persons</u> | <u>3PM-7PM</u><br><u>Daily</u><br><u>Cume</u><br><u>Persons</u> | <u>7PM-12M</u><br><u>Daily</u><br><u>Cume</u><br><u>Persons</u> |
| WAPA           | 102900                                         | 36600                                                           | 23100                                                            | 15600                                                            | 14100                                                           | 10800                                                           |
| WBMJ           | 248500                                         | 148200                                                          | 107700                                                           | 51500                                                            | 71300                                                           | 37700                                                           |
| WFID-FM        | 13700                                          | 7000                                                            | 6400                                                             | 5000                                                             | 5200                                                            | 700                                                             |
| WHOA           | 24300                                          | 10400                                                           | 6700                                                             | 3000                                                             | 6300                                                            | 3000                                                            |
| WIAC           | 112700                                         | 64100                                                           | 42200                                                            | 25700                                                            | 23500                                                           | 9600                                                            |
| WIAC-FM        | 51200                                          | 25600                                                           | 12800                                                            | 14400                                                            | 14400                                                           | 4100                                                            |
| WIOB-FM        | 24600                                          | 12200                                                           | 10400                                                            | 6100                                                             | 9300                                                            | 5000                                                            |
| WKAQ           | 362600                                         | 232400                                                          | 193200                                                           | 59400                                                            | 67100                                                           | 24000                                                           |
| WKAQ-FM        | 109900                                         | 52500                                                           | 32500                                                            | 21400                                                            | 27300                                                           | 18800                                                           |
| WKVM           | 143000                                         | 68500                                                           | 56100                                                            | 25900                                                            | 21800                                                           | 11700                                                           |
| WKVM-FM        | 64500                                          | 35700                                                           | 18500                                                            | 14000                                                            | 24900                                                           | 12300                                                           |
| WLUZ           | 127200                                         | 71900                                                           | 59400                                                            | 11200                                                            | 18300                                                           | 9300                                                            |
| WOLA-FM        | 52900                                          | 26400                                                           | 9300                                                             | 11300                                                            | 20700                                                           | 9200                                                            |
| WORO-FM        | 57400                                          | 21400                                                           | 10000                                                            | 12900                                                            | 11700                                                           | 4800                                                            |
| WOSO           | 19600                                          | 8600                                                            | 7900                                                             | 2800                                                             | 4500                                                            | 2300                                                            |
| WPRM-FM        | 104400                                         | 34400                                                           | 20500                                                            | 16300                                                            | 15000                                                           | 8600                                                            |
| WQBS           | 92500                                          | 47100                                                           | 36600                                                            | 16700                                                            | 17700                                                           | 7000                                                            |
| WQII           | 214400                                         | 119200                                                          | 83600                                                            | 55700                                                            | 60400                                                           | 29100                                                           |
| WRAI           | 21200                                          | 11000                                                           | 7200                                                             | 1700                                                             | 4300                                                            | 3800                                                            |
| WRSJ           | 19700                                          | 6700                                                            | 4400                                                             | 3200                                                             | 2000                                                            | 2500                                                            |
| WUNO           | 86000                                          | 34400                                                           | 24900                                                            | 14400                                                            | 14600                                                           | 5300                                                            |
| WVOZ           | 51200                                          | 21900                                                           | 10800                                                            | 9700                                                             | 9900                                                            | 3900                                                            |
| WZNT-FM        | 284300                                         | 187700                                                          | 126300                                                           | 103300                                                           | 122300                                                          | 71000                                                           |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# People 12+ Surveyed: 1530

Total 12+  
November, 1978, January, March, 1979

| Station | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            |                             |            | (MON-THURS)                 |            |
|---------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|         | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|         | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA    | 5300                        | ( 1.9)     | 6900                        | ( 2.1)     | 5100                        | ( 2.0)     | 3800                        | ( 1.5)     | 5200                        | ( 4.0)     |
| WBMJ    | 24500                       | ( 9.0)     | 31400                       | ( 9.7)     | 18900                       | ( 7.6)     | 24300                       | ( 9.7)     | 13100                       | (10.0)     |
| WFID-FM | 2300                        | ( 0.8)     | 1700                        | ( 0.5)     | 3000                        | ( 1.2)     | 2000                        | ( 0.8)     | 300                         | ( 0.2)     |
| WHOA    | 1700                        | ( 0.6)     | 2400                        | ( 0.7)     | 400                         | ( 0.2)     | 2700                        | ( 1.1)     | 800                         | ( 0.6)     |
| WIAC    | 9700                        | ( 3.6)     | 13700                       | ( 4.2)     | 9000                        | ( 3.6)     | 6700                        | ( 2.7)     | 4500                        | ( 3.4)     |
| WIAC-FM | 7500                        | ( 2.8)     | 5500                        | ( 1.7)     | 10400                       | ( 4.2)     | 5900                        | ( 2.4)     | 1500                        | ( 1.1)     |
| WIOB-FM | 4600                        | ( 1.7)     | 3800                        | ( 1.2)     | 4900                        | ( 2.0)     | 4800                        | ( 1.9)     | 1700                        | ( 1.3)     |
| WKAQ    | 35900                       | (13.2)     | 61200                       | (18.9)     | 25300                       | (10.2)     | 24000                       | ( 9.6)     | 6200                        | ( 4.8)     |
| WKAQ-FM | 8200                        | ( 3.0)     | 8400                        | ( 2.6)     | 7800                        | ( 3.1)     | 8400                        | ( 3.4)     | 5500                        | ( 4.2)     |
| WKVM    | 14300                       | ( 5.3)     | 20500                       | ( 6.3)     | 13700                       | ( 5.5)     | 9000                        | ( 3.6)     | 3600                        | ( 2.8)     |
| WKVM-FM | 6200                        | ( 2.3)     | 4900                        | ( 1.5)     | 5100                        | ( 2.0)     | 8900                        | ( 3.6)     | 3500                        | ( 2.7)     |
| WLUZ    | 12000                       | ( 4.4)     | 27400                       | ( 8.4)     | 5000                        | ( 2.0)     | 5400                        | ( 2.2)     | 3700                        | ( 2.8)     |
| WOLA-FM | 4500                        | ( 1.6)     | 2400                        | ( 0.8)     | 3900                        | ( 1.6)     | 7200                        | ( 2.9)     | 2800                        | ( 2.1)     |
| WORO-FM | 5500                        | ( 2.0)     | 2900                        | ( 0.9)     | 7200                        | ( 2.9)     | 6200                        | ( 2.5)     | 2100                        | ( 1.6)     |
| WOSO    | 1800                        | ( 0.7)     | 2200                        | ( 0.7)     | 1500                        | ( 0.6)     | 2000                        | ( 0.8)     | 600                         | ( 0.5)     |
| WPRM-FM | 6400                        | ( 2.3)     | 6100                        | ( 1.9)     | 6900                        | ( 2.8)     | 6100                        | ( 2.4)     | 3700                        | ( 2.8)     |
| WQBS    | 7700                        | ( 2.8)     | 10400                       | ( 3.2)     | 6300                        | ( 2.5)     | 6800                        | ( 2.7)     | 2200                        | ( 1.7)     |
| WQII    | 26500                       | ( 9.7)     | 27800                       | ( 8.6)     | 24500                       | ( 9.8)     | 27500                       | (11.0)     | 10600                       | ( 8.1)     |
| WRAI    | 1200                        | ( 0.4)     | 1500                        | ( 0.5)     | 500                         | ( 0.2)     | 1600                        | ( 0.6)     | 2000                        | ( 1.5)     |
| WRSJ    | 1300                        | ( 0.5)     | 1400                        | ( 0.4)     | 1700                        | ( 0.7)     | 600                         | ( 0.2)     | 600                         | ( 0.5)     |
| WUNO    | 6400                        | ( 2.4)     | 7900                        | ( 2.4)     | 6200                        | ( 2.5)     | 5300                        | ( 2.1)     | 1600                        | ( 1.2)     |
| WVOZ    | 3000                        | ( 1.1)     | 3200                        | ( 1.0)     | 2800                        | ( 1.1)     | 3000                        | ( 1.2)     | 1400                        | ( 1.1)     |
| WZNT-FM | 55300                       | (20.3)     | 46000                       | (14.2)     | 58900                       | (23.7)     | 60100                       | (24.1)     | 31600                       | (24.1)     |
| OTHERS  |                             | ( 7.6)     |                             | ( 7.6)     |                             | ( 8.0)     |                             | ( 7.0)     |                             | (16.9)     |

AVERAGE PERSONS  
USING RADIO

(Per ¼ Hr.): 272400

324300

248800

249700

131000

SPECIAL NOTE: Due to rounding, the total Average Persons Using Radio figures may be inconsistent with the sum of the individual stations Average Persons.

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Men 18-24 Surveyed: 128

Men 18-24  
November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 3100            | 600                      | -                        | 600                      | 600                      | 900                      |
| WBMJ    | 30400           | 20600                    | 18100                    | 7200                     | 8100                     | 4000                     |
| WFID-FM | 600             | 600                      | 600                      | 600                      | 600                      | -                        |
| WHOA    | 2800            | 1100                     | 600                      | -                        | 600                      | 900                      |
| WIAC    | 3700            | 1100                     | 600                      | 600                      | 1100                     | 700                      |
| WIAC-FM | 3400            | 1100                     | 1100                     | 1100                     | 1100                     | -                        |
| WIOB-FM | 2600            | 1400                     | 1400                     | 600                      | 600                      | 700                      |
| WKAQ    | 15800           | 7900                     | 5600                     | 2600                     | 4300                     | 1300                     |
| WKAQ-FM | 15100           | 4800                     | 3900                     | 2800                     | 3300                     | 4300                     |
| WKVM    | 12800           | 3600                     | 2800                     | 800                      | 2200                     | 2000                     |
| WKVM-FM | 11000           | 5900                     | 3100                     | 3100                     | 4200                     | 1900                     |
| WLUZ    | 4000            | 1100                     | 1100                     | -                        | 600                      | 600                      |
| WOLA-FM | 15300           | 8400                     | 3100                     | 2300                     | 6700                     | 1600                     |
| WORO-FM | 1400            | 600                      | -                        | 600                      | -                        | -                        |
| WOSO    | 1400            | 800                      | 800                      | 800                      | -                        | -                        |
| WPRM-FM | 20700           | 6000                     | 4100                     | 3800                     | 2200                     | 1900                     |
| WQBS    | 12300           | 4500                     | 4500                     | 800                      | 2200                     | 900                      |
| WQII    | 17400           | 9500                     | 7300                     | 5300                     | 6100                     | 3500                     |
| WRAI    | 2000            | 600                      | 600                      | -                        | -                        | -                        |
| WRSJ    | -               | -                        | -                        | -                        | -                        | -                        |
| WUNO    | 4200            | 2200                     | 2200                     | 800                      | 800                      | 700                      |
| WVOZ    | 12000           | 4700                     | 2800                     | 2300                     | 2000                     | -                        |
| WZNT-FM | 35700           | 23900                    | 13700                    | 13100                    | 17700                    | 14500                    |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Men 18-24 Surveyed: 128

Men 18-24  
November, 1978, January, March, 1979

| Station | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            |                             |            | (MON-THURS)                 |            |
|---------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|         | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|         | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA    | -100                        | ( 0.2)     | -                           | ( - )      | 100                         | ( 0.2)     | 100                         | ( 0.3)     | 400                         | ( 2.1)     |
| WBMJ    | 3800                        | (14.6)     | 5500                        | (21.0)     | 3100                        | (12.8)     | 2800                        | (10.4)     | 1300                        | ( 7.2)     |
| WFID-FM | 200                         | ( 0.9)     | 200                         | ( 0.8)     | 300                         | ( 1.2)     | 200                         | ( 0.8)     | -                           | ( - )      |
| WHOA    | -100                        | ( 0.2)     | 100                         | ( 0.3)     | -                           | ( - )      | 100                         | ( 0.5)     | 200                         | ( 1.1)     |
| WIAC    | 200                         | ( 0.9)     | -100                        | ( 0.1)     | 300                         | ( 1.2)     | 400                         | ( 1.3)     | 700                         | ( 3.8)     |
| WIAC-FM | 800                         | ( 3.2)     | 800                         | ( 3.2)     | 1100                        | ( 4.7)     | 400                         | ( 1.6)     | -                           | ( - )      |
| WIOB-FM | 600                         | ( 2.2)     | 700                         | ( 2.6)     | 600                         | ( 2.4)     | 400                         | ( 1.6)     | 500                         | ( 3.1)     |
| WKAQ    | 1200                        | ( 4.9)     | 1800                        | ( 6.9)     | 800                         | ( 3.3)     | 1200                        | ( 4.6)     | 200                         | ( 0.9)     |
| WKAQ-FM | 900                         | ( 3.3)     | 900                         | ( 3.3)     | 800                         | ( 3.3)     | 900                         | ( 3.3)     | 1300                        | ( 7.6)     |
| WKVM    | 400                         | ( 1.5)     | 600                         | ( 2.1)     | 200                         | ( 1.0)     | 400                         | ( 1.5)     | 400                         | ( 2.3)     |
| WKVM-FM | 1100                        | ( 4.3)     | 700                         | ( 2.5)     | 1200                        | ( 5.1)     | 1400                        | ( 5.2)     | 500                         | ( 2.9)     |
| WLUZ    | 100                         | ( 0.5)     | 300                         | ( 1.1)     | -                           | ( - )      | 100                         | ( 0.5)     | 400                         | ( 2.4)     |
| WOLA-FM | 1400                        | ( 5.6)     | 1100                        | ( 4.0)     | 1200                        | ( 4.9)     | 2200                        | ( 8.0)     | 300                         | ( 1.8)     |
| WORO-FM | 200                         | ( 0.8)     | -                           | ( - )      | 500                         | ( 2.2)     | -                           | ( - )      | -                           | ( - )      |
| WOSO    | 100                         | ( 0.5)     | 200                         | ( 0.8)     | 200                         | ( 0.7)     | -                           | ( - )      | -                           | ( - )      |
| WPRM-FM | 1000                        | ( 4.0)     | 1100                        | ( 4.1)     | 1200                        | ( 5.2)     | 700                         | ( 2.5)     | 600                         | ( 3.5)     |
| WQBS    | 700                         | ( 2.6)     | 1500                        | ( 5.5)     | 200                         | ( 0.7)     | 500                         | ( 1.8)     | 300                         | ( 1.6)     |
| WQII    | 2700                        | (10.4)     | 3000                        | (11.5)     | 2100                        | ( 8.5)     | 3000                        | (11.3)     | 1700                        | ( 9.4)     |
| WRAI    | -100                        | ( 0.2)     | 100                         | ( 0.5)     | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WRSJ    | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WUNO    | 200                         | ( 0.9)     | 300                         | ( 1.1)     | 300                         | ( 1.2)     | 100                         | ( 0.4)     | 300                         | ( 1.7)     |
| WVOZ    | 800                         | ( 3.0)     | 1100                        | ( 4.2)     | 700                         | ( 3.1)     | 500                         | ( 1.7)     | -                           | ( - )      |
| WZNT-FM | 7200                        | (28.0)     | 4800                        | (18.1)     | 7300                        | (30.3)     | 9500                        | (35.3)     | 6600                        | (37.3)     |
| OTHERS  |                             | ( 7.3)     |                             | ( 6.3)     |                             | ( 8.0)     |                             | ( 7.4)     |                             | (11.3)     |

AVERAGE PERSONS  
USING RADIO  
(Per ¼ Hr.): 25700

26400

24100

26900

17600



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Men 25-34 Surveyed: 147

Men 25-34  
November, 1978, January, March, 1979

| Station | (MON-SUN)                 | (MONDAY THRU FRIDAY)                |                                      |                                      |                                     | (MON-THURS)                         |
|---------|---------------------------|-------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|
|         | Weekly<br>Cume<br>Persons | 6AM-7PM<br>Daily<br>Cume<br>Persons | 6AM-10AM<br>Daily<br>Cume<br>Persons | 10AM-3PM<br>Daily<br>Cume<br>Persons | 3PM-7PM<br>Daily<br>Cume<br>Persons | 7PM-12M<br>Daily<br>Cume<br>Persons |
| WAPA    | 11200                     | 3600                                | 3000                                 | 1800                                 | 600                                 | 1300                                |
| WBMJ    | 16600                     | 10200                               | 7100                                 | 3600                                 | 5900                                | 1900                                |
| WFID-FM | 2800                      | 1100                                | 1100                                 | 1100                                 | 1100                                | -                                   |
| WHOA    | 3600                      | 1200                                | -                                    | 600                                  | 1200                                | 800                                 |
| WIAC    | 6100                      | 3000                                | 1200                                 | 600                                  | 1200                                | -                                   |
| WIAC-FM | 9400                      | 3000                                | 1200                                 | 500                                  | 1800                                | 1300                                |
| WIOB-FM | 4700                      | 3000                                | 2400                                 | 1200                                 | 2400                                | 600                                 |
| WKAQ    | 29600                     | 22100                               | 19100                                | 5900                                 | 5900                                | 2200                                |
| WKAQ-FM | 9600                      | 3600                                | 2400                                 | 1100                                 | 1200                                | 600                                 |
| WKVM    | 12300                     | 6400                                | 3500                                 | 3500                                 | 2900                                | 800                                 |
| WKVM-FM | 5300                      | 4100                                | 1100                                 | 1200                                 | 2900                                | 700                                 |
| WLUZ    | 11600                     | 7400                                | 6400                                 | 600                                  | 2300                                | 1500                                |
| WOLA-FM | 4700                      | 3000                                | 2400                                 | 1100                                 | 2400                                | 800                                 |
| WORO-FM | 5300                      | 2300                                | 500                                  | 1700                                 | 2300                                | -                                   |
| WOSO    | 1200                      | 600                                 | 600                                  | -                                    | 600                                 | -                                   |
| WPRM-FM | 11800                     | 5400                                | 1800                                 | 3000                                 | 3000                                | 800                                 |
| WQBS    | 15300                     | 10000                               | 7100                                 | 3600                                 | 4700                                | 1400                                |
| WQII    | 14400                     | 9900                                | 7600                                 | 4700                                 | 4500                                | -                                   |
| WRAI    | 4800                      | 2900                                | 1700                                 | 1100                                 | 1100                                | -                                   |
| WRSJ    | 3500                      | 1100                                | 1100                                 | 500                                  | 600                                 | -                                   |
| WUNO    | 5300                      | 1100                                | 600                                  | 600                                  | 500                                 | 700                                 |
| WVOZ    | 7700                      | 4800                                | 1100                                 | 1800                                 | 3000                                | 700                                 |
| WZNT-FM | 30800                     | 20200                               | 11400                                | 8100                                 | 12200                               | 6700                                |

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Men 25-34 Surveyed: 147

Men 25-34  
November, 1978, January, March, 1979

| Station | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            | (MON-THURS)                 |            |                             |            |
|---------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|         | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|         | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA    | 500                         | ( 1.7)     | 700                         | ( 2.2)     | 400                         | ( 1.5)     | 400                         | ( 1.4)     | 900                         | ( 7.4)     |
| WBMJ    | 1600                        | ( 5.7)     | 2100                        | ( 7.0)     | 1100                        | ( 4.0)     | 1700                        | ( 6.5)     | 500                         | ( 4.2)     |
| WFID-FM | 600                         | ( 2.0)     | 300                         | ( 1.2)     | 800                         | ( 2.7)     | 500                         | ( 1.9)     | -                           | ( - )      |
| WHOA    | 100                         | ( 0.6)     | -                           | ( - )      | 100                         | ( 0.4)     | 400                         | ( 1.4)     | 300                         | ( 2.6)     |
| WIAC    | 300                         | ( 0.9)     | 400                         | ( 1.3)     | 200                         | ( 0.9)     | 200                         | ( 0.6)     | -                           | ( - )      |
| WIAC-FM | 400                         | ( 1.5)     | 200                         | ( 0.6)     | 500                         | ( 1.9)     | 500                         | ( 2.0)     | 300                         | ( 2.6)     |
| WIOB-FM | 900                         | ( 3.3)     | 800                         | ( 2.7)     | 1200                        | ( 4.4)     | 700                         | ( 2.5)     | 300                         | ( 2.1)     |
| WKAQ    | 3400                        | (12.4)     | 6000                        | (20.6)     | 2400                        | ( 8.6)     | 2100                        | ( 8.1)     | 800                         | ( 6.4)     |
| WKAQ-FM | 700                         | ( 2.7)     | 900                         | ( 2.9)     | 700                         | ( 2.5)     | 700                         | ( 2.6)     | 100                         | ( 1.0)     |
| WKVM    | 1500                        | ( 5.5)     | 1400                        | ( 4.6)     | 1800                        | ( 6.5)     | 1400                        | ( 5.2)     | 200                         | ( 1.9)     |
| WKVM-FM | 900                         | ( 3.1)     | 300                         | ( 1.0)     | 1200                        | ( 4.4)     | 1000                        | ( 3.8)     | 300                         | ( 2.1)     |
| WLUZ    | 900                         | ( 3.2)     | 1900                        | ( 6.6)     | 300                         | ( 1.1)     | 600                         | ( 2.3)     | 400                         | ( 3.2)     |
| WOLA-FM | 800                         | ( 2.8)     | 600                         | ( 2.2)     | 900                         | ( 3.1)     | 700                         | ( 2.9)     | 700                         | ( 5.7)     |
| WORO-FM | 700                         | ( 2.7)     | 100                         | ( 0.5)     | 1100                        | ( 3.7)     | 1000                        | ( 3.8)     | -                           | ( - )      |
| WOSO    | 100                         | ( 0.5)     | 100                         | ( 0.5)     | -                           | ( - )      | 300                         | ( 1.2)     | -                           | ( - )      |
| WPRM-FM | 1500                        | ( 5.4)     | 1200                        | ( 4.2)     | 1500                        | ( 5.4)     | 1800                        | ( 6.7)     | 500                         | ( 3.8)     |
| WQBS    | 1700                        | ( 6.1)     | 1900                        | ( 6.6)     | 1400                        | ( 5.1)     | 1800                        | ( 6.8)     | 900                         | ( 7.0)     |
| WQII    | 2700                        | ( 9.8)     | 3100                        | (10.7)     | 2900                        | (10.3)     | 2100                        | ( 8.0)     | -                           | ( - )      |
| WRAI    | 300                         | ( 1.1)     | 200                         | ( 0.6)     | 400                         | ( 1.5)     | 300                         | ( 1.3)     | -                           | ( - )      |
| WRSJ    | 200                         | ( 0.7)     | 300                         | ( 1.0)     | 200                         | ( 0.8)     | 100                         | ( 0.3)     | -                           | ( - )      |
| WUNO    | 100                         | ( 0.2)     | 100                         | ( 0.3)     | -100                        | ( 0.2)     | 100                         | ( 0.3)     | 100                         | ( 1.1)     |
| WVOZ    | 700                         | ( 2.4)     | 200                         | ( 0.7)     | 600                         | ( 2.3)     | 1200                        | ( 4.4)     | 400                         | ( 3.2)     |
| WZNT-FM | 4400                        | (15.8)     | 3400                        | (11.8)     | 4600                        | (16.5)     | 5100                        | (19.5)     | 3900                        | (32.5)     |
| OTHERS  |                             | ( 9.9)     |                             | (10.2)     |                             | (12.2)     |                             | ( 6.5)     |                             | (13.2)     |

AVERAGE PERSONS  
USING RADIO  
(Per ¼ Hr.): 27800

29200

28000

26300

12200

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Men 35-49 Surveyed: 141

Men 35-49  
November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 18900           | 8700                     | 6500                     | 4300                     | 2900                     | 1700                     |
| WBMJ    | 12200           | 9400                     | 5100                     | 3600                     | 5800                     | -                        |
| WFID-FM | 800             | 800                      | 800                      | -                        | 800                      | -                        |
| WHOA    | 4400            | 2200                     | 800                      | -                        | 2200                     | -                        |
| WIAC    | 19800           | 11900                    | 8300                     | 2300                     | 5100                     | 2500                     |
| WIAC-FM | 6500            | 2900                     | 2200                     | 2200                     | 2200                     | -                        |
| WIOB-FM | 3600            | 2200                     | 2200                     | 1400                     | 2200                     | 900                      |
| WKAQ    | 45500           | 32800                    | 28400                    | 6500                     | 8100                     | 4200                     |
| WKAQ-FM | 5700            | 4300                     | 3600                     | 700                      | 4300                     | 3400                     |
| WKVM    | 12500           | 8800                     | 8800                     | 1500                     | 2900                     | 800                      |
| WKVM-FM | 1400            | -                        | -                        | -                        | -                        | -                        |
| WLUZ    | 21800           | 16600                    | 10800                    | 3600                     | 6500                     | 3400                     |
| WOLA-FM | -               | -                        | -                        | -                        | -                        | -                        |
| WORO-FM | 11700           | 2200                     | 700                      | 800                      | 700                      | -                        |
| WOSO    | 5900            | 2900                     | 2200                     | 800                      | 2200                     | 1700                     |
| WPRM-FM | 4300            | 1400                     | 700                      | 1400                     | 700                      | 800                      |
| WQBS    | 8100            | 5900                     | 3000                     | 2200                     | 2200                     | 900                      |
| WQII    | 18700           | 9300                     | 6500                     | 5700                     | 5800                     | 900                      |
| WRAI    | 5900            | 3700                     | 2200                     | -                        | 1500                     | 2500                     |
| WRSJ    | 5000            | 2900                     | 2200                     | -                        | 1400                     | 1800                     |
| WUNO    | 13900           | 5800                     | 2200                     | 3700                     | 4300                     | -                        |
| WVOZ    | 4400            | 2200                     | 2200                     | 800                      | -                        | -                        |
| WZNT-FM | 18300           | 8800                     | 5900                     | 5200                     | 4500                     | 1700                     |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Men 35-49 Surveyed: 141

Men 35-49  
November, 1978, January, March, 1979

| Station | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            |                             |            | (MON-THURS)                 |            |
|---------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|         | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|         | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA    | 1200                        | ( 4.0)     | 1600                        | ( 4.4)     | 1300                        | ( 4.9)     | 600                         | ( 2.4)     | 900                         | ( 6.7)     |
| WBMJ    | 1700                        | ( 5.8)     | 1500                        | ( 4.0)     | 1700                        | ( 6.7)     | 1900                        | ( 7.3)     | -                           | ( - )      |
| WFID-FM | 100                         | ( 0.4)     | 200                         | ( 0.5)     | -                           | ( - )      | 200                         | ( 0.7)     | -                           | ( - )      |
| WHOA    | 500                         | ( 1.6)     | 300                         | ( 0.8)     | -                           | ( - )      | 1200                        | ( 4.7)     | -                           | ( - )      |
| WIAC    | 1300                        | ( 4.3)     | 2000                        | ( 5.3)     | 800                         | ( 3.0)     | 1200                        | ( 4.6)     | 1000                        | ( 7.9)     |
| WIAC-FM | 1300                        | ( 4.6)     | 1400                        | ( 3.7)     | 1500                        | ( 5.7)     | 1200                        | ( 4.4)     | -                           | ( - )      |
| WIOB-FM | 1200                        | ( 3.9)     | 1200                        | ( 3.4)     | 800                         | ( 3.3)     | 1400                        | ( 5.4)     | 300                         | ( 2.7)     |
| WKAQ    | 4900                        | (16.7)     | 8600                        | (23.1)     | 3800                        | (14.6)     | 2800                        | (10.4)     | 700                         | ( 5.7)     |
| WKAQ-FM | 800                         | ( 2.6)     | 700                         | ( 1.9)     | 400                         | ( 1.6)     | 1300                        | ( 4.7)     | 1000                        | ( 7.9)     |
| WKVM    | 1800                        | ( 6.2)     | 3100                        | ( 8.4)     | 900                         | ( 3.6)     | 1700                        | ( 6.3)     | 400                         | ( 3.3)     |
| WKVM-FM | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WLuz    | 2400                        | ( 8.0)     | 3800                        | (10.3)     | 1500                        | ( 5.7)     | 2000                        | ( 7.4)     | 1200                        | ( 9.8)     |
| WOLA-FM | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WORO-FM | 100                         | ( 0.3)     | 100                         | ( 0.2)     | 100                         | ( 0.3)     | 100                         | ( 0.3)     | -                           | ( - )      |
| WOSO    | 300                         | ( 1.0)     | 400                         | ( 1.1)     | 100                         | ( 0.3)     | 500                         | ( 1.9)     | 500                         | ( 4.1)     |
| WPRM-FM | 700                         | ( 2.4)     | 600                         | ( 1.7)     | 800                         | ( 3.0)     | 700                         | ( 2.6)     | 500                         | ( 3.9)     |
| WQBS    | 700                         | ( 2.4)     | 300                         | ( 0.8)     | 900                         | ( 3.4)     | 900                         | ( 3.4)     | 200                         | ( 1.4)     |
| WQII    | 2400                        | ( 8.3)     | 2700                        | ( 7.3)     | 2500                        | ( 9.8)     | 2100                        | ( 7.8)     | 200                         | ( 1.4)     |
| WRAI    | 300                         | ( 1.0)     | 600                         | ( 1.6)     | -                           | ( - )      | 400                         | ( 1.4)     | 1700                        | (13.1)     |
| WRSJ    | 300                         | ( 1.1)     | 500                         | ( 1.5)     | -                           | ( - )      | 500                         | ( 2.0)     | 500                         | ( 4.1)     |
| WUNO    | 1600                        | ( 5.4)     | 1200                        | ( 3.2)     | 1700                        | ( 6.5)     | 1900                        | ( 7.0)     | -                           | ( - )      |
| WVOZ    | 200                         | ( 0.6)     | 500                         | ( 1.2)     | 100                         | ( 0.3)     | -                           | ( - )      | -                           | ( - )      |
| WZNT-FM | 2300                        | ( 7.8)     | 1900                        | ( 5.1)     | 3100                        | (11.9)     | 1800                        | ( 6.6)     | 800                         | ( 6.5)     |
| OTHERS  |                             | (11.6)     |                             | (10.5)     |                             | (15.4)     |                             | ( 8.7)     |                             | (21.5)     |

AVERAGE PERSONS  
USING RADIO  
(Per ¼ Hr.): 29600

37000

25900

26700

12800

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Men 50+ Surveyed: 192

Men 50+  
November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 25300           | 10500                    | 4600                     | 2000                     | 4300                     | 2700                     |
| WBMJ    | 2300            | 1200                     | 600                      | -                        | 600                      | -                        |
| WFID-FM | 1600            | 600                      | 600                      | 600                      | -                        | -                        |
| WHOA    | 1600            | 1100                     | 1100                     | 500                      | -                        | -                        |
| WIAC    | 30700           | 20100                    | 12900                    | 8500                     | 8300                     | 3100                     |
| WIAC-FM | 1200            | 1200                     | -                        | 1200                     | -                        | -                        |
| WIOB-FM | -               | -                        | -                        | -                        | -                        | -                        |
| WKAQ    | 69300           | 51600                    | 42000                    | 13300                    | 16200                    | 6600                     |
| WKAQ-FM | 2400            | 600                      | 600                      | -                        | -                        | -                        |
| WKVM    | 15900           | 6900                     | 6400                     | 3100                     | 3200                     | 600                      |
| WKVM-FM | 1100            | 1100                     | 600                      | 1100                     | 1100                     | -                        |
| WLUZ    | 19200           | 9000                     | 6500                     | 1700                     | 4100                     | 1200                     |
| WOLA-FM | 1300            | 600                      | -                        | -                        | 600                      | -                        |
| WORO-FM | 14000           | 5000                     | 3100                     | 4300                     | 2500                     | 2100                     |
| WOSO    | 5000            | 2100                     | 2100                     | -                        | -                        | -                        |
| WPRM-FM | 2300            | 1100                     | -                        | 600                      | 1100                     | -                        |
| WQBS    | 6900            | 3200                     | 2200                     | 1100                     | 500                      | -                        |
| WQII    | 6100            | 4400                     | 3300                     | 600                      | 1000                     | 600                      |
| WRAI    | 1900            | 1200                     | 600                      | 600                      | 600                      | -                        |
| WRSJ    | 1200            | -                        | -                        | -                        | -                        | -                        |
| WUNO    | 6300            | 2400                     | 1700                     | 600                      | 600                      | 600                      |
| WVOZ    | 4800            | 1700                     | 500                      | 1200                     | -                        | 600                      |
| WZNT-FM | 11600           | 8500                     | 5200                     | 5200                     | 5600                     | 1400                     |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Men 50+ Surveyed: 192

Men 50+  
November, 1978, January, March, 1979

| Station                                        | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            | (MON-THURS)                 |            |                             |            |
|------------------------------------------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|                                                | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|                                                | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA                                           | 800                         | ( 3.0)     | 1300                        | ( 3.5)     | 300                         | ( 1.4)     | 1100                        | ( 4.5)     | 1400                        | (13.0)     |
| WBMJ                                           | 100                         | ( 0.5)     | 300                         | ( 0.8)     | -                           | ( - )      | 100                         | ( 0.5)     | -                           | ( - )      |
| WFID-FM                                        | 100                         | ( 0.2)     | 100                         | ( 0.2)     | 100                         | ( 0.5)     | -                           | ( - )      | -                           | ( - )      |
| WHOA                                           | 200                         | ( 0.7)     | 500                         | ( 1.3)     | 100                         | ( 0.5)     | -                           | ( - )      | -                           | ( - )      |
| WIAC                                           | 3300                        | (12.0)     | 4100                        | (11.5)     | 2900                        | (12.0)     | 3000                        | (12.8)     | 1300                        | (11.5)     |
| WIAC-FM                                        | 300                         | ( 1.0)     | -                           | ( - )      | 700                         | ( 3.1)     | -                           | ( - )      | -                           | ( - )      |
| WIOB-FM                                        | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WKAQ                                           | 8600                        | (31.3)     | 14700                       | (41.0)     | 5600                        | (23.3)     | 6400                        | (26.9)     | 2000                        | (18.2)     |
| WKAQ-FM                                        | -100                        | ( 0.2)     | 200                         | ( 0.4)     | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WKVM                                           | 1800                        | ( 6.4)     | 2300                        | ( 6.4)     | 1700                        | ( 7.0)     | 1300                        | ( 5.5)     | 100                         | ( 1.1)     |
| WKVM-FM                                        | 400                         | ( 1.6)     | 100                         | ( 0.3)     | 400                         | ( 1.7)     | 800                         | ( 3.2)     | -                           | ( - )      |
| WLUZ                                           | 1700                        | ( 6.1)     | 3000                        | ( 8.4)     | 1000                        | ( 4.1)     | 1300                        | ( 5.4)     | 600                         | ( 5.3)     |
| WOLA-FM                                        | 100                         | ( 0.5)     | -                           | ( - )      | -                           | ( - )      | 500                         | ( 2.0)     | -                           | ( - )      |
| WORO-FM                                        | 1900                        | ( 7.0)     | 700                         | ( 1.9)     | 3200                        | (13.3)     | 1600                        | ( 6.7)     | 1000                        | ( 8.8)     |
| WOSO                                           | 100                         | ( 0.4)     | 400                         | ( 1.0)     | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WPRM-FM                                        | 300                         | ( 1.2)     | -                           | ( - )      | 400                         | ( 1.6)     | 600                         | ( 2.6)     | -                           | ( - )      |
| WQBS                                           | 500                         | ( 1.9)     | 1200                        | ( 3.4)     | 400                         | ( 1.5)     | -100                        | ( 0.2)     | -                           | ( - )      |
| WQII                                           | 600                         | ( 2.1)     | 900                         | ( 2.6)     | 400                         | ( 1.5)     | 500                         | ( 2.0)     | 300                         | ( 2.7)     |
| WRAI                                           | 300                         | ( 1.0)     | 100                         | ( 0.2)     | 100                         | ( 0.5)     | 600                         | ( 2.7)     | -                           | ( - )      |
| WRSJ                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WUNO                                           | 400                         | ( 1.5)     | 400                         | ( 1.2)     | 400                         | ( 1.6)     | 400                         | ( 1.9)     | 400                         | ( 3.5)     |
| WVOZ                                           | 200                         | ( 0.6)     | 100                         | ( 0.3)     | 300                         | ( 1.3)     | -                           | ( - )      | 500                         | ( 4.1)     |
| WZNT-FM                                        | 2600                        | ( 9.4)     | 2100                        | ( 5.7)     | 3200                        | (13.5)     | 2300                        | ( 9.8)     | 600                         | ( 5.6)     |
| OTHERS                                         |                             | (11.4)     |                             | ( 9.9)     |                             | (11.6)     |                             | (13.3)     |                             | (26.2)     |
| AVERAGE PERSONS<br>USING RADIO<br>(Per ¼ Hr.): | 27600                       |            | 36000                       |            | 24000                       |            | 23700                       |            | 11100                       |            |



# MEDIATREND SUMMARY REPORT

## SAN JUAN METROPOLITAN AREA

### OVERALL WEEKLY CUME & AVERAGE DAILY CUME

Women 18-24

# Women 18-24 Surveyed: 121

November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 2100            | 700                      | -                        | -                        | 700                      | -                        |
| WBMJ    | 30300           | 16100                    | 12800                    | 6300                     | 5700                     | 5200                     |
| WFID-FM | -               | -                        | -                        | -                        | -                        | -                        |
| WHOA    | -               | -                        | -                        | -                        | -                        | -                        |
| WIAC    | 2100            | 600                      | -                        | 600                      | 600                      | -                        |
| WIAC-FM | 7700            | 4100                     | 600                      | 1900                     | 2800                     | 1500                     |
| WIOB-FM | 3400            | 700                      | -                        | -                        | 700                      | -                        |
| WKAQ    | 20800           | 9200                     | 8000                     | 600                      | 1800                     | 800                      |
| WKAQ-FM | 12100           | 6200                     | 4100                     | 2700                     | 3400                     | 800                      |
| WKVM    | 10300           | 3700                     | 2200                     | 2200                     | 700                      | 900                      |
| WKVM-FM | 6900            | 4900                     | 2200                     | 1300                     | 2800                     | 2600                     |
| WLUZ    | 5500            | 2700                     | 2700                     | -                        | 700                      | -                        |
| WOLA-FM | 6900            | 4800                     | 1300                     | 3400                     | 4000                     | 2700                     |
| WORO-FM | -               | -                        | -                        | -                        | -                        | -                        |
| WOSO    | -               | -                        | -                        | -                        | -                        | -                        |
| WPRM-FM | 15000           | 3700                     | 2200                     | 3700                     | 1500                     | 900                      |
| WQBS    | 9900            | 2800                     | 2100                     | 1300                     | 1300                     | 800                      |
| WQII    | 32700           | 20100                    | 14100                    | 8400                     | 10100                    | 3900                     |
| WRAI    | 700             | -                        | -                        | -                        | -                        | -                        |
| WRSJ    | -               | -                        | -                        | -                        | -                        | -                        |
| WUNO    | 13300           | 5800                     | 4300                     | 3600                     | 2800                     | -                        |
| WVOZ    | 3900            | 1200                     | 1200                     | 600                      | 600                      | -                        |
| WZNT-FM | 34900           | 23600                    | 16800                    | 13800                    | 15600                    | 4900                     |

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Women 18-24 Surveyed: 121

Women 18-24  
November, 1978, January, March, 1979

| Station | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            |                             |            | (MON-THURS)                 |            |
|---------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|         | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|         | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA    | 100                         | ( 0.2)     | -                           | ( - )      | -                           | ( - )      | 200                         | ( 0.7)     | -                           | ( - )      |
| WBMJ    | 2700                        | (10.6)     | 5000                        | (18.8)     | 1800                        | ( 7.0)     | 1500                        | ( 6.2)     | 2200                        | (18.6)     |
| WFID-FM | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WHOA    | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WIAC    | 200                         | ( 0.8)     | -                           | ( - )      | 300                         | ( 1.2)     | 300                         | ( 1.2)     | -                           | ( - )      |
| WIAC-FM | 1200                        | ( 4.6)     | 100                         | ( 0.6)     | 1500                        | ( 6.0)     | 1700                        | ( 7.0)     | 400                         | ( 3.6)     |
| WIOB-FM | -100                        | ( 0.1)     | -                           | ( - )      | -                           | ( - )      | 100                         | ( 0.4)     | -                           | ( - )      |
| WKAQ    | 700                         | ( 2.7)     | 1400                        | ( 5.4)     | 100                         | ( 0.5)     | 700                         | ( 2.8)     | 400                         | ( 3.4)     |
| WKAQ-FM | 1100                        | ( 4.3)     | 1000                        | ( 3.9)     | 1200                        | ( 4.7)     | 1000                        | ( 4.3)     | 500                         | ( 4.1)     |
| WKVM    | 1000                        | ( 3.8)     | 1200                        | ( 4.6)     | 1300                        | ( 5.3)     | 300                         | ( 1.1)     | 400                         | ( 3.8)     |
| WKVM-FM | 800                         | ( 3.0)     | 900                         | ( 3.3)     | 300                         | ( 1.3)     | 1200                        | ( 4.9)     | 300                         | ( 2.9)     |
| WLUZ    | 400                         | ( 1.5)     | 1200                        | ( 4.4)     | -                           | ( - )      | 100                         | ( 0.4)     | -                           | ( - )      |
| WOLA-FM | 900                         | ( 3.6)     | 500                         | ( 1.9)     | 1000                        | ( 4.1)     | 1200                        | ( 4.9)     | 600                         | ( 4.9)     |
| WORO-FM | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WOSO    | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WPRM-FM | 1000                        | ( 3.9)     | 600                         | ( 2.4)     | 1600                        | ( 6.2)     | 600                         | ( 2.7)     | 300                         | ( 2.3)     |
| WQBS    | 800                         | ( 3.3)     | 900                         | ( 3.5)     | 800                         | ( 3.4)     | 700                         | ( 2.9)     | 100                         | ( 0.7)     |
| WQII    | 4700                        | (18.3)     | 4800                        | (18.0)     | 4600                        | (18.2)     | 4600                        | (18.7)     | 1000                        | ( 8.4)     |
| WRAI    | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WRSJ    | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WUNO    | 1500                        | ( 6.0)     | 1300                        | ( 4.8)     | 2000                        | ( 7.9)     | 1200                        | ( 4.8)     | -                           | ( - )      |
| WVOZ    | 100                         | ( 0.6)     | 200                         | ( 0.6)     | 100                         | ( 0.2)     | 200                         | ( 0.9)     | -                           | ( - )      |
| WZNT-FM | 7500                        | (29.5)     | 6700                        | (25.3)     | 7900                        | (31.4)     | 7700                        | (31.5)     | 3200                        | (27.2)     |
| OTHERS  |                             | ( 3.2)     |                             | ( 2.5)     |                             | ( 2.6)     |                             | ( 4.6)     |                             | (20.1)     |

AVERAGE PERSONS  
USING RADIO  
(Per ¼ Hr.):

25400

26600

25300

24400

11800

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Women 25-34 Surveyed: 189

Women 25-34  
November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 8100            | 1100                     | 1100                     | -                        | 500                      | -                        |
| WBMJ    | 25200           | 15600                    | 10700                    | 3200                     | 5400                     | 2700                     |
| WFID-FM | 3200            | 1100                     | 1100                     | 600                      | 600                      | 700                      |
| WHOA    | 4300            | 1100                     | 1100                     | -                        | 500                      | 600                      |
| WIAC    | 4800            | 2200                     | 1600                     | 500                      | 500                      | -                        |
| WIAC-FM | 9100            | 4800                     | 3200                     | 2700                     | 2100                     | 600                      |
| WIOB-FM | 4300            | 2700                     | 2200                     | 2200                     | 2700                     | -                        |
| WKAQ    | 33200           | 20400                    | 18800                    | 2700                     | 5300                     | 1300                     |
| WKAQ-FM | 9100            | 4300                     | 2100                     | 2200                     | 1100                     | -                        |
| WKVM    | 13900           | 6900                     | 5300                     | 2200                     | 500                      | -                        |
| WKVM-FM | 4800            | 2100                     | 1100                     | 600                      | 1600                     | -                        |
| WLUZ    | 14500           | 8000                     | 8000                     | 500                      | 1100                     | -                        |
| WOLA-FM | 1100            | 600                      | -                        | -                        | 600                      | -                        |
| WORO-FM | 7500            | 2100                     | 1600                     | 1100                     | 1600                     | 600                      |
| WOSO    | 3200            | 500                      | 500                      | -                        | -                        | 600                      |
| WPRM-FM | 6400            | 1600                     | 1600                     | 1100                     | -                        | -                        |
| WQBS    | 11300           | 4800                     | 3700                     | 1100                     | 2100                     | 600                      |
| WQII    | 32600           | 20900                    | 15500                    | 8000                     | 6500                     | 1900                     |
| WRAI    | 4800            | 2600                     | 2100                     | -                        | 1100                     | 1300                     |
| WRSJ    | 3700            | 1600                     | 1100                     | 1600                     | -                        | 700                      |
| WUNO    | 11900           | 2700                     | 2700                     | 500                      | 1600                     | 600                      |
| WVOZ    | 2700            | 1000                     | 500                      | 500                      | -                        | 600                      |
| WZNT-FM | 32300           | 22300                    | 16500                    | 15900                    | 12200                    | 5800                     |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Women 25-34 Surveyed: 189

Women 25-34  
November, 1978, January, March, 1979

| Station | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            |                             |            | (MON-THURS)                 |            |
|---------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|         | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|         | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA    | 100                         | ( 0.5)     | 300                         | ( 0.9)     | -                           | ( - )      | 100                         | ( 0.6)     | -                           | ( - )      |
| WBMJ    | 2400                        | ( 8.3)     | 4000                        | (10.9)     | 1700                        | ( 5.7)     | 1700                        | ( 8.4)     | 1200                        | (14.5)     |
| WFID-FM | 400                         | ( 1.3)     | 300                         | ( 0.9)     | 600                         | ( 1.9)     | 200                         | ( 1.0)     | 300                         | ( 3.3)     |
| WHOA    | 100                         | ( 0.3)     | 200                         | ( 0.5)     | -                           | ( - )      | 100                         | ( 0.3)     | 100                         | ( 0.8)     |
| WIAC    | 300                         | ( 1.1)     | 700                         | ( 2.0)     | 100                         | ( 0.4)     | 100                         | ( 0.7)     | -                           | ( - )      |
| WIAC-FM | 1100                        | ( 3.7)     | 1100                        | ( 2.9)     | 1700                        | ( 5.9)     | 300                         | ( 1.4)     | 500                         | ( 5.5)     |
| WIOB-FM | 1300                        | ( 4.3)     | 500                         | ( 1.3)     | 1800                        | ( 5.9)     | 1500                        | ( 7.1)     | -                           | ( - )      |
| WKAQ    | 2600                        | ( 9.0)     | 4200                        | (11.5)     | 2000                        | ( 6.9)     | 1700                        | ( 8.1)     | 300                         | ( 4.0)     |
| WKAQ-FM | 800                         | ( 2.7)     | 700                         | ( 2.0)     | 1200                        | ( 4.1)     | 300                         | ( 1.7)     | -                           | ( - )      |
| WKVM    | 900                         | ( 3.3)     | 1600                        | ( 4.4)     | 1100                        | ( 3.7)     | 100                         | ( 0.3)     | -                           | ( - )      |
| WKVM-FM | 500                         | ( 1.9)     | 400                         | ( 1.1)     | 600                         | ( 1.9)     | 700                         | ( 3.5)     | -                           | ( - )      |
| WLUZ    | 1300                        | ( 4.6)     | 4100                        | (11.1)     | -100                        | ( 0.1)     | 300                         | ( 1.3)     | -                           | ( - )      |
| WOLA-FM | 100                         | ( 0.2)     | -                           | ( - )      | -                           | ( - )      | 100                         | ( 0.7)     | -                           | ( - )      |
| WORO-FM | 800                         | ( 2.7)     | 700                         | ( 1.8)     | 700                         | ( 2.5)     | 900                         | ( 4.5)     | 100                         | ( 1.6)     |
| WOSO    | 100                         | ( 0.2)     | 200                         | ( 0.5)     | -                           | ( - )      | -                           | ( - )      | 100                         | ( 1.6)     |
| WPRM-FM | 200                         | ( 0.7)     | 300                         | ( 0.8)     | 200                         | ( 0.9)     | -                           | ( - )      | -                           | ( - )      |
| WQBS    | 500                         | ( 1.9)     | 900                         | ( 2.3)     | 200                         | ( 0.7)     | 700                         | ( 3.2)     | 100                         | ( 0.8)     |
| WQII    | 3500                        | (12.2)     | 4300                        | (11.7)     | 3200                        | (11.0)     | 3200                        | (15.4)     | 600                         | ( 7.9)     |
| WRAI    | 200                         | ( 0.8)     | 500                         | ( 1.4)     | -                           | ( - )      | 300                         | ( 1.3)     | 300                         | ( 4.0)     |
| WRSJ    | 700                         | ( 2.3)     | 600                         | ( 1.7)     | 1300                        | ( 4.2)     | -                           | ( - )      | 100                         | ( 1.7)     |
| WUNO    | 400                         | ( 1.4)     | 900                         | ( 2.4)     | 100                         | ( 0.2)     | 400                         | ( 1.8)     | 100                         | ( 1.6)     |
| WVOZ    | 100                         | ( 0.4)     | 200                         | ( 0.6)     | 100                         | ( 0.3)     | -                           | ( - )      | 100                         | ( 1.6)     |
| WZNT-FM | 8600                        | (29.8)     | 7400                        | (20.3)     | 11100                       | (37.9)     | 6700                        | (32.4)     | 2900                        | (34.6)     |
| OTHERS  |                             | ( 6.4)     |                             | ( 7.0)     |                             | ( 5.8)     |                             | ( 6.3)     |                             | (16.5)     |

AVERAGE PERSONS  
USING RADIO  
(Per ¼ Hr.):

28900

36700

29400

20600

8200

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Women 35-49 Surveyed: 162

Women 35-49  
November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 14400           | 5100                     | 3800                     | 2900                     | 2200                     | 1600                     |
| WBMJ    | 22000           | 12400                    | 5100                     | 6600                     | 7300                     | -                        |
| WFID-FM | 2200            | 2200                     | 2200                     | 1500                     | 1500                     | -                        |
| WHOA    | 1500            | -                        | -                        | -                        | -                        | -                        |
| WIAC    | 19000           | 9500                     | 6600                     | 4400                     | 4400                     | 2600                     |
| WIAC-FM | 7400            | 4400                     | 2200                     | 3600                     | 1400                     | -                        |
| WIOB-FM | 2900            | 1500                     | 1500                     | 700                      | 700                      | 1900                     |
| WKAQ    | 59200           | 38700                    | 35000                    | 10200                    | 9400                     | 1500                     |
| WKAQ-FM | 7200            | 2900                     | 2100                     | 700                      | 700                      | -                        |
| WKVM    | 22100           | 8800                     | 8100                     | 3000                     | 2100                     | 800                      |
| WKVM-FM | 3600            | 2300                     | 1500                     | 1500                     | 1500                     | -                        |
| WLUZ    | 29100           | 15900                    | 14500                    | 3600                     | 700                      | 2600                     |
| WOLA-FM | 700             | 700                      | -                        | 700                      | -                        | -                        |
| WORO-FM | 12400           | 5800                     | 3000                     | 2100                     | 3500                     | 800                      |
| WOSO    | -               | -                        | -                        | -                        | -                        | -                        |
| WPRM-FM | 4500            | 1500                     | 800                      | 800                      | 1500                     | 800                      |
| WQBS    | 12200           | 8600                     | 8000                     | 3600                     | 2200                     | 800                      |
| WQII    | 24500           | 13000                    | 10200                    | 5800                     | 7200                     | 2400                     |
| WRAI    | -               | -                        | -                        | -                        | -                        | -                        |
| WRSJ    | 2800            | -                        | -                        | -                        | -                        | -                        |
| WUNO    | 8200            | 4600                     | 4600                     | 800                      | 800                      | 1100                     |
| WVOZ    | 2900            | 1400                     | 700                      | 700                      | 700                      | 1100                     |
| WZNT-FM | 27100           | 17800                    | 12000                    | 9200                     | 12800                    | 5600                     |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Women 35-49 Surveyed: 162

Women 35-49  
November, 1978, January, March, 1979

| Station                                        | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            |                             |            | (MON-THURS)                 |            |
|------------------------------------------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|                                                | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|                                                | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA                                           | 1200                        | ( 3.4)     | 1700                        | ( 3.6)     | 1500                        | ( 4.7)     | 300                         | ( 1.2)     | 700                         | ( 6.2)     |
| WBMJ                                           | 2400                        | ( 6.9)     | 1900                        | ( 3.9)     | 2900                        | ( 9.1)     | 2400                        | ( 9.1)     | -                           | ( - )      |
| WFID-FM                                        | 800                         | ( 2.4)     | 600                         | ( 1.2)     | 1100                        | ( 3.6)     | 700                         | ( 2.6)     | -                           | ( - )      |
| WHOA                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WIAC                                           | 2100                        | ( 6.1)     | 3400                        | ( 7.0)     | 2200                        | ( 6.8)     | 900                         | ( 3.3)     | 1200                        | (10.1)     |
| WIAC-FM                                        | 1400                        | ( 3.9)     | 900                         | ( 1.8)     | 2500                        | ( 7.8)     | 500                         | ( 2.0)     | -                           | ( - )      |
| WIOB-FM                                        | 600                         | ( 1.6)     | 500                         | ( 1.0)     | 500                         | ( 1.6)     | 700                         | ( 2.8)     | 500                         | ( 3.9)     |
| WKAQ                                           | 6300                        | (17.8)     | 10700                       | (22.3)     | 4700                        | (14.6)     | 3800                        | (14.4)     | 400                         | ( 3.5)     |
| WKAQ-FM                                        | 400                         | ( 1.1)     | 700                         | ( 1.5)     | 300                         | ( 1.1)     | 200                         | ( 0.7)     | -                           | ( - )      |
| WKVM                                           | 2200                        | ( 6.1)     | 3300                        | ( 6.9)     | 2200                        | ( 6.9)     | 900                         | ( 3.3)     | 400                         | ( 3.4)     |
| WKVM-FM                                        | 500                         | ( 1.4)     | 500                         | ( 1.1)     | 500                         | ( 1.4)     | 600                         | ( 2.1)     | -                           | ( - )      |
| WLUZ                                           | 3100                        | ( 8.7)     | 8000                        | (16.7)     | 1200                        | ( 3.8)     | 300                         | ( 1.4)     | 1100                        | ( 8.8)     |
| WOLA-FM                                        | 100                         | ( 0.3)     | -                           | ( - )      | 300                         | ( 0.9)     | -                           | ( - )      | -                           | ( - )      |
| WORO-FM                                        | 1200                        | ( 3.3)     | 900                         | ( 2.0)     | 700                         | ( 2.3)     | 1900                        | ( 7.2)     | 500                         | ( 4.1)     |
| WOSO                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WPRM-FM                                        | 600                         | ( 1.8)     | 400                         | ( 0.8)     | 800                         | ( 2.4)     | 700                         | ( 2.5)     | 800                         | ( 6.9)     |
| WQBS                                           | 1600                        | ( 4.6)     | 2200                        | ( 4.5)     | 1500                        | ( 4.6)     | 1200                        | ( 4.5)     | 500                         | ( 4.1)     |
| WQII                                           | 2700                        | ( 7.7)     | 3200                        | ( 6.6)     | 2100                        | ( 6.7)     | 3000                        | (11.3)     | 900                         | ( 7.3)     |
| WRAI                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WRSJ                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WUNO                                           | 900                         | ( 2.5)     | 1300                        | ( 2.7)     | 800                         | ( 2.4)     | 600                         | ( 2.2)     | 600                         | ( 4.6)     |
| WVOZ                                           | 200                         | ( 0.5)     | -100                        | ( 0.1)     | 200                         | ( 0.5)     | 400                         | ( 1.4)     | 200                         | ( 1.8)     |
| WZNT-FM                                        | 5200                        | (14.9)     | 4900                        | (10.2)     | 4900                        | (15.3)     | 6000                        | (22.8)     | 2100                        | (17.2)     |
| OTHERS                                         |                             | ( 5.0)     |                             | ( 6.1)     |                             | ( 3.5)     |                             | ( 5.2)     |                             | (18.1)     |
| AVERAGE PERSONS<br>USING RADIO<br>(Per ¼ Hr.): | 35100                       |            | 48000                       |            | 31900                       |            | 26300                       |            | 12000                       |            |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Women 50+ Surveyed: 198

Women 50+  
November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 17100           | 5600                     | 3400                     | 4000                     | 2300                     | 2600                     |
| WBMJ    | 9600            | 4500                     | 3400                     | 2300                     | 2300                     | 1300                     |
| WFID-FM | -               | -                        | -                        | -                        | -                        | -                        |
| WHOA    | 2900            | 1700                     | 1100                     | 600                      | 1100                     | -                        |
| WIAC    | 20700           | 13100                    | 9100                     | 7500                     | 2300                     | 700                      |
| WIAC-FM | 4600            | 3500                     | 2300                     | 1200                     | 2400                     | -                        |
| WIOB-FM | 600             | -                        | -                        | -                        | -                        | -                        |
| WKAQ    | 58600           | 38300                    | 29300                    | 14400                    | 10400                    | 3800                     |
| WKAQ-FM | 4000            | 2900                     | 1700                     | 1700                     | 500                      | -                        |
| WKVM    | 26600           | 13900                    | 12700                    | 6400                     | 3500                     | 2600                     |
| WKVM-FM | 1700            | -                        | -                        | -                        | -                        | -                        |
| WLUZ    | 17800           | 9900                     | 8100                     | 1200                     | 2300                     | -                        |
| WOLA-FM | -               | -                        | -                        | -                        | -                        | -                        |
| WORO-FM | 5100            | 3400                     | 1100                     | 2300                     | 1100                     | 1300                     |
| WOSO    | 2900            | 1700                     | 1700                     | 1200                     | 1700                     | -                        |
| WPRM-FM | 2800            | 500                      | 500                      | -                        | -                        | -                        |
| WQBS    | 3900            | 2200                     | 2200                     | 1100                     | -                        | -                        |
| WQII    | 12000           | 8600                     | 5100                     | 5800                     | 5200                     | 3200                     |
| WRAI    | 1100            | -                        | -                        | -                        | -                        | -                        |
| WRSJ    | 2900            | 1100                     | -                        | 1100                     | -                        | -                        |
| WUNO    | 5900            | 4700                     | 4100                     | 600                      | -                        | -                        |
| WVOZ    | 4000            | 1100                     | 500                      | 500                      | 1100                     | -                        |
| WZNT-FM | 13500           | 8800                     | 6500                     | 5900                     | 5300                     | 1900                     |

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Women 50+ Surveyed: 198

Women 50+  
November, 1978, January, March, 1979

| Station                                        | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            | (MON-THURS)                 |            |                             |            |
|------------------------------------------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|                                                | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|                                                | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA                                           | 1300                        | ( 3.9)     | 1100                        | ( 2.5)     | 1500                        | ( 5.1)     | 1000                        | ( 4.8)     | 900                         | ( 6.9)     |
| WBMJ                                           | 1100                        | ( 3.3)     | 1100                        | ( 2.5)     | 1200                        | ( 4.1)     | 800                         | ( 3.7)     | 200                         | ( 1.5)     |
| WFID-FM                                        | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WHOA                                           | 200                         | ( 0.6)     | 300                         | ( 0.7)     | -100                        | ( 0.2)     | 200                         | ( 0.8)     | -                           | ( - )      |
| WIAC                                           | 1800                        | ( 5.7)     | 2900                        | ( 6.3)     | 1900                        | ( 6.5)     | 600                         | ( 2.9)     | 300                         | ( 2.1)     |
| WIAC-FM                                        | 900                         | ( 2.9)     | 1000                        | ( 2.3)     | 800                         | ( 2.5)     | 1100                        | ( 4.9)     | -                           | ( - )      |
| WIOB-FM                                        | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WKAQ                                           | 7000                        | (21.7)     | 12400                       | (27.4)     | 5300                        | (17.9)     | 3600                        | (16.4)     | 1000                        | ( 7.2)     |
| WKAQ-FM                                        | 700                         | ( 2.1)     | 1100                        | ( 2.4)     | 800                         | ( 2.5)     | 100                         | ( 0.6)     | -                           | ( - )      |
| WKVM                                           | 3400                        | (10.7)     | 6100                        | (13.4)     | 2800                        | ( 9.2)     | 1700                        | ( 7.8)     | 1100                        | ( 8.3)     |
| WKVM-FM                                        | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WLUZ                                           | 2000                        | ( 6.3)     | 4600                        | (10.2)     | 1000                        | ( 3.2)     | 700                         | ( 3.3)     | -                           | ( - )      |
| WOLA-FM                                        | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WORO-FM                                        | 600                         | ( 2.0)     | 400                         | ( 0.8)     | 900                         | ( 2.9)     | 700                         | ( 3.1)     | 500                         | ( 3.9)     |
| WOSO                                           | 1100                        | ( 3.4)     | 900                         | ( 1.9)     | 1200                        | ( 4.0)     | 1200                        | ( 5.7)     | -                           | ( - )      |
| WPRM-FM                                        | 100                         | ( 0.2)     | 200                         | ( 0.4)     | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WQBS                                           | 500                         | ( 1.4)     | 700                         | ( 1.6)     | 600                         | ( 2.0)     | -                           | ( - )      | -                           | ( - )      |
| WQII                                           | 3400                        | (10.4)     | 2500                        | ( 5.5)     | 3700                        | (12.5)     | 3700                        | (17.3)     | 2100                        | (16.2)     |
| WRAI                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WRSJ                                           | 100                         | ( 0.2)     | -                           | ( - )      | 200                         | ( 0.7)     | -                           | ( - )      | -                           | ( - )      |
| WUNO                                           | 600                         | ( 1.8)     | 1700                        | ( 3.8)     | 100                         | ( 0.3)     | -                           | ( - )      | -                           | ( - )      |
| WVOZ                                           | 100                         | ( 0.5)     | 100                         | ( 0.1)     | 200                         | ( 0.6)     | 200                         | ( 0.9)     | -                           | ( - )      |
| WZNT-FM                                        | 3700                        | (11.7)     | 2900                        | ( 6.5)     | 4700                        | (15.8)     | 3300                        | (15.4)     | 1300                        | ( 9.7)     |
| OTHERS                                         |                             | (11.2)     |                             | (11.7)     |                             | (10.0)     |                             | (12.4)     |                             | (44.2)     |
| AVERAGE PERSONS<br>USING RADIO<br>(Per ¼ Hr.): | 32100                       |            | 45300                       |            | 29800                       |            | 21700                       |            | 13200                       |            |

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Teens 12-17 Surveyed: 252

Teens 12-17  
November, 1978, January, March, 1979

| Station | (MON-SUN)       | (MONDAY THRU FRIDAY)     |                          |                          |                          | (MON-THURS)              |
|---------|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|         | Weekly          | 6AM-7PM                  | 6AM-10AM                 | 10AM-3PM                 | 3PM-7PM                  | 7PM-12M                  |
|         | Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons | Daily<br>Cume<br>Persons |
| WAPA    | 2700            | 700                      | 700                      | -                        | -                        | -                        |
| WBMJ    | 99900           | 58200                    | 44800                    | 18700                    | 30200                    | 22600                    |
| WFID-FM | 2500            | 600                      | -                        | 600                      | 600                      | -                        |
| WHOA    | 3200            | 2000                     | 2000                     | 1300                     | 700                      | 700                      |
| WIAC    | 5800            | 2600                     | 1900                     | 700                      | -                        | -                        |
| WIAC-FM | 1900            | 600                      | -                        | -                        | 600                      | 700                      |
| WIOB-FM | 2500            | 700                      | 700                      | -                        | -                        | 900                      |
| WKAQ    | 30600           | 11400                    | 7000                     | 3200                     | 5700                     | 2300                     |
| WKAQ-FM | 44700           | 22900                    | 12000                    | 9500                     | 12800                    | 9700                     |
| WKVM    | 16600           | 9500                     | 6300                     | 3200                     | 3800                     | 3200                     |
| WKVM-FM | 28700           | 15300                    | 8900                     | 5200                     | 10800                    | 7100                     |
| WLUZ    | 3700            | 1300                     | 1300                     | -                        | -                        | -                        |
| WOLA-FM | 22900           | 8300                     | 2500                     | 3800                     | 6400                     | 4100                     |
| WORO-FM | -               | -                        | -                        | -                        | -                        | -                        |
| WOSO    | -               | -                        | -                        | -                        | -                        | -                        |
| WPRM-FM | 36600           | 13200                    | 8800                     | 1900                     | 5000                     | 3400                     |
| WQBS    | 12600           | 5100                     | 3800                     | 1900                     | 2500                     | 1600                     |
| WQII    | 56000           | 23500                    | 14000                    | 11400                    | 14000                    | 12700                    |
| WRAI    | -               | -                        | -                        | -                        | -                        | -                        |
| WRSJ    | 600             | -                        | -                        | -                        | -                        | -                        |
| WUNO    | 17000           | 5100                     | 2500                     | 3200                     | 3200                     | 1600                     |
| WVOZ    | 8800            | 3800                     | 1300                     | 1300                     | 2500                     | 900                      |
| WZNT-FM | 80100           | 53800                    | 38300                    | 26900                    | 36400                    | 28500                    |



MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Teens 12-17 Surveyed: 252

Teens 12-17  
November, 1978, January, March, 1979

| Station                                        | (MONDAY THRU FRIDAY)        |            |                             |            |                             |            | (MON-THURS)                 |            |                             |            |
|------------------------------------------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|-----------------------------|------------|
|                                                | 6AM-7PM                     |            | 6AM-10AM                    |            | 10AM-3PM                    |            | 3PM-7PM                     |            | 7PM-12M                     |            |
|                                                | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% | Average<br>¼ Hr.<br>Persons | Share<br>% |
| WAPA                                           | 100                         | ( 0.1)     | 200                         | ( 0.4)     | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WBMJ                                           | 8700                        | (21.6)     | 10000                       | (25.5)     | 5400                        | (17.8)     | 11400                       | (21.4)     | 7700                        | (23.9)     |
| WFID-FM                                        | 100                         | ( 0.3)     | -                           | ( - )      | 100                         | ( 0.4)     | 200                         | ( 0.4)     | -                           | ( - )      |
| WHOA                                           | 600                         | ( 1.5)     | 1000                        | ( 2.7)     | 100                         | ( 0.4)     | 700                         | ( 1.3)     | 200                         | ( 0.7)     |
| WIAC                                           | 200                         | ( 0.5)     | 200                         | ( 0.6)     | 300                         | ( 1.1)     | -                           | ( - )      | -                           | ( - )      |
| WIAC-FM                                        | -100                        | ( 0.1)     | -                           | ( - )      | -                           | ( - )      | 200                         | ( 0.3)     | 300                         | ( 0.9)     |
| WIOB-FM                                        | -100                        | ( 0.1)     | 100                         | ( 0.3)     | -                           | ( - )      | -                           | ( - )      | 100                         | ( 0.4)     |
| WKAQ                                           | 1200                        | ( 2.9)     | 1400                        | ( 3.5)     | 600                         | ( 1.9)     | 1700                        | ( 3.3)     | 400                         | ( 1.3)     |
| WKAQ-FM                                        | 2800                        | ( 7.0)     | 2200                        | ( 5.7)     | 2400                        | ( 8.0)     | 3900                        | ( 7.3)     | 2600                        | ( 8.0)     |
| WKVM                                           | 1300                        | ( 3.3)     | 900                         | ( 2.4)     | 1700                        | ( 5.5)     | 1400                        | ( 2.4)     | 600                         | ( 1.7)     |
| WKVM-FM                                        | 2000                        | ( 4.9)     | 2000                        | ( 5.1)     | 900                         | ( 3.1)     | 3200                        | ( 6.1)     | 2400                        | ( 7.4)     |
| WLUZ                                           | 100                         | ( 0.4)     | 500                         | ( 1.2)     | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WOLA-FM                                        | 1100                        | ( 2.6)     | 200                         | ( 0.6)     | 500                         | ( 1.8)     | 2500                        | ( 4.6)     | 1200                        | ( 3.7)     |
| WORO-FM                                        | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WOSO                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WPRM-FM                                        | 1000                        | ( 2.4)     | 1700                        | ( 4.2)     | 400                         | ( 1.2)     | 1000                        | ( 1.9)     | 1000                        | ( 3.2)     |
| WQBS                                           | 700                         | ( 1.7)     | 800                         | ( 2.1)     | 300                         | ( 1.0)     | 1000                        | ( 1.9)     | 200                         | ( 0.7)     |
| WQII                                           | 3800                        | ( 9.5)     | 3300                        | ( 8.5)     | 3000                        | ( 9.7)     | 5400                        | (10.1)     | 3800                        | (11.9)     |
| WRAI                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WRSJ                                           | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      | -                           | ( - )      |
| WUNO                                           | 700                         | ( 1.8)     | 700                         | ( 1.8)     | 800                         | ( 2.7)     | 600                         | ( 1.2)     | 100                         | ( 0.4)     |
| WVOZ                                           | 600                         | ( 1.5)     | 800                         | ( 2.1)     | 500                         | ( 1.5)     | 500                         | ( 1.0)     | 200                         | ( 0.5)     |
| WZNT-FM                                        | 13800                       | (34.2)     | 11900                       | (30.4)     | 12100                       | (39.5)     | 17700                       | (33.3)     | 10200                       | (31.9)     |
| OTHERS                                         |                             | ( 3.6)     |                             | ( 2.9)     |                             | ( 4.4)     |                             | ( 3.5)     |                             | ( 3.4)     |
| AVERAGE PERSONS<br>USING RADIO<br>(Per ¼ Hr.): | 40200                       |            | 39100                       |            | 30500                       |            | 53100                       |            | 32100                       |            |



## HOW TO USE THIS RADIO AUDIENCE MEASUREMENT REPORT

### Cumes

The *daily cume* represents the number of different people reached by the station for at least five minutes during the specified day part, regardless of the actual amount of listening.

The *weekly cume* represents the total number of *different people* reached by the station for at least five minutes during an average week (Monday-Sunday), regardless of the actual amount of listening.

Inasmuch as some of the same people may listen in several different day parts, daily cumes cannot be added across the day parts or day and night. For the same reason, AM & FM cumes cannot be added, even if the station simulcasts totally. Special tabulations are available from MEDIASTAT for unduplicated audience.

### Shares

A station's share represents a station's audience shown as a percentage of all people listening to radio during any quarter-hour of a day part. Share is *not only* a function of the number of *different people* but the *length of time they listen* (accumulated quarter-hours to that station as a percentage of total number of quarter-hours to all stations).

### Average ¼ Hour Persons

The individual station's average ¼ hour persons represents the estimated average number of persons reached during the average quarter hour within the designated day part.

### Average Persons Using Radio

The *total* number of average persons using all radio during the average ¼ hour within the specified day part (includes "Others").

### Span Of Listening

Average time spent with a station per person for any day part or for 6 AM-Midnight may be obtained by making this calculation:

1. Multiply the station's average ¼ hour persons for the designated day part by the number of quarter-hours in the day part. This gives the station's total person-quarter-hours.
2. Divide this figure by the station's daily cume for the same designated day part. This will provide the average number of quarter-hours per day per listener to the station.
3. If this is desired for the entire 6AM-12M period, do the steps discussed above for both the 6AM-7PM and 7PM-12M periods and add the average quarter-hour results together.

### Listing Of Stations

To qualify for listing in this report, a station must be located within the unit of measurement and be mentioned by at least 1% of our respondents. Different standards may be applied to stations outside the home market. In the case of MEDIATREND reports, these standards may be different.

Any actual listening to stations whose call letters cannot be identified is combined and included in "Others".

### Limitations Of This Report

The material contained in this report is meant to be used as a practical tool to estimate the general area in which a station's audience falls and the approximate distribution of this audience among the different sex/age groups. Complete accuracy is, of course, impossible in any survey using sampling and relying on reports of interviewers or respondents.

In addition to the statistical deviations normally expected with samples of this size, some incomplete or erroneous recording may be contained in the interviewing records; not all sample persons could be contacted; interviewers may not always have carried out instructions exactly as specified; and errors may have been made in tabulation and printing.

Certain low education groups, groups with low telephone ownership, or persons with language or other problems may not be fully represented in audience measurements such as this one to the extent that usable information cannot be obtained from them. This factor should be taken into consideration by persons using the report to reach these groups.

To the best of its ability, Media Statistics, Inc. attempts to minimize these problems, and many of the errors may partially cancel each other. It is our belief, therefore, that a prudent user who is familiar with these limitations and with the methodology will find these figures extremely valuable in evaluating broadcast audiences.

### Special Note

*Occasionally, in the non-monthly MEDIASTAT studies, listening on a minimum basis may be reported in a survey unit for a station whose signal would not normally reach that area. In these cases, consideration should be given to the fact that many persons living in the area surveyed whose listening for the past week is reported may have been on trips to other areas and listened to those stations either in a car or elsewhere.*

*Inasmuch as all stations with a weekly cume of 1% or more are reported, these sporadic cases can occur either for the above reason or an inadvertent misidentification by the respondent. Statistically, they are not significant.*



**MEDIASTAT**

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