

THE PULSE METHOD

The Personal Interview

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

The Roster

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

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

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

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

The Interview and Use of the Roster

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

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

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

In-Home and Out-of-Home Listening

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

Listenership Data Collected

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

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

Selection of the Sample

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

Sampling Frame I

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

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

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

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SAN JUAN, PUERTO RICO
METROPOLITAN AREA
TOTAL AUDIENCE ESTIMATES
* IN-HOME & OUT-OF-HOME
OCTOBER-NOVEMBER, 1975

AUDIENCE ESTIMATES

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Saturday-Sunday Cumes	68
Monday-Friday 12 Mid-6AM Cumes	69
Monday-Sunday 6AM-12Mid Average Quarter Hour	70

Survey Conducted During: October 6 - November 14, 1975

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

REPORT ISSUED:

December 31, 1975

SAN JUAN, PUERTO RICO METROPOLITAN AREA



SELECTION OF THE SAMPLE

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

	Population* 12+	Respondents 12+
Bayamón	117,300	355
Carolina	80,400	227
Catano	18,800	60
Guaynabo	49,800	136
San Juan	371,700	953
Trujillo Alto	22,600	71
Total	660,600	1,802

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

SAN JUAN, PUERTO RICO METROPOLITAN AREA

DATA PERTINENT TO THIS STUDY

HOUSEHOLD SAMPLE

Number of households interviewed: 1,196
 No. used in survey: 1,193
 No. unusables: 3

Not-At-Home Contacts: 557
 Refusals: 178

PERSONS SAMPLE

Men (18 & Over) 552
 Women (18 & Over) 920
 Teens (12 - 17) 330
 Total 1,802

BASE FOR RATINGS

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

<u>AGE</u>	<u>ESTIMATED POPULATION</u>		<u>MONDAY-SUNDAY BASE</u>	
	<u>MEN (00)</u>	<u>WOMEN (00)</u>	<u>MEN</u>	<u>WOMEN</u>
18 - 24	531	620	116	155
25 - 34	587	669	92	180
35 - 49	693	753	135	299
50 - 64	514	545	120	210
65 & Over	240	309	89	76
TOTAL	2565	2896	552	920
Teens (12 - 17)	1145		330	

SAMPLE

The basic sample for this study was obtained by employing Sampling Frame 2.

Sampling Points Completed 78
 Sampling Points Substituted 2
 Sampling Points Partially Completed -
 Sampling Points Not Covered -
 Total Sampling Points Assigned 80

ETHNIC WEIGHTING

For this survey ethnic weighting was not applied.

RESPONDENTS & ABSENTEES

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

	<u>PRESENT</u>	<u>ABSENT</u>
Men (18 & Over)	552	960
Women (18 & Over)	920	832
Teens (12 - 17)	330	444

SPECIAL DATES & CIRCUMSTANCES

Sampling Frame 2 was employed in this study, therefore, telephone, non-telephone weighting was not required.

The following stations achieved the cut off level for reporting:

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

SPECIAL DATES & CIRCUMSTANCES(Cont'd)

CUT OFF LEVELS AND STATIONS LISTED

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

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

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

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

AM-FM TOTALS

When AM-FM affiliates are simulcast during an entire given day-part a Total line will appear following the AM and FM lines. When AM-FM affiliates are separately programmed during a given day-part, no total will be shown. When the AM-FM affiliates both simulcast and program differently during a given day-part, a Total line will be shown if the amount of simulcasting is one hour or more. A Total line will appear for Saturday-Sunday Cumulative audience estimates when AM-FM affiliates simulcast for 50% of the time or more when both stations are on the air (Saturday and Sunday - 6AM - Midnight).

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

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

Average quarter hour listening is a summation of the estimated number of persons who listened to the AM station plus the estimated number of persons who listened to the FM station during a given time period.

AM-FM TOTALS (Cont'd)

Cumulative audience listening estimates is the number of different persons who listened to either the AM station, the FM station or both during a given day-part. If the Total line equals the sum of the individual AM and FM estimates, there is no reported duplication of listeners between the two stations. If the Total is less than the sum of the two stations there is reported duplication.

HOME AND OUTSIDE STATIONS

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

EXPLANATION OF SPECIAL NOTATIONS

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

HOURLY RATINGS

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

DAY-PART COMBINATION ADJUSTMENTS

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

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

Buyer's Guide

EXPLANATION

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

The age combinations are as follows:

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

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

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

MONDAY-FRIDAY

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

SATURDAY

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

SUNDAY

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



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	1.0	226			8	.3	81			17	.7	153
WBMJ			39	1.5	166			49	1.9	194			53	2.1	193
WEYA			2	.1	37			8	.3	28			9	.4	30
WFID			7	.3	61			13	.5	45			7	.3	40
WHCA			19	.7	58			5	.2	27			10	.4	35
WTAC			10	.4	105			18	.7	126			17	.7	96
WTAC-FM			4	.2	24			4	.2	23			9	.4	41
WKAG			281	11.0	940			52	3.6	453			109	4.2	421
WKAC-FM			45	1.8	123			19	.7	118			8	.3	72
WKVM			102	4.0	364			39	1.5	228			34	1.3	103
WLUZ			65	2.5	254			26	1.0	103			32	1.2	147
WOLA			13	.5	42			10	.4	38			6	.2	35
WDRG			40	1.6	154			22	.9	128			9	.4	109
WPRM			3	.1	16					3			1		14
WDBS			35	1.4	153			30	1.2	107			20	.8	80
WDBS-FM			5	.2	20			4	.2	21			6	.2	16
TOT			40	1.6	173										
WRAI			12	.5	55			11	.4	42			13	.5	68
WRSJ			32	1.2	139			14	.5	95			17	.7	96
WUND			76	3.0	292			53	2.1	185			34	1.3	206
WVUZ			27	1.1	107			22	.9	98			31	1.2	156
WZAR					6			3	.1	19			1		14
TOTAL			841	32.8	2200			469	18.3	1511			462	18.0	1539

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	.7	330			17	.7	305			20	.8	303
WBMJ			43	1.7	335			46	1.8	311			46	1.8	302
WEYA			8	.3	57			7	.3	51			6	.2	46
WFID			8	.3	76			9	.4	72			7	.3	72
WHCA			10	.4	89			10	.4	83			14	.5	78
WTAC			13	.5	228			16	.6	200			14	.5	153
WTAC-FM			5	.2	56			6	.2	56			7	.3	50
WKAG			120	4.7	1156			156	6.1	1130			196	7.6	1034
WKAC-FM			19	.7	214			24	.9	174			26	1.0	161
WKVM			44	1.7	438			58	2.3	425			68	2.7	415
WLUZ			34	1.3	328			40	1.6	328			48	1.9	324
WOLA			8	.3	70			9	.4	65			9	.4	61
WDRG			16	.6	232			23	.9	221			22	.9	213
WPRM			2	.1	41			2	.1	30			3	.1	30
WDBS			25	1.0	208			29	1.1	194			27	1.1	171
WDBS-FM			4	.2	25			5	.2	25			6	.2	25
TOT															
WRAI			10	.4	101			11	.4	88			12	.5	84
WRSJ			17	.7	230			20	.8	202			25	1.0	175
WUND			48	1.9	445			53	2.1	403			55	2.1	383
WVUZ			25	1.0	268			27	1.1	223			29	1.1	223
WZAR			1		19			1		19			1		14
TOTAL			494	19.3	2534			562	22.7	2478			653	25.5	2448



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.9	109
WBMJ			32	1.2	140
WEYA			15	.6	24
WFID			6	.2	32
WHDA			6	.2	29
WIAC			7	.3	72
WIAC-FM			9	.4	35
WKAQ			30	1.2	163
WKAQ-FM			5	.2	68
WKVM			11	.4	73
WLUZ			14	.5	45
WDLA			10	.4	27
WGRD			10	.4	51
WPRM			2	.1	31
WQES			14	.5	43
WQES-FM			2	.1	4
TOT					
WRAI			10	.4	45
WRSJ			11	.4	59
WUNQ			36	1.4	124
WVDZ			23	.9	126
WZAR					
TOTAL			267	10.4	999

MONDAY-FRIDAY

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	11	.4	9	.4	7	.3		
WBMJ	37	1.4	51	2.0	32	1.2	36	1.4
WEYA	8	.3	12	.5	12	.5	13	.5
WFID	4	.2	5	.2	14	.5		
WHDA	9	.4	8	.3	1		2	.1
WIAC	9	.4	23	.9	12	.5	2	.1
WIAC-FM	4	.2	11	.4	3	.1	7	.3
WKAQ	132	5.1	88	3.4	35	1.4	18	.7
WKAQ-FM	11	.4	10	.4	8	.3		
WKVM	41	1.6	50	1.9	27	1.1	6	.2
WLUZ	18	.7	28	1.1	19	.7	5	.2
WDLA	4	.2	16	.6	15	.6	6	.2
WGRD	7	.3	33	1.3	17	.7	4	.2
WPRM			3	.1	3	.1	5	.2
WQES	8	.3	14	.5	20	.8	18	.7
WQES-FM	3	.1	3	.1				
TOT	11	.4	17	.7	20	.8	18	.7
WRAI	3	.1	14	.5	18	.7	16	.6
WRSJ	7	.3	17	.7	7	.3	5	.2
WUNQ	29	1.1	43	1.7	31	1.2	10	.4
WVDZ	10	.4	24	.9	21	.8	34	1.3
WZAR								
TOTAL	365	14.2	486	18.9	312	12.2	190	7.4

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	.8	184
WBMJ			40	1.6	240
WEYA			13	.5	42
WFID			6	.2	53
WHDA			7	.3	50
WIAC			11	.4	143
WIAC-FM			9	.4	46
WKAQ			67	2.6	479
WKAQ-FM			6	.2	115
WKVM			21	.8	210
WLUZ			22	.9	159
WDLA			9	.4	42
WGRD			10	.4	139
WPRM			2	.1	31
WQES			17	.7	95
WQES-FM			4	.2	16
TOT					
WRAI			12	.5	81
WRSJ			14	.5	136
WUNQ			35	1.4	254
WVDZ			26	1.0	206
WZAR			1		14
TOTAL			353	13.8	1826

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.1	8	.3	10	.4	1	
WBMJ	20	.8	44	1.7	18	.7	18	.7
WEYA	2	.1	12	.5	15	.6	9	.4
WFID	2	.1	1		5	.2	2	.1
WHDA	5	.2	2	.1	4	.2		
WIAC	7	.3	9	.4	1			
WIAC-FM	2	.1	14	.5	8	.3	4	.2
WKAQ	65	2.5	75	2.9	127	5.0	11	.4
WKAQ-FM	7	.3	24	.9	11	.4	1	
WKVM	27	1.1	26	1.0	12	.5	9	.4
WLUZ	14	.5	23	.9	21	.8		
WDLA	1		4	.2	9	.4	5	.2
WGRD	14	.5	24	.9	17	.7	2	.1
WPRM	2	.1	1					
WQES	3	.1	11	.4	13	.5	4	.2
WQES-FM	2	.1	8	.3	7	.3	4	.2
TOT	5	.2	19	.7	20	.8	8	.3
WRAI	3	.1	10	.4	12	.5	5	.2
WRSJ	3	.1	23	.9	8	.3	1	
WUNQ	26	1.0	38	1.5	24	.9	5	.2
WVDZ	6	.2	9	.4	7	.3	17	.7
WZAR								
TOTAL	220	8.6	385	15.0	329	12.8	97	3.8



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.8	50			1	.1	12			7	.6	33
WBMJ			31	2.8	162			44	3.9	175			46	4.1	161
WEYA					18			2	.2	9			6	.5	15
WFID			2	.2	36			2	.2	25			2	.2	20
WHDA			12	1.1	35					12			4	.4	17
WIAC			3	.3	27			5	.4	38			4	.4	27
WIAC-FM			4	.4	9			4	.4	10			4	.4	15
WKAG			64	5.7	272			28	2.5	151			36	3.2	152
WKAU-FM			24	2.1	61			12	1.1	78			6	.5	49
WKVM			16	1.4	93			9	.8	72			17	1.5	78
WLUZ			19	1.7	71			16	1.4	42			16	1.4	45
WGLA			11	1.0	33			10	.9	35			6	.5	35
WORD			5	.4	31			6	.5	24			1	.1	31
WPRM			3	.3	11					3			1	.1	14
WQBS			29	2.6	116			26	2.3	89			11	1.0	60
WQBS-FM			5	.4	13			4	.4	9			3	.3	4
TOT			34	3.0	129										
WRAI			10	.9	34			6	.5	32			10	.9	52
WRSJ			18	1.6	63			6	.5	35			8	.7	30
WUNO			39	3.5	155			31	2.8	105			21	1.9	130
WVOZ			19	1.7	82			18	1.6	85			25	2.2	133
WZAR					6			2	.2	14			1	.1	14
TOTAL			322	28.8	886			234	20.9	689			243	21.7	729

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.6	74			5	.4	67			7	.6	67
WBMJ			38	3.4	291			40	3.6	267			38	3.4	258
WEYA			4	.4	21			3	.3	21			3	.3	21
WFID			2	.2	48			2	.2	44			2	.2	44
WHCA			5	.4	59			4	.4	53			8	.7	48
WIAC			4	.4	81			4	.4	60			3	.3	46
WIAC-FM			4	.4	26			4	.4	26			4	.4	20
WKAG			33	3.0	378			41	3.7	355			50	4.5	339
WKAQ-FM			11	1.0	132			14	1.3	104			15	1.3	94
WKVM			11	1.0	124			14	1.3	120			17	1.5	116
WLUZ			16	1.4	105			17	1.5	105			18	1.6	105
WGLA			8	.7	61			9	.8	56			9	.8	52
WORD			4	.4	55			5	.4	50			3	.3	50
WPRM			2	.2	30			2	.2	25			3	.3	25
WQBS			17	1.5	156			22	2.0	152			20	1.8	129
WQBS-FM			3	.3	13			4	.4	13			4	.4	13
TOT															
WRAI			8	.7	77			8	.7	67			10	.9	63
WRSJ			9	.8	87			10	.9	72			13	1.2	67
WUNO			27	2.4	247			30	2.7	215			30	2.7	211
WVOZ			20	1.8	227			21	1.9	182			22	2.0	182
WZAR			1	.1	14			1	.1	14			1	.1	14
TOTAL			238	21.3	1099			264	23.6	1047			283	25.3	1033



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.8	21
WBMJ			31	2.8	123
WEYA			11	1.0	15
WFID			4	.4	21
WFOA			6	.5	26
WIAC			5	.4	55
WIAC-FM			6	.5	20
WKAQ			11	1.0	73
WKAQ-FM			5	.4	50
WKVM			5	.4	33
WLUZ			11	1.0	29
WOLA			10	.9	27
WORO			7	.6	24
WPRM			1	.1	20
WQBS			4	.4	23
WQBS-FM			2	.2	4
TOT					
WRAI			8	.7	38
WRSJ			6	.5	23
WUNO			20	1.8	63
WVOZ			20	1.8	110
WZAR					
TOTAL			173	15.5	571

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.4	5	.4	5	.4		
WBMJ	31	2.8	39	3.5	29	2.6	36	3.2
WEYA	4	.4	9	.8	12	1.1	11	1.0
WFID	4	.4	5	.4	9	.8		
WFOA	6	.5	7	.6	1	.1	2	.2
WIAC			5	.4			2	.2
WIAC-FM	1	.1	6	.5	2	.2	7	.6
WKAQ	23	2.1	33	3.0	16	1.4	12	1.1
WKAQ-FM	3	.3	8	.7	8	.7		
WKVM	4	.4	20	1.8	9	.8	3	.3
WLUZ	7	.6	7	.6	1	.1		
WOLA	3	.3	15	1.3	15	1.3	6	.5
WORO			9	.8	4	.4	4	.4
WPRM			3	.3	3	.3	4	.4
WQBS	6	.5	14	1.3	13	1.2	14	1.3
WQBS-FM			2	.2				
TOT	6	.5	16	1.4	13	1.2	14	1.3
WRAI	1	.1	8	.7	13	1.2	12	1.1
WRSJ	4	.4	9	.8	5	.4	4	.4
WUNO	15	1.3	13	1.2	6	.5	2	.2
WVOZ	9	.8	24	2.1	20	1.8	33	3.0
WZAR								
TOTAL	133	11.9	262	23.4	173	15.5	150	13.4

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			8	.7	39
WBMJ			37	3.3	202
WEYA			9	.8	21
WFID			3	.3	30
WFOA			5	.4	32
WIAC			4	.4	67
WIAC-FM			5	.4	20
WKAQ			23	2.1	163
WKAQ-FM			5	.4	77
WKVM			10	.9	88
WLUZ			13	1.2	58
WOLA			9	.8	42
WORO			4	.4	45
WPRM			1	.1	20
WQBS			7	.6	65
WQBS-FM			2	.2	4
TOT					
WRAI			9	.8	62
WRSJ			6	.5	50
WUNO			20	1.8	162
WVOZ			22	2.0	183
WZAR			1	.1	14
TOTAL			203	18.2	910

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA								
WBMJ	17	1.5	40	3.6	16	1.4	14	1.3
WEYA			8	.7	12	1.1	6	.5
WFID	2	.2	1	.1	4	.4		
WFOA	3	.3	2	.2	4	.4		
WIAC			1	.1				
WIAC-FM	1	.1	7	.6	8	.7	4	.4
WKAQ	22	2.0	28	2.5	38	3.4	6	.5
WKAQ-FM	2	.2	18	1.6	8	.7	1	.1
WKVM	2	.2	10	.9	2	.2	6	.5
WLUZ	7	.6	7	.6	8	.7		
WOLA	1	.1	4	.4	9	.8	5	.4
WORO			3	.3				
WPRM			1	.1				
WQBS	1	.1	7	.6	10	.9	3	.3
WQBS-FM								
TOT	1	.1	7	.6	10	.9	3	.3
WRAI	3	.3	7	.6	9	.8	2	.2
WRSJ	3	.3	12	1.1	5	.4	1	.1
WUNO	15	1.3	20	1.8	5	.4		
WVOZ	3	.3	7	.6	7	.6	15	1.3
WZAR								
TOTAL	85	7.6	195	17.4	156	14.0	63	5.6



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.8	119			3	.2	30			11	.6	78
WUMJ			39	2.2	184			48	2.7	186			50	2.8	177
WEYA			1	.1	24			8	.4	18			7	.4	24
WFID			4	.2	47			7	.4	31			5	.3	26
WHCA			14	.8	47					19			4	.2	24
WIAC			6	.3	52			11	.6	83			12	.7	55
WIAC-FM			4	.2	18			4	.2	20			7	.4	32
WKAQ			145	8.0	570			37	2.0	266			56	3.1	256
WKAQ-FM			39	2.2	100			16	.9	102			6	.3	62
WKVM			46	2.5	206			19	1.0	135			29	1.6	130
WLUZ			36	2.0	161			17	.9	73			28	1.5	118
WOLA			11	.6	33			10	.6	35			6	.3	35
WORD			28	1.5	119			14	.8	98			6	.3	84
WPRM			3	.2	11					3			1	.1	14
WQBS			33	1.8	148			29	1.6	100			18	1.0	73
WQBS-FM			5	.3	20			4	.2	16			3	.2	11
TOT			38	2.1	168										
WRAI			12	.7	41			9	.5	39			10	.6	59
WRSJ			30	1.7	119			10	.6	67			13	.7	84
WUNO			64	3.5	232			47	2.6	165			29	1.6	182
WVQZ			27	1.5	102			22	1.2	98			31	1.7	153
WZAR					6			3	.2	19			1	.1	14
TOTAL			560	30.9	1531			330	18.2	1098			346	19.1	1169

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.6	171			9	.5	159			12	.7	159
WUMJ			42	2.3	317			45	2.5	293			44	2.4	284
WEYA			6	.3	30			6	.3	30			4	.2	30
WFID			4	.2	59			5	.3	55			4	.2	55
WHCA			6	.3	78			5	.3	72			9	.5	67
WIAC			8	.4	152			10	.6	128			9	.5	89
WIAC-FM			5	.3	47			5	.3	47			6	.3	41
WKAQ			61	3.4	722			76	4.2	699			101	5.6	659
WKAQ-FM			16	.9	184			20	1.1	148			22	1.2	138
WKVM			23	1.3	255			31	1.7	251			38	2.1	243
WLUZ			24	1.3	230			26	1.4	230			32	1.8	226
WOLA			8	.4	61			9	.5	56			9	.5	52
WORD			11	.6	170			16	.9	165			16	.9	161
WPRM			2	.1	36			2	.1	25			3	.2	25
WQBS			23	1.3	201			27	1.5	187			26	1.4	164
WQBS-FM			3	.2	20			4	.2	20			4	.2	20
TOT															
WRAI			9	.5	84			10	.6	74			11	.6	70
WRSJ			15	.8	179			17	.9	160			22	1.2	148
WUNO			43	2.4	374			46	2.5	334			47	2.6	314
WVQZ			25	1.4	263			27	1.5	218			29	1.6	218
WZAR			1	.1	19			1	.1	19			1	.1	14
TOTAL			356	19.7	1752			406	22.4	1740			454	25.1	1723



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	.8	61
WBMJ			32	1.8	137
WEYA			11	.6	15
WFID			4	.2	21
WHJA			6	.3	26
WIAC			5	.3	58
WIAC-FM			9	.5	32
WKAQ			22	1.2	141
WKAQ-FM			5	.3	59
WKVM			6	.3	43
WLUZ			14	.8	38
WOLA			10	.6	27
WORD			7	.4	37
WPRM			1	.1	26
WOBS			14	.8	41
WOBS-FM			2	.1	4
TOT					
WRA1			8	.4	38
WRSJ			10	.6	45
WUNO			35	1.9	120
WVQZ			22	1.2	123
WZAR					
TOTAL			227	12.5	807

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	7	.4	7	.4	6	.3		
WBMJ	34	1.9	48	2.7	29	1.6	36	2.0
WEYA	4	.2	9	.5	12	.7	11	.6
WFID	4	.2	5	.3	12	.7		
WHJA	9	.5	8	.4	1	.1	2	.1
WIAC	4	.2	17	.9	5	.3	2	.1
WIAC-FM	2	.1	11	.6	3	.2	7	.4
WKAQ	67	3.7	63	3.5	23	1.3	17	.9
WKAQ-FM	11	.6	10	.6	8	.4		
WKVM	11	.6	30	1.7	12	.7	3	.2
WLUZ	9	.5	9	.5	9	.5	4	.2
WOLA	3	.2	15	.8	15	.8	6	.3
WORD	5	.3	31	1.7	14	.8	4	.2
WPRM			3	.2	3	.2	4	.2
WOBS	8	.4	14	.8	17	.9	18	1.0
WOBS-FM	2	.1	2	.1	2	.1	18	1.0
TOT	10	.6	16	.9	17	.9	18	1.0
WRA1	1	.1	8	.4	13	.7	12	.7
WRSJ	7	.4	12	.7	5	.3	5	.3
WUNO	22	1.2	31	1.7	21	1.2	9	.5
WVQZ	9	.5	24	1.3	21	1.2	33	1.8
WZAR								
TOTAL	227	12.5	379	20.9	233	12.9	171	9.4

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.7	96
WBMJ			39	2.2	224
WEYA			10	.6	30
WFID			4	.2	36
WHJA			5	.3	39
WIAC			8	.4	98
WIAC-FM			8	.4	37
WKAQ			38	2.1	305
WKAQ-FM			5	.3	99
WKVM			16	.9	144
WLUZ			20	1.1	135
WOLA			9	.5	42
WORD			7	.4	104
WPRM			1	.1	26
WOBS			16	.9	88
WOBS-FM			2	.1	11
TOT					
WRA1			9	.5	69
WRSJ			11	.6	113
WUNO			32	1.8	226
WVQZ			26	1.4	203
WZAR			1	.1	14
TOTAL			279	15.4	1398

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			5	.3	9	.5	1	.1
WBMJ	20	1.1	44	2.4	18	1.0	18	1.0
WEYA			8	.4	12	.7	6	.3
WFID	2	.1	1	.1	5	.3		
WHJA	5	.3	2	.1	4	.2		
WIAC	5	.3	9	.5	1	.1		
WIAC-FM	1	.1	12	.7	8	.4	4	.2
WKAQ	39	2.2	56	3.1	88	4.9	8	.4
WKAQ-FM	5	.3	21	1.2	9	.5	1	.1
WKVM	11	.6	16	.9	6	.3	6	.3
WLUZ	9	.5	14	.8	15	.8		
WOLA	1	.1	4	.2	9	.5	5	.3
WORD	13	.7	22	1.2	11	.6	2	.1
WPRM			1	.1				
WOBS	3	.2	10	.6	13	.7	4	.2
WOBS-FM	2	.1	3	.2	2	.1	4	.2
TOT	5	.3	13	.7	15	.8	4	.2
WRA1	3	.2	7	.4	9	.5	2	.1
WRSJ	3	.2	14	.8	6	.3	1	.1
WUNO	18	1.0	27	1.5	16	.9	4	.2
WVQZ	6	.3	9	.5	7	.4	16	.9
WZAR								
TOTAL	149	8.2	300	16.6	251	13.9	78	4.3



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			12	.9	110			3	.2	30			11	.9	78
WJMJ			13	1.0	68			20	1.6	75			15	1.2	57
WEYA			1	.1	18			8	.6	15			7	.5	21
WFID			4	.3	27			6	.5	22			5	.4	15
WHOA			11	.9	32			15		15			3	.2	20
WIAC			3	.2	38			8	.6	68			12	.9	51
WIAC-FM					9					10			3	.2	17
WKAQ			129	10.1	483			27	2.1	211			41	3.2	204
WKAQ-FM			34	2.7	88			7	.5	71					36
WKVM			40	3.1	167			16	1.3	106			27	2.1	106
WLUZ			33	2.6	153			17	1.3	73			28	2.2	114
WOLA					9			2	.2	9			1	.1	4
WORD			27	2.1	110			13	1.0	87			6	.5	76
WPRM			3	.2	8										
WQBS			20	1.6	86			21	1.6	61			9	.7	33
WQBS-FM			5	.4	15					11			3	.2	11
TOT			25	2.0	101										
WRAI			5	.4	17			5	.4	17			7	.5	19
WRSJ			20	1.0	98			7	.5	52			13	1.0	79
WUND			59	4.6	150			40	3.1	125			23	1.8	139
WVDZ			11	.9	48			12	.9	44			15	1.2	71
WZAR								1	.1	13					8
TOTAL			431	33.7	1145			224	17.5	755			234	18.3	821

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.8	162			8	.6	150			11	.9	150
WBMJ			13	1.0	103			16	1.3	96			14	1.1	96
WEYA			5	.4	21			6	.5	21			4	.3	21
WFID			3	.2	27			5	.4	27			4	.3	27
WHOA			5	.4	54			4	.3	48			7	.5	48
WIAC			6	.5	123			8	.6	107			8	.6	75
WIAC-FM			1	.1	21			1	.1	21			2	.2	21
WKAQ			50	3.9	589			63	4.9	574			85	6.6	543
WKAQ-FM			11	.9	144			13	1.0	112			17	1.3	107
WKVM			20	1.6	191			27	2.1	191			34	2.7	187
WLUZ			23	1.8	217			25	2.0	217			30	2.3	213
WOLA			1	.1	9			1	.1	9			1	.1	9
WORD			10	.8	151			15	1.2	151			16	1.3	147
WPRM			1	.1	19			1	.1	8			2	.2	8
WQBS			15	1.2	122			17	1.3	112			15	1.2	94
WQBS-FM			2	.2	15			3	.2	15			4	.3	15
TOT															
WRAI			5	.4	23			6	.5	23			6	.5	23
WRSJ			11	.9	153			13	1.0	134			17	1.3	127
WUND			57	2.9	278			40	3.1	256			41	3.2	240
WVDZ			10	.8	125			13	1.0	104			13	1.0	104
WZAR					13					13					8
TOTAL			247	19.3	1261			291	22.7	1238			333	26.0	1235



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	1.1	61
WBMJ			5	.4	32
WEYA			6	.5	6
WFID					
WHOA			6	.5	22
WIAC			2	.2	36
WIAC-FM			3	.2	12
WKAQ			19	1.5	118
WKAQ-FM			4	.3	45
WKVM			3	.2	20
WLUZ			13	1.0	34
WOLA					
WORD			6	.5	30
WPRM					12
WQBS			10	.8	18
WQBS-FM			2	.2	4
TOT					
WRA1			6	.5	6
WRSJ			7	.5	41
WUNJ			29	2.3	87
WVOZ			3	.2	55
WZAR					
TOTAL			134	10.5	466

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.2	5	.4	6	.5		
WBMJ	21	1.6	18	1.4	3	.2		
WEYA			3	.2	6	.5	6	.5
WFID			3	.2	9	.7		
WHOA	9	.7	8	.6	1	.1		
WIAC	4	.3	17	1.3	5	.4		
WIAC-FM	1	.1	5	.4	1	.1		
WKAQ	67	5.2	59	4.6	12	.9	8	.6
WKAQ-FM	11	.9	3	.2	3	.2		
WKVM	11	.9	17	1.3	6	.5		
WLUZ	9	.7	9	.7	9	.7	4	.3
WOLA	2	.2	7	.5	3	.2		
WORD	5	.4	30	2.3	14	1.1	4	.3
WPRM							3	.2
WQBS	5	.4	8	.6	4	.3	11	.9
WQBS-FM	2	.2	8	.6	4	.3	11	.9
TOT	7	.5	8	.6	4	.3	11	.9
WRA1			3	.2	6	.5	5	.4
WRSJ	3	.2	8	.6	2	.2	1	.1
WUNJ	22	1.7	26	2.0	17	1.3	7	.5
WVOZ	3	.2	5	.4	9	.7	16	1.3
WZAR								
TOTAL	183	14.3	246	19.2	120	9.4	64	5.0

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	1.0	56
WBMJ			9	.7	76
WEYA			7	.5	21
WFID			2	.2	15
WHOA			5	.4	35
WIAC			7	.5	76
WIAC-FM			3	.2	17
WKAQ			29	2.3	245
WKAQ-FM			2	.2	69
WKVM			14	1.1	110
WLUZ			20	1.6	131
WOLA			1	.1	4
WORD			6	.5	91
WPRM					12
WQBS			10	.8	43
WQBS-FM			2	.2	11
TOT					
WRA1			6	.5	19
WRSJ			10	.8	103
WUNJ			26	2.0	166
WVOZ			9	.7	92
WZAR					8
TOTAL			178	13.9	941

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA								
WBMJ	8	.6	16	1.3	5	.4	4	.3
WEYA			3	.2	6	.5	6	.5
WFID					1	.1		
WHOA	5	.4	1	.1	3	.2		
WIAC	5	.4	9	.7	1	.1		
WIAC-FM			5	.4				
WKAQ	30	2.3	48	3.8	74	5.8	4	.3
WKAQ-FM	5	.4	15	1.2	5	.4	1	.1
WKVM	11	.9	8	.6	4	.3		
WLUZ	9	.7	14	1.1	15	1.2		
WOLA			2	.2	7	.5	1	.1
WORD	13	1.0	21	1.6	11	.9	2	.2
WPRM								
WQBS	2	.2	5	.4	3	.2	1	.1
WQBS-FM	2	.2	3	.2	2	.2		
TOT	4	.3	8	.6	5	.4	1	.1
WRA1	3	.2	3	.2				
WRSJ	3	.2	3	.2	1	.1	1	.1
WUNJ	17	1.3	23	1.8	14	1.1	4	.3
WVOZ	3	.2	4	.3			4	.3
WZAR								
TOTAL	117	9.1	200	15.6	164	12.8	29	2.3



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	
WAPA			18	1.0	182			5	.3	54			14	.8	123
WJMJ			13	.7	68			20	1.1	78			17	.9	68
WEYA			1	.1	18			8	.4	20			7	.4	24
WFID			7	.4	36			12	.7	31			7	.4	24
WHUA			16	.9	40			5	.3	20			9	.5	28
WIAC			6	.3	67			12	.7	93			14	.8	70
WIAC-FM					15					13			5	.3	25
WKAQ			220	12.3	734			64	3.6	335			70	3.9	294
WKAQ-FM			40	2.2	108			10	.6	84			2	.1	46
WKVM			83	4.6	286			52	1.8	174			31	1.7	148
WLUZ			56	3.1	223			24	1.3	88			32	1.8	128
WJLA			1	.1	15			2	.1	9			1	.1	4
WJRD			33	1.8	131			17	.9	105			8	.4	94
WPRM			3	.2	13										
WQBS			21	1.2	89			22	1.2	64			5	.5	36
WQBS-FM			5	.3	15					16			6	.3	16
TOT			26	1.4	104										
WRA1			5	.3	29			7	.4	20			10	.6	26
WRSJ			22	1.2	114			11	.6	76			17	.9	91
WUNQ			69	3.8	246			44	2.5	143			28	1.6	161
WVOZ			11	.6	51			12	.7	44			15	.8	74
WZAR								1	.1	13					8
TOTAL			631	35.2	1617			323	18.0	1013			312	17.4	1056

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	
WAPA			13	.7	258			12	.7	241			15	.8	241
WJMJ			13	.7	114			16	.9	107			15	.8	107
WEYA			6	.3	35			6	.3	29			4	.2	24
WFID			6	.3	39			9	.5	39			7	.4	39
WHUA			9	.5	62			9	.5	56			12	.7	56
WIAC			9	.5	163			11	.6	143			11	.6	108
WIAC-FM			1	.1	30			2	.1	30			3	.2	30
WKAQ			88	4.9	866			114	6.4	848			145	8.1	811
WKAQ-FM			14	.8	171			17	.9	135			21	1.2	127
WKVM			36	2.0	323			48	2.7	316			57	3.2	312
WLUZ			31	1.7	290			36	2.0	290			43	2.4	286
WJLA			1	.1	15			1	.1	15			1	.1	15
WJRD			13	.7	192			19	1.1	186			19	1.1	173
WPRM			1	.1	24			1	.1	13			2	.1	13
WQBS			16	.9	125			18	1.0	115			15	.8	97
WQBS-FM			3	.2	20			4	.2	20			6	.3	20
TOT															
WRA1			6	.3	35			7	.4	35			7	.4	35
WRSJ			13	.7	196			16	.9	170			20	1.1	150
WUNQ			41	2.3	343			46	2.6	321			48	2.7	305
WVOZ			10	.6	128			13	.7	107			13	.7	107
WZAR					13					13					8
TOTAL			343	15.1	1767			415	23.1	1740			472	26.3	1726



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			16	.9	84
WDMJ			5	.3	35
WEYA			10	.6	15
WF10					6
WHOA			6	.3	25
WIAC			4	.2	43
WIAC-FM			3	.2	15
WKAO			24	1.3	139
WKAO-FM			4	.2	51
WKVM			7	.4	44
WLUZ			13	.7	39
WOLA					
WORD			8	.4	42
WPRM			1	.1	17
WOBS			10	.6	18
WOBS-FM			2	.1	4
TOT					
WRAI			7	.4	10
WRSJ			7	.4	51
WUNO			29	1.6	27
WVOZ			4	.2	58
WZAR					
TOTAL			157	8.8	528

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.2	6	.3	6	.3		
WDMJ	24	1.3	19	1.1	6	.3		
WEYA	2	.1	5	.3	6	.3	8	.4
WF10			3	.2	9	.5		
WHOA	9	.5	8	.4	1	.1		
WIAC	8	.4	21	1.2	9	.5		
WIAC-FM	3	.2	5	.3	1	.1		
WKAO	109	6.1	80	4.5	22	1.2	9	.5
WKAO-FM	11	.6	3	.2	3	.2		
WKVM	35	2.0	35	2.0	17	.9	2	.1
WLUZ	16	.9	25	1.4	15	.8	5	.3
WOLA	2	.1	7	.4	3	.2		
WORD	7	.4	32	1.8	17	.9	4	.2
WPRM							4	.2
WOBS	5	.3	8	.4	7	.4	11	.6
WOBS-FM	3	.2	1	.1	7	.4	11	.6
TOT	8	.4	9	.5	7	.4	11	.6
WRAI	2	.1	9	.5	11	.6	9	.5
WRSJ	3	.2	12	.7	4	.2	1	.1
WUNO	27	1.5	33	1.8	23	1.3	8	.4
WVOZ	3	.2	5	.3	9	.5	17	.9
WZAR								
TOTAL	281	15.7	331	18.5	178	9.9	81	4.5

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.8	146
WBMJ			10	.6	27
WEYA			9	.5	30
WF10			3	.2	27
WHOA			7	.4	43
WIAC			9	.5	59
WIAC-FM			4	.2	26
WKAO			45	2.5	338
WKAO-FM			3	.2	22
WKVM			18	1.0	163
WLUZ			22	1.2	145
WOLA			1	.1	4
WORD			8	.4	119
WPRM			1	.1	17
WOBS			10	.6	46
WOBS-FM			4	.2	16
TOT					
WRAI			8	.4	26
WRSJ			12	.7	122
WUNO			28	1.6	188
WVOZ			9	.5	95
WZAR					8
TOTAL			226	12.6	1214

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.2	6	.3	9	.5	1	.1
WBMJ	8	.4	16	.9	5	.3	4	.2
WEYA			4	.2	6	.3	6	.3
WF10					1	.1		
WHOA	5	.3	1	.1	3	.2		
WIAC	5	.3	9	.5	1	.1		
WIAC-FM	1	.1	7	.4				
WKAO	46	2.6	59	3.3	89	5.0	5	.3
WKAO-FM	7	.4	17	.9	6	.3	1	.1
WKVM	21	1.2	16	.9	10	.6	1	.1
WLUZ	14	.8	23	1.3	20	1.1		
WOLA			2	.1	7	.4	1	.1
WORD	13	.7	21	1.2	17	.9	2	.1
WPRM	2	.1						
WOBS	2	.1	5	.3	3	.2	1	.1
WOBS-FM	2	.1	8	.4	7	.4	4	.2
TOT	4	.2	13	.7	10	.6	5	.3
WRAI	3	.2	6	.3	3	.2	3	.2
WRSJ	3	.2	12	.7	3	.2	1	.1
WUNO	23	1.3	32	1.8	21	1.2	5	.3
WVOZ	3	.2	4	.2			5	.3
WZAR								
TOTAL	163	9.1	264	14.7	212	11.8	39	2.2



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			12	1.0	141			4	.3	42			7	.6	90
WBMJ			8	.7	22			4	.3	14			6	.5	27
WEYA			1	.1	6			6	.5	14			1	.1	12
WFID			5	.4	20			11	.9	15			5	.4	15
WHOA			7	.6	20			5	.4	12			6	.5	15
WIAC			6	.5	54			10	.8	70			10	.8	47
WIAC-FM					15					13			5	.4	26
WKAO			172	14.3	549			46	3.8	239			49	4.1	174
WKAO-FM			21	1.7	59			7	.6	37			2	.2	23
WKVM			73	6.0	232			26	2.2	131			16	1.3	94
WLUZ			40	3.3	160			8	.7	46			16	1.3	87
WOLA			1	.1	6										
WDRD			29	2.4	109			12	1.0	92			7	.6	71
WPRM					5										
WQBS			5	.4	35			4	.3	14			7	.6	16
WQBS-FM					7					12			3	.2	12
TOT			5	.4	42										
WRAI			2	.2	19			5	.4	10			3	.2	14
WRSJ			14	1.2	72			8	.7	56			9	.7	66
WUND			35	2.9	133			20	1.7	78			13	1.1	74
WVCZ			8	.7	23			4	.3	13			6	.5	23
WZAR								1	.1	5					
TOTAL			438	36.3	1117			195	16.2	667			181	15.0	675

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.6	193			8	.7	183			9	.7	183
WBMJ			4	.3	37			5	.4	37			7	.6	37
WEYA			3	.2	23			3	.2	17			1	.1	12
WFID			5	.4	23			7	.6	23			5	.4	23
WHOA			5	.4	27			6	.5	27			6	.5	27
WIAC			7	.6	111			9	.7	104			9	.7	76
WIAC-FM			1	.1	30			2	.2	30			3	.2	30
WKAO			66	5.5	621			86	7.1	618			111	9.2	588
WKAO-FM			8	.7	79			10	.8	67			11	.9	64
WKVM			28	2.3	263			38	3.1	256			44	3.6	252
WLUZ			16	1.3	198			20	1.7	198			27	2.2	194
WOLA					6					6					6
WDRD			10	.8	156			15	1.2	150			16	1.3	142
WPRM					11					5					5
WQBS			7	.6	48			6	.5	38			6	.5	38
WQBS-FM			1	.1	12			1	.1	12			2	.2	12
TOT															
WRAI			2	.2	19			3	.2	19			2	.2	19
WRSJ			8	.7	135			10	.8	124			12	1.0	104
WUND			20	1.7	192			22	1.8	184			24	2.0	168
WVCZ			5	.4	39			6	.5	39			7	.6	39
WZAR					5					5					5
TOTAL			214	17.7	1199			266	22.0	1195			310	25.7	1181



STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.6	63
WBMJ			1	.1	17
WEYA			4	.3	9
WFID					6
WFOA					3
WIAC			2	.2	10
WIAC-FM			3	.2	15
WKAQ			16	1.3	89
WKAQ-FM					15
WKVM			5	.4	34
WLUZ			3	.2	15
WOLA					
WORD			2	.2	25
WPRM			1	.1	11
WOBS			10	.8	18
WOBS-FM					
TOT					
WRAI			1	.1	4
WRSJ			4	.3	32
WUND			15	1.2	37
WVCZ			3	.2	16
WZAR					
TOTAL			77	6.4	358

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
4	.3	3	.2	1	.1		
6	.5	10	.8	3	.2		
2	.2	2	.2			2	.2
				3	.2		
3	.2	1	.1				
8	.7	16	1.3	9	.7		
3	.2	5	.4	1	.1		
86	7.1	51	4.2	17	1.4	6	.5
8	.7	2	.2				
31	2.6	28	2.3	14	1.2	2	.2
9	.7	18	1.5	14	1.2	5	.4
7	.6	24	2.0	13	1.1		
						1	.1
2	.2			7	.6	4	.3
3	.2	1	.1	7	.6	4	.3
5	.4	1	.1			4	.3
2	.2	6	.5	5	.4	4	.3
3	.2	7	.6	2	.2	1	.1
12	1.0	25	2.1	21	1.7	8	.7
				1	.1	1	.1
192	15.9	202	16.7	118	9.8	39	3.1

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.6	107
WBMJ			3	.2	33
WEYA			3	.2	18
WFID			2	.2	18
WHDA			2	.2	15
WIAC			6	.5	54
WIAC-FM			4	.3	26
WKAQ			31	2.6	215
WKAQ-FM			1	.1	35
WKVM			10	.8	109
WLUZ			9	.7	51
WOLA					
WORD			5	.4	87
WPRM			1	.1	11
WOBS			9	.7	26
WOBS-FM			2	.2	12
TOT					
WRAI			2	.2	14
WRSJ			7	.6	82
WUND			14	1.2	86
WVOZ			4	.3	23
WZAR					
TOTAL			124	10.3	761

SUNDAY

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
3	.2	4	.3				
3	.2	4	.3	2	.2	4	.3
		1	.1				
				1	.1		
2	.2						
5	.4	8	.7	1	.1		
1	.1	7	.6				
33	2.7	39	3.2	65	5.4	3	.2
5	.4	5	.4	2	.2		
19	1.6	14	1.2	10	.8	1	.1
7	.6	16	1.3	12	1.0		
13	1.1	10	1.6	17	1.4	2	.2
2	.2						
2	.2	3	.2	3	.2	1	.1
2	.2	8	.7	7	.6	4	.3
4	.3	11	.9	10	.8	5	.4
		3	.2	3	.2	3	.2
		11	.9	3	.2		
9	.7	16	1.3	18	1.5	5	.4
3	.2	2	.2			2	.2
110	9.1	169	14.0	143	11.8	25	2.1



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	
WAPA			30	1.2	210			19	.7	129			19	.7	85
WBMJ			50	1.7	253			53	1.8	178			76	2.6	241
WEYA			13	.4	40			21	.7	47			23	.8	39
WFID			11	.4	42			16	.6	31			9	.3	24
WHOA			7	.2	34			10	.3	27			4	.1	19
WIAC			16	.6	91			14	.5	103			7	.2	55
WIAC-FM			17	.6	66			31	1.1	68			26	.9	79
WKAQ			313	10.8	921			104	3.6	502			130	4.5	383
WKAQ-FM			33	1.1	109			23	.8	94			5	.2	54
WKVM			208	7.2	545			75	2.6	324			40	1.4	163
WLUZ			155	5.4	389			38	1.3	141			14	.5	72
WOLA			8	.3	39			4	.1	41			3	.1	43
WJRD			27	.9	115			39	1.3	120			30	1.0	104
WPHM			1		5										8
WQSS			53	1.8	225			56	1.9	184			36	1.2	142
WQSS-FM			27	.9	67			19	.7	47			10	.3	46
TOT			80	2.8	283										
WRAI			10	.3	63			13	.4	74			23	.8	65
WRSJ			26	.9	134			11	.4	82			15	.5	64
WUND			70	2.4	340			68	2.3	286			49	1.7	249
WVQZ			23	.8	115			29	1.0	95			19	.7	84
WZAR			3	.1	11			14	.5	19			3	.1	23
TOTAL			1115	38.5	2618			666	23.0	1793			551	19.0	1510

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	
WAPA			22	.8	297			23	.8	273			29	1.0	245
WBMJ			52	1.8	405			60	2.1	365			63	2.2	344
WEYA			20	.7	66			18	.6	58			17	.6	55
WFID			8	.3	64			11	.4	54			8	.3	52
WHOA			5	.2	41			7	.2	41			4	.1	34
WIAC			9	.3	172			12	.4	165			11	.4	130
WIAC-FM			21	.7	115			26	.9	107			22	.8	97
WKAQ			135	4.7	1142			175	6.0	1121			221	7.6	1073
WKAQ-FM			16	.6	166			20	.7	159			18	.6	139
WKVM			80	2.8	645			105	3.6	641			125	4.3	599
WLUZ			50	1.7	428			68	2.3	414			85	2.9	407
WOLA			4	.1	82			4	.1	75			5	.2	66
WJRD			24	.8	206			34	1.2	197			29	1.0	174
WPHM			1		20					13			1		13
WQSS			38	1.3	349			49	1.7	328			44	1.5	297
WQSS-FM			13	.4	95			19	.7	95			18	.6	83
TOT															
WRAI			16	.6	130			16	.6	119			17	.6	99
WRSJ			15	.5	220			16	.6	192			20	.7	171
WUND			52	1.8	548			62	2.1	510			59	2.0	470
WVQZ			19	.7	176			24	.8	162			20	.7	154
WZAR			6	.2	26			7	.2	23			2	.1	23
TOTAL			621	21.4	2883			768	26.5	2854			831	28.7	2819



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			16	.6	66
WGMJ			32	1.1	148
WEYA			22	.8	40
WFID			2	.1	27
WHOA			2	.1	7
WIAC			2	.1	36
WIAC-FM			14	.5	44
WKAQ			26	.9	152
WKAQ-FM			2	.1	40
WKVM			14	.5	86
WLUZ			7	.2	53
WOLA			6	.2	31
WURU			19	.7	51
WPRM			5	.2	15
WOBS			11	.4	61
WOBS-FM			2	.1	15
TOT					
WRA1			17	.6	48
WRSJ			12	.4	67
WUNO			17	.6	115
WVOZ			10	.3	47
WZAR			1		3
TOTAL			234	8.1	856

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	11	.4	12	.4	8	.3	7	.2
WGMJ	27	.9	85	2.9	45	1.6	19	.7
WEYA	5	.2	12	.4	11	.4	12	.4
WFID	6	.2	10	.3	1		3	.1
WHOA	4	.1	6	.2	3	.1	1	
WIAC	10	.3	8	.3	1		3	.1
WIAC-FM	10	.3	41	1.4	24	.8	10	.3
WKAQ	110	3.8	75	2.6	42	1.5	11	.4
WKAQ-FM	13	.4	29	1.0	10	.3	2	.1
WKVM	99	3.4	68	2.3	28	1.0	10	.3
WLUZ	16	.6	33	1.1	14	.5	9	.3
WOLA	7	.2	15	.5	5	.2	4	.1
WURU	14	.5	31	1.1	11	.4	3	.1
WPRM					1		2	.1
WOBS	33	1.1	36	1.2	16	.6	6	.2
WOBS-FM	1		10	.3	5	.2	2	.1
TOT	34	1.2	46	1.6	21	.7	8	.3
WRA1	4	.1	37	1.3	42	1.5	24	.8
WRSJ	14	.5	15	.5	16	.6	7	.2
WUNO	41	1.4	61	2.1	37	1.3	20	.7
WVOZ	12	.4	18	.6	14	.5	5	.2
WZAR					3	.1	1	
TOTAL	458	15.8	617	21.3	343	11.8	163	5.6

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	.6	129
WGMJ			53	1.8	307
WEYA			22	.8	50
WFID			5	.2	40
WHOA			2	.1	22
WIAC			4	.1	75
WIAC-FM			20	.7	89
WKAQ			72	2.5	425
WKAQ-FM			4	.1	74
WKVM			27	.9	196
WLUZ			11	.4	102
WOLA			4	.1	59
WORO			25	.9	118
WPRM			2	.1	15
WOBS			22	.8	176
WOBS-FM			3	.2	56
TOT					
WRA1			19	.7	82
WRSJ			13	.4	111
WUNO			33	1.1	312
WVOZ			13	.4	107
WZAR			2	.1	26
TOTAL			375	12.9	1734

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	9	.3	6	.2	4	.1	2	.1
WGMJ	8	.3	43	1.5	33	1.1	18	.6
WEYA	2	.1	11	.4	15	.5	15	.5
WFID	1		1		3	.1	1	
WHOA	5	.2	5	.2	2	.1		
WIAC	9	.3	15	.5	8	.3	4	.1
WIAC-FM	8	.3	29	1.0	7	.2	3	.1
WKAQ	61	2.1	75	2.6	74	2.6	5	.2
WKAQ-FM	12	.4	34	1.2	24	.8	6	.2
WKVM	46	1.6	36	1.2	22	.8	4	.1
WLUZ	18	.6	23	.8	2	.1	3	.1
WOLA	3	.1	10	.3	14	.5	4	.1
WORO	11	.4	33	1.1	11	.4	10	.3
WPRM							1	
WOBS	16	.6	26	.9	15	.5	5	.2
WOBS-FM			8	.3	3	.1	1	
TOT	16	.6	34	1.2	18	.6	6	.2
WRA1	5	.2	30	1.0	20	.7	15	.5
WRSJ	16	.6	27	.9	9	.3	7	.2
WUNO	25	.9	58	2.0	21	.7	4	.1
WVOZ	10	.3	17	.6	27	.9	9	.3
WZAR					3	.1		
TOTAL	269	9.3	496	17.1	323	11.2	118	4.1



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.3	50			3	.2	24			4	.3	10
WBMJ			45	3.5	204			47	3.6	143			61	4.7	189
WEYA								2	.2	5			3	.2	5
WFID			7	.5	29			12	.9	20			8	.6	17
WHDQ			4	.3	21			10	.8	19			2	.2	11
WIAC			2	.2	20			5	.4	21			1	.1	9
WIAC-FM			10	.8	42			23	1.8	43			21	1.6	53
WKAQ			85	6.6	310			32	2.5	193			33	2.6	164
WKAQ-FM			16	1.2	41			11	.9	36			4	.3	26
WKVM			43	3.3	144			26	2.0	99			11	.9	57
WLUZ			51	4.0	148			13	1.0	43			3	.2	20
WDLA			7	.5	36			4	.3	41			3	.2	39
WURO			2	.2	25			9	.7	36			11	.9	33
WPRM															3
WQBS			38	2.9	149			38	2.9	115			31	2.4	108
WQBS-FM			20	1.6	48			13	1.0	31			8	.6	30
TOT			58	4.5	186										
WRAI			6	.5	48			5	.4	50			8	.6	43
WRSJ			13	1.0	57			1	.1	22			4	.3	28
WUNQ			34	2.6	186			46	3.6	166			31	2.4	150
WVOZ			20	1.6	83			23	1.8	75			15	1.2	69
WZAR			3	.2	5			8	.6	13			2	.2	13
TOTAL			423	32.8	1129			336	26.1	834			266	20.6	771

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.3	70			3	.2	61			5	.4	57
WBMJ			45	3.5	324			51	4.0	286			54	4.2	267
WEYA			3	.2	10			1	.1	5			1	.1	5
WFID			7	.5	47			9	.7	37			7	.5	37
WHDQ			4	.3	25			6	.5	25			2	.2	21
WIAC			2	.2	39			2	.2	32			1	.1	26
WIAC-FM			16	1.2	72			19	1.5	64			16	1.2	57
WKAQ			37	2.9	432			48	3.7	411			59	4.6	394
WKAQ-FM			8	.6	69			10	.8	63			9	.7	58
WKVM			20	1.6	173			27	2.1	173			27	2.1	170
WLUZ			17	1.3	172			22	1.7	161			27	2.1	155
WDLA			4	.3	75			4	.3	68			5	.4	59
WURO			7	.5	66			8	.6	59			8	.6	46
WPRM					7					3					3
WQBS			28	2.2	244			36	2.8	225			34	2.6	204
WQBS-FM			9	.7	66			13	1.0	66			14	1.1	58
TOT															
WRAI			5	.4	95			7	.5	84			6	.5	66
WRSJ			4	.3	90			5	.4	74			8	.6	74
WUNQ			30	2.3	315			37	2.9	296			32	2.5	270
WVOZ			16	1.2	136			20	1.6	122			17	1.3	114
WZAR			4	.3	16			5	.4	13			2	.2	13
TOTAL			281	21.8	1280			341	26.5	1260			344	26.7	1241



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.5	31
WBJJ			31	2.4	130
WEYA			7	.5	7
WFID			2	.2	25
WFOA			1	.1	3
WIAC			1	.1	10
WIAC-FM			11	.9	34
WKAQ			5	.4	77
WKAQ-FM			1	.1	31
WKVM			3	.2	34
WLUZ			6	.5	30
WOLA			6	.5	31
WPRM			13	1.0	25
WPRM			1	.1	7
WQBS			8	.6	52
WQBS-FM TOT					5
WRAI			4	.3	28
WRSJ			1	.1	25
WUND			8	.6	80
WVOZ			8	.6	39
WZAR			1	.1	3
TOTAL			121	9.4	508

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.2	8	.6	4	.3	4	.3
WBJJ	25	1.9	69	5.4	33	2.6	17	1.3
WEYA	2	.2	7	.5	3	.2	3	.2
WFID	6	.5	7	.5			3	.2
WFOA	3	.2	3	.2	1	.1		
WIAC	2	.2	2	.2			3	.2
WIAC-FM	8	.6	34	2.6	19	1.5	9	.7
WKAQ	33	2.6	40	3.1	18	1.4	2	.2
WKAQ-FM	10	.8	20	1.6	7	.5	1	.1
WKVM	22	1.7	26	2.0	11	.9	4	.3
WLUZ	3	.2	15	1.2	7	.5	5	.4
WOLA	7	.5	15	1.2	5	.4	4	.3
WPRM	4	.3	10	.8	2	.2	3	.2
WQBS	23	1.8	23	1.8	12	.9	6	.5
WQBS-FM TOT	23	1.8	10	.8	5	.4	1	.1
WRAI	3	.2	33	2.6	17	1.3	7	.5
WRSJ	3	.2	26	2.0	28	2.2	12	.9
WUND	3	.2	7	.5	11	.9	3	.2
WVOZ	19	1.5	41	3.2	26	2.0	17	1.3
WZAR	9	.7	14	1.1	12	.9	3	.2
TOTAL	193	15.0	386	29.9	210	16.3	104	8.1

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			5	.4	35
WBJJ			45	3.5	251
WEYA			5	.4	10
WFID			5	.4	33
WFOA			1	.1	14
WIAC			1	.1	16
WIAC-FM			16	1.2	61
WKAQ			18	1.4	191
WKAQ-FM			3	.2	43
WKVM			7	.5	80
WLUZ			5	.4	45
WOLA			4	.3	55
WPRM			12	.9	40
WPRM					7
WQBS			16	1.4	139
WQBS-FM TOT			3	.2	36
WRAI			5	.4	60
WRSJ			2	.2	48
WUND			19	1.5	189
WVOZ			11	.9	92
WZAR			2	.2	16
TOTAL			180	14.4	902

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	1	.1	4	.3	3	.2	2	.2
WBJJ	8	.6	34	2.6	29	2.2	17	1.3
WEYA			3	.2	5	.4	6	.5
WFID	1	.1	1	.1	1	.1	1	.1
WFOA	4	.3	2	.2				
WIAC	1	.1	7	.5	7	.5	4	.3
WIAC-FM	4	.3	19	1.5	7	.5	3	.2
WKAQ	16	1.2	29	2.2	19	1.5	2	.2
WKAQ-FM	7	.5	24	1.9	16	1.2	4	.3
WKVM	5	.4	7	.5	2	.2		
WLUZ	6	.5	10	.8	1	.1	2	.2
WOLA	1	.1	7	.5	11	.9	3	.2
WPRM	1	.1	11	.9	5	.4	8	.6
WQBS	9	.7	16	1.2	7	.5	3	.2
WQBS-FM TOT	9	.7	8	.6	3	.2	1	.1
WRAI	3	.2	24	1.9	10	.8	4	.3
WRSJ	7	.5	22	1.7	7	.5	5	.4
WUND	12	.9	11	.9	4	.3	3	.2
WVOZ	8	.6	39	3.0	11	.9	3	.2
WZAR			17	1.3	27	2.1	9	.7
TOTAL	93	7.2	279	21.6	172	13.3	73	5.7



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			17	.8	126			9	.4	71			11	.5	54
WBMJ			49	2.4	241			52	2.5	169			73	3.6	234
WEYA			5	.2	14			7	.3	15			10	.5	19
WFID			8	.4	31			13	.6	24			8	.4	19
WHCA			6	.3	31			10	.5	25			4	.2	19
WIAC			9	.4	48			8	.4	62			3	.1	23
WIAC-FM			14	.7	58			28	1.4	58			24	1.2	70
WKAG			196	9.6	607			69	3.4	339			70	3.4	249
WKAQ-FM			26	1.3	85			22	1.1	79			5	.2	47
WKVM			91	4.5	285			38	1.9	173			20	1.0	109
WLWZ			110	5.4	284			23	1.1	103			9	.4	52
WJLA			7	.3	36			4	.2	41			3	.1	43
WORO			10	.5	68			16	.8	77			16	.8	74
WPRM															8
WQBS			45	2.2	156			50	2.4	161			35	1.7	133
WQBS-FM			27	1.3	63			18	.9	43			10	.5	42
TOT			72	3.5	249										
WRAI			8	.4	59			5	.2	52			9	.4	45
WRSJ			21	1.0	103			9	.4	56			11	.5	48
WUNC			50	2.4	274			63	3.1	248			46	2.3	222
WVUZ			21	1.0	110			29	1.4	93			18	.9	80
WZAR			3	.1	11			14	.7	19			3	.1	23
TOTAL			736	36.0	1818			495	24.2	1291			396	19.4	1159

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.5	170			11	.5	157			15	.7	144
WBMJ			50	2.4	389			58	2.8	351			62	3.0	332
WEYA			9	.4	27			7	.3	22			7	.3	22
WFID			7	.3	53			9	.4	43			7	.3	41
WHCA			5	.2	35			7	.3	35			4	.2	31
WIAC			5	.2	95			6	.3	88			6	.3	64
WIAC-FM			19	.9	100			23	1.1	92			20	1.0	85
WKAQ			82	4.0	761			108	5.3	740			133	6.5	707
WKAQ-FM			14	.7	132			18	.9	125			15	.7	111
WKVM			37	1.8	355			49	2.4	351			56	2.7	329
WLWZ			34	1.7	319			46	2.3	305			60	2.9	298
WJLA			4	.2	79			4	.2	72			5	.2	63
WORO			12	.6	143			15	.7	134			14	.7	111
WPRM			1		15					8					8
WQBS			34	1.7	313			44	2.2	292			40	2.0	265
WQBS-FM			13	.6	91			18	.9	91			12	.9	79
TOT															
WRAI			6	.3	108			8	.4	97			8	.4	79
WRSJ			11	.5	165			13	.6	145			16	.8	131
WUNC			43	2.1	446			53	2.6	422			48	2.4	387
WVUZ			19	.9	167			24	1.2	153			19	.9	145
WZAR			6	.3	26			7	.3	23			2	.1	23
TOTAL			435	21.3	2031			538	26.3	2007			565	27.7	1981



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.4	45
WBHJ			31	1.5	144
WEYA			13	.6	16
WFID			2	.1	25
WHDA			2	.1	7
WTAC			2	.1	20
WTAC-FM			14	.7	44
WKAQ			11	.5	102
WKAQ-FM			2	.1	38
WKVM			6	.3	57
WLUZ			6	.3	36
WDLA			6	.3	31
WORO			14	.7	39
WPRM			5	.2	15
WJBS			9	.4	59
WJBS-FM			2	.1	15
TOT					
WRAJ			5	.2	30
WRSJ			8	.4	45
WUNU			11	.5	55
WVOZ			10	.5	43
WZAR			1	.1	3
TOTAL			163	8.0	679

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	7	.3	10	.5	6	.3	6	.3
WBHJ	27	1.3	83	4.1	44	2.2	19	.9
WEYA	5	.2	9	.4	5	.2	7	.3
WFID	6	.3	7	.3			3	.1
WHDA	4	.2	6	.3	3	.1	1	
WTAC	6	.3	5	.2	1		3	.1
WTAC-FM	9	.4	40	2.0	23	1.1	10	.5
WKAQ	69	3.4	58	2.8	33	1.6	6	.3
WKAQ-FM	13	.6	28	1.4	10	.5	1	
WKVM	43	2.1	44	2.2	19	.9	6	.3
WLUZ	5	.2	22	1.1	11	.5	6	.3
WDLA	7	.3	15	.7	5	.2	4	.2
WORO	10	.5	20	1.0	5	.2	3	.1
WPRM					1		2	.1
WJBS	27	1.3	32	1.6	15	.7	6	.3
WJBS-FM	1		10	.5	5	.2	2	.1
TOT	28	1.4	42	2.1	20	1.0	8	.4
WRAJ	4	.2	31	1.5	30	1.5	12	.6
WRSJ	12	.6	15	.7	15	.7	5	.2
WUNU	32	1.6	57	2.8	35	1.7	18	.9
WVOZ	12	.6	18	.9	14	.7	5	.2
WZAR					3	.1	1	
TOTAL	309	15.1	519	25.4	288	14.1	128	6.3

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.5	87
WBHJ			51	2.5	296
WEYA			11	.5	24
WFID			5	.2	35
WHDA			2	.1	22
WTAC			2	.1	36
WTAC-FM			19	.9	80
WKAQ			37	1.8	282
WKAQ-FM			4	.2	67
WKVM			13	.6	140
WLUZ			8	.4	80
WDLA			4	.2	59
WORO			15	.7	85
WPRM			2	.1	15
WJBS			20	1.0	167
WJBS-FM			5	.2	52
TOT					
WRAJ			6	.3	62
WRSJ			9	.4	82
WUNU			28	1.4	271
WVOZ			13	.6	103
WZAR			2	.1	26
TOTAL			267	13.1	1332

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	5	.2	4	.2	2	.1
WBHJ	8	.4	43	2.1	33	1.6	18	.9
WEYA	1		3	.1	6	.3	9	.4
WFID	1		1		2	.1	1	
WHDA	5	.2	5	.2	2	.1		
WTAC	3	.1	10	.5	8	.4	4	.2
WTAC-FM	6	.3	24	1.2	7	.3	3	.1
WKAQ	39	1.9	55	2.7	43	2.1	5	.2
WKAQ-FM	11	.5	30	1.5	18	.9	5	.2
WKVM	13	.6	11	.5	9	.4		
WLUZ	8	.4	14	.7	1		3	.1
WDLA	1		7	.3	11	.5	3	.1
WORO	8	.4	26	1.3	9	.4	9	.4
WPRM							1	
WJBS	14	.7	23	1.1	10	.5	4	.2
WJBS-FM			8	.4	3	.1	1	
TOT	14	.7	31	1.5	13	.6	5	.2
WRAJ	3	.1	26	1.3	10	.5	5	.2
WRSJ	11	.5	16	.8	5	.2	5	.2
WUNU	24	1.2	57	2.8	21	1.0	4	.2
WVOZ	9	.4	17	.8	27	1.3	9	.4
WZAR					2	.1		
TOTAL	167	8.2	388	19.0	239	11.7	90	4.4



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			17	1.2	116			9	.6	63			10	.7	47
WBMJ			14	1.0	86			8	.6	60			27	1.9	77
WEYA			5	.4	14			7	.5	15			10	.7	19
WFID			6	.4	14			13	.9	20			7	.5	16
WHDA			6	.4	27			6	.4	21			3	.2	15
WIAC			9	.6	45			7	.5	59			3	.2	20
WIAC-FM			9	.6	37			21	1.5	44			12	.8	43
WKAQ			177	12.4	507			56	3.9	255			52	3.7	168
WKAQ-FM			21	1.5	64			20	1.4	63			5	.4	41
WKVM			76	5.3	227			25	1.8	136			13	.9	79
WLUZ			102	7.2	264			23	1.6	97			9	.6	48
WJLA			2	.1	3			1	.1	3			3	.2	7
WORD			10	.7	55			14	1.0	66			15	1.1	64
WPRM															8
WQBS			20	1.4	113			27	1.9	102			14	1.0	64
WQBS-FM			21	1.5	38			16	1.1	25			7	.5	23
TOT			41	2.9	144										
WRAI			3	.2	30			1	.1	22			1	.1	6
WRSJ			19	1.3	100			9	.6	48			8	.6	34
WUND			35	2.5	177			48	3.4	169			32	2.3	149
WVQZ			9	.6	60			12	.8	43			3	.2	21
WZAR			3	.2	11			11	.8	14			3	.2	18
TOTAL			577	40.6	1322			342	24.1	899			243	17.1	709

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.8	153			11	.8	140			14	1.0	127
WBMJ			15	1.1	133			16	1.1	119			21	1.5	119
WEYA			9	.6	27			7	.5	22			7	.5	22
WFID			6	.4	29			8	.6	26			6	.4	24
WHCA			4	.3	31			5	.4	31			4	.3	27
WIAC			5	.4	89			6	.4	82			6	.4	58
WIAC-FM			11	.8	57			15	1.1	57			11	.8	54
WKAQ			69	4.9	594			92	6.5	587			115	8.1	561
WKAQ-FM			12	.8	100			16	1.1	96			13	.9	87
WKVM			28	2.0	278			37	2.6	274			45	3.2	255
WLUZ			32	2.3	287			43	3.0	281			56	3.9	274
WJLA			1	.1	10			2	.1	10			3	.2	10
WJFU			10	.7	124			14	1.0	115			13	.9	95
WPRM			1	.1	11					8					8
WQBS			16	1.1	169			21	1.5	159			17	1.2	141
WQBS-FM			11	.8	48			15	1.1	48			13	.9	44
TOT															
WRAI			1	.1	42			2	.1	42			2	.1	36
WRSJ			10	.7	143			12	.8	128			14	1.0	114
WUND			31	2.2	279			39	2.7	265			34	2.4	243
WVQZ			7	.5	69			9	.6	69			6	.4	64
WZAR			5	.4	18			6	.4	18			2	.1	18
TOTAL			303	21.3	1420			383	26.9	1407			409	28.8	1394



SAN JUAN METROPOLITAN AREA
OCT-NOV, 1975

WOMEN 25-49 (00)
C.2. = 1422
RSA. =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.6	42
WBMJ			13	.9	48
WEYA			13	.9	16
WFID			1	.1	9
WHOA			2	.1	7
WIAC			2	.1	20
WIAC-FM			4	.3	17
WKAQ			8	.6	70
WKAQ-FM			1	.1	21
WKVM			3	.2	39
WLUZ			4	.3	28
WJLA			1	.1	3
WORD			7	.5	29
WPRM			4	.3	11
WQBS			2	.1	21
WQBS-FM			2	.1	10
TOT					
WRAI			1	.1	2
WRSJ			8	.6	37
WUND			7	.5	61
WVOZ			3	.2	10
WZAR					
TJTAL			92	6.5	407

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.6	60
WBMJ			20	1.4	95
WEYA			11	.8	24
WFID			4	.3	19
WHOA			2	.1	18
WIAC			2	.1	33
WIAC-FM			8	.6	45
WKAQ			27	1.9	187
WKAQ-FM			3	.2	47
WKVM			8	.6	100
WLUZ			7	.5	69
WJLA			2	.1	10
WORD			11	.8	75
WPRM			2	.1	11
WQBS			7	.5	79
WQBS-FM			4	.3	27
TOT					
WRAI			1	.1	6
WRSJ			8	.6	62
WUND			19	1.3	178
WVOZ			3	.2	24
WZAR			1	.1	18
TOTAL			159	11.2	840

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	7	.5	9	.6	6	.4	6	.4
WBMJ	10	.7	20	1.4	11	.8	3	.2
WEYA	3	.2	7	.5	5	.4	7	.5
WFID	2	.1	1	.1				
WHOA	4	.3	6	.4	3	.2	1	.1
WIAC	6	.4	4	.3	1	.1	1	.1
WIAC-FM	5	.4	22	1.5	11	.8	1	.1
WKAQ	58	4.1	35	2.5	24	1.7	4	.3
WKAQ-FM	13	.9	23	1.6	6	.4	1	.1
WKVM	36	2.5	35	2.5	13	.9	3	.2
WLUZ	5	.4	21	1.5	11	.8	4	.3
WJLA			3	.2	4	.3		
WORD	7	.5	18	1.3	4	.3		
WPRM							1	.1
WQBS	16	1.1	14	1.0	5	.4	3	.2
WQBS-FM	1	.1	8	.6	1	.1	2	.1
TOT	17	1.2	22	1.5	6	.4	5	.4
WRAI	1	.1	12	.8	13	.9	7	.5
WRSJ	12	.8	14	1.0	12	.8	4	.3
WUND	25	1.8	36	2.5	24	1.7	8	.6
WVOZ	5	.4	9	.6	4	.3	4	.3
WZAR					3	.2	1	.1
TJTAL	223	15.7	307	21.6	165	11.6	62	4.4

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	1	.1	4	.3	4	.3	2	.1
WBMJ	2	.1	18	1.3	13	.9	4	.3
WEYA	1	.1	2	.1	4	.3	9	.6
WFID					3	.2		
WHOA	3	.2	4	.3	2	.1		
WIAC	3	.2	8	.6	4	.3	3	.2
WIAC-FM	4	.3	15	1.1	2	.1		
WKAQ	32	2.3	40	2.8	35	2.5	3	.2
WKAQ-FM	10	.7	19	1.3	12	.8	3	.2
WKVM	12	.8	8	.6	7	.5		
WLUZ	7	.5	13	.9	1	.1	1	.1
WJLA								
WORD	8	.6	21	1.5	8	.6	3	.2
WPRM							1	.1
WQBS	8	.6	10	.7	5	.4	4	.3
WQBS-FM	6	.4	6	.4	3	.2	1	.1
TOT	8	.6	16	1.1	8	.6	5	.4
WRAI			8	.6	9	.6	2	.1
WRSJ	11	.8	15	1.1	5	.4	4	.3
WUND	17	1.2	31	2.2	13	.9	3	.2
WVOZ	3	.2	3	.2	9	.6	6	.4
WZAR					3	.2		
TOTAL	122	8.6	232	16.3	144	10.1	49	3.4



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			28	1.4	162			17	.9	97			18	.9	71
WUMJ			15	.8	93			9	.5	69			27	1.4	79
WEYA			12	.6	33			21	1.1	40			23	1.2	39
WFID			8	.4	21			16	.8	27			8	.4	21
WHOA			7	.4	30			6	.3	23			3	.2	15
WIAC			11	.6	67			10	.5	79			7	.4	41
WIAC-FM			12	.6	45			24	1.2	54			14	.7	52
WKAQ			255	13.0	714			78	4.0	344			90	4.6	237
WKAQ-FM			28	1.4	88			21	1.1	74			5	.3	48
WKVM			138	7.0	366			49	2.5	217			25	1.3	112
WLUZ			133	6.8	338			32	1.6	121			14	.7	68
WOLA			2	.1	3			1	.1	3			3	.2	7
WJRU			27	1.4	95			34	1.7	136			27	1.4	91
WPRM			1	.1	5										8
WQBS			27	1.4	135			33	1.7	121			15	.8	73
WQBS-FM			21	1.1	42			17	.9	29			7	.4	27
TOT			48	2.4	171										
WRAI			5	.3	34			5	.3	37			8	.4	19
WRSJ			22	1.1	111			10	.5	59			9	.5	45
WUND			50	2.5	220			52	2.6	195			34	1.7	165
WVQZ			9	.5	62			12	.6	45			4	.2	25
WZAR			3	.2	11			11	.6	14			3	.2	15
TOTAL			621	41.7	1827			467	23.7	1221			350	17.8	934

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	1.0	231			20	1.0	210			24	1.2	190
WUMJ			16	.8	144			17	.9	128			21	1.1	126
WEYA			20	1.0	59			18	.9	51			17	.9	48
WFID			7	.4	36			10	.5	33			7	.4	31
WHOA			4	.2	37			5	.3	37			4	.2	30
WIAC			7	.4	135			9	.5	128			9	.5	97
WIAC-FM			13	.7	72			18	.9	72			13	.7	66
WKAQ			103	5.2	821			136	6.9	814			173	8.8	788
WKAQ-FM			14	.7	130			18	.9	126			16	.8	115
WKVM			51	2.6	437			69	3.5	433			82	4.2	401
WLUZ			43	2.2	365			58	2.9	359			74	3.8	352
WOLA			1	.1	10			2	.1	10			3	.2	10
WJRU			21	1.1	180			31	1.6	171			27	1.4	151
WPRM			1	.1	16					13			1	.1	13
WQBS			20	1.0	194			26	1.3	184			21	1.1	166
WQBS-FM			11	.6	52			16	.8	52			13	.7	43
TOT															
WRAI			6	.3	57			6	.3	57			7	.4	49
WRSJ			12	.6	171			13	.7	148			15	.8	134
WUND			38	1.9	347			46	2.3	319			42	2.1	295
WVQZ			7	.4	75			9	.5	75			6	.3	70
WZAR			5	.3	18			6	.3	18			2	.1	18
TOTAL			428	21.8	1963			539	27.4	1945			584	29.7	1923



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.7	56
WGMJ			14	.7	52
WEYA			22	1.1	36
WFID			1	.1	11
WHDA			2	.1	7
WIAC			2	.1	32
WIAC-FM			4	.2	17
WKAQ			16	.8	97
WKAC-FM			1	.1	23
WKVM			4	.2	50
WLUZ			5	.3	45
WOLA			1	.1	3
WURO			12	.6	41
WPRM			4	.2	11
WQUS			4	.2	23
WQBS-FM			2	.1	10
TOT					
WRAI			6	.3	13
WRSJ			11	.6	50
WUNQ			13	.7	78
WVCZ			3	.2	14
WZAR					
TOTAL			135	6.9	548

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	10	.5	10	.5	7	.4	7	.4
WGMJ	10	.5	20	1.0	12	.6	3	.2
WEYA	3	.2	10	.5	9	.5	12	.6
WFID	2	.1	3	.2	1	.1		
WHDA	4	.2	6	.3	3	.2	1	.1
WIAC	8	.4	6	.3	1	.1	1	.1
WIAC-FM	6	.3	23	1.2	12	.6	1	.1
WKAQ	85	4.3	47	2.4	30	1.5	9	.5
WKAC-FM	13	.7	24	1.2	6	.3	2	.1
WKVM	68	3.5	50	2.5	20	1.0	7	.4
WLUZ	15	.8	28	1.4	14	.7	4	.2
WOLA			3	.2	4	.2		
WURO	11	.6	27	1.4	8	.4		
WPRM							1	.1
WQUS	18	.9	18	.9	6	.3	3	.2
WQBS-FM	1	.1	8	.4	1	.1	2	.1
TOT	19	1.0	26	1.3	7	.4	5	.3
WRAI	1	.1	14	.7	18	.9	12	.6
WRSJ	12	.6	14	.7	13	.7	6	.3
WUNQ	33	1.7	40	2.0	26	1.3	10	.5
WVCZ	5	.3	9	.5	4	.2	4	.2
WZAR					3	.2	1	.1
TOTAL	316	16.1	376	19.1	203	10.3	87	4.4

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.8	112
WGMJ			21	1.1	101
WEYA			22	1.1	46
WFID			4	.2	24
WHDA			2	.1	18
WIAC			4	.2	58
WIAC-FM			9	.5	54
WKAQ			48	2.4	258
WKAC-FM			3	.2	54
WKVM			14	.7	135
WLUZ			10	.5	91
WOLA			2	.1	10
WURO			20	1.0	105
WPRM			2	.1	11
WQUS			9	.5	88
WQBS-FM			4	.2	31
TOT					
WRAI			7	.4	19
WRSJ			10	.5	82
WUNQ			24	1.2	208
WVCZ			3	.2	28
WZAR			1	.1	18
TOTAL			230	11.7	1054

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	6	.3	5	.3	4	.2	2	.1
WGMJ	2	.1	18	.9	13	.7	4	.2
WEYA	2	.1	7	.4	9	.5	13	.7
WFID					3	.2		
WHDA	3	.2	4	.2	2	.1		
WIAC	8	.4	12	.6	4	.2	3	.2
WIAC-FM	6	.3	20	1.0	2	.1		
WKAQ	46	2.3	53	2.7	51	2.6	3	.2
WKAC-FM	11	.6	23	1.2	18	.9	4	.2
WKVM	28	1.4	23	1.2	20	1.0	4	.2
WLUZ	15	.8	22	1.1	2	.1	1	.1
WOLA								
WURO	10	.5	26	1.3	10	.5	4	.2
WPRM							1	.1
WQUS	9	.5	12	.6	7	.4	5	.3
WQBS-FM	6	.3	6	.3	3	.2	1	.1
TOT	9	.5	18	.9	10	.5	6	.3
WRAI	2	.1	8	.4	12	.6	5	.3
WRSJ	13	.7	21	1.1	6	.3	5	.3
WUNQ	18	.9	31	1.6	13	.7	3	.2
WVCZ	4	.2	3	.2	9	.5	6	.3
WZAR					3	.2		
TOTAL	184	9.4	304	15.5	192	9.8	65	3.3



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	1.8	122			14	1.1	81			15	1.2	68
WBMJ			5	.4	44			6	.5	35			12	.9	47
WEYA			12	.9	33			19	1.5	35			20	1.5	34
WFID			3	.2	9			4	.3	11			1	.1	7
WHOA			3	.2	13					9			2	.2	8
WIAC			9	.7	50			6	.5	61			6	.5	35
WIAC-FM			7	.5	24			8	.6	25			5	.4	26
WKAQ			189	14.6	504			59	4.5	235			75	5.8	154
WKAQ-FM			17	1.3	68			12	.9	54			1	.1	28
WKVM			110	8.5	280			36	2.8	155			21	1.6	85
WLUZ			90	6.9	210			19	1.5	84			11	.8	52
WOLA															4
WDRD			25	1.9	83			27	2.1	81			17	1.3	69
WPRM			1	.1	5										5
WQBS			14	1.1	69			18	1.4	65			5	.4	34
WQBS-FM			7	.5	19			6	.5	16			2	.2	10
TOT			21	1.6	90										
WRAI			4	.3	15			4	.3	17			8	.6	15
WRSJ			11	.8	57			9	.7	45			8	.6	31
WUNU			31	2.4	131			21	1.6	108			17	1.3	88
WVCZ			1	.1	29			6	.5	20			4	.3	15
WZAR					6			6	.5	6			1	.1	10
TOTAL			557	42.9	1194			284	21.9	779			237	18.3	613

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	1.2	178			17	1.3	166			20	1.5	150
WBMJ			6	.5	76			8	.6	74			8	.6	72
WEYA			17	1.3	49			17	1.3	46			16	1.2	43
WFID			1	.1	13			2	.2	13			1	.1	11
WHOA			1	.1	16			1	.1	16			2	.2	13
WIAC			5	.4	102			7	.5	102			8	.6	77
WIAC-FM			5	.4	43			7	.5	43			6	.5	40
WKAQ			79	6.1	556			104	8.0	556			132	10.2	540
WKAQ-FM			8	.6	93			10	.8	92			9	.7	81
WKVM			40	3.1	341			54	4.2	337			66	5.1	305
WLUZ			28	2.2	225			39	3.0	222			51	3.9	221
WOLA					4					4					4
WDRD			16	1.2	133			24	1.8	131			20	1.5	121
WPRM			1	.1	13					10			1	.1	10
WQBS			10	.8	94			13	1.0	92			10	.8	86
WQBS-FM			4	.3	29			6	.5	29			4	.3	25
TOT															
WRAI			6	.5	28			5	.4	28			7	.5	26
WRSJ			9	.7	103			9	.7	91			10	.8	77
WUNU			20	1.5	159			23	1.8	180			24	1.8	169
WVCZ			3	.2	37			4	.3	37			2	.2	37
WZAR			2	.2	10			2	.2	10					10
TOTAL			279	21.5	1294			353	27.2	1285			396	30.5	1269



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.5	28
WBMJ			1	.1	18
WEYA			15	1.2	29
WFID					2
WHOA			1	.1	4
WIAC			1	.1	22
WIAC-FM			3	.2	10
WKAQ			14	1.1	52
WKAQ-FM			1	.1	9
WKVM			4	.3	34
WLUZ			1	.1	23
WJLA					
WORD			6	.5	26
WPRM			4	.3	8
WOBS			3	.2	9
WOBS-FM			2	.2	10
TOT					
WRAI			6	.5	13
WRSJ			10	.8	33
WUNO			9	.7	32
WVOZ			2	.2	8
WZAR					
TOTAL			85	6.5	312

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	8	.6	3	.2	3	.2	3	.2
WBMJ	2	.2	14	1.1	12	.9	2	.2
WEYA	3	.2	5	.4	6	.5	9	.7
WFID			2	.2	1	.1		
WHOA	1	.1	3	.2	2	.2	1	.1
WIAC	6	.5	5	.4	1	.1		
WIAC-FM	2	.2	7	.5	5	.4	1	.1
WKAQ	63	4.9	30	2.3	21	1.6	9	.7
WKAQ-FM	3	.2	9	.7	3	.2	1	.1
WKVM	53	4.1	33	2.5	15	1.2	6	.5
WLUZ	12	.9	14	1.1	7	.5	1	.1
WJLA								
WORD	10	.8	19	1.5	7	.5		
WPRM							1	.1
WOBS	6	.5	13	1.0	4	.3		
WOBS-FM	1	.1	13	1.0	4	.3	1	.1
TOT	7	.5	13	1.0	4	.3	1	.1
WRAI	1	.1	7	.5	7	.5	5	.4
WRSJ	9	.7	8	.6	5	.4	4	.3
WUNO	21	1.6	20	1.5	11	.8	3	.2
WVOZ	3	.2	4	.3	2	.2	2	.2
WZAR					3	.2		
TOTAL	209	16.1	202	15.6	116	8.9	49	3.8

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.8	84
WBMJ			7	.5	51
WEYA			17	1.3	36
WFID					7
WHOA			1	.1	8
WIAC			3	.2	45
WIAC-FM			4	.3	28
WKAQ			40	3.1	162
WKAQ-FM			1	.1	31
WKVM			12	.9	95
WLUZ			6	.5	57
WOLA					4
WORD			12	.9	75
WPRM			2	.2	8
WOBS			4	.3	37
WOBS-FM			2	.2	20
TOT					
WRAI			7	.5	15
WRSJ			9	.7	54
WUNO			14	1.1	112
WVOZ			2	.2	15
WZAR					10
TOTAL			152	11.7	684

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	6	.5	2	.2	1	.1		
WBMJ			9	.7	4	.3	1	.1
WEYA	2	.2	5	.4	6	.5	7	.5
WFID					2	.2		
WHOA	1	.1	3	.2	2	.2		
WIAC	7	.5	7	.5	1	.1		
WIAC-FM	4	.3	10	.8				
WKAQ	37	2.9	39	3.0	40	3.1	3	.2
WKAQ-FM	5	.4	10	.8	8	.6	2	.2
WKVM	24	1.8	19	1.5	20	1.5	4	.3
WLUZ	10	.8	13	1.0	1	.1	1	.1
WOLA								
WORD	9	.7	20	1.5	6	.5	2	.2
WPRM							1	.1
WOBS	6	.5	9	.7	5	.4	2	.2
WOBS-FM	6	.5	9	.7	5	.4	2	.2
TOT	6	.5	9	.7	5	.4	2	.2
WRAI	2	.2	4	.3	6	.5	3	.2
WRSJ	6	.5	11	.8	2	.2	4	.3
WUNO	13	1.0	18	1.4	10	.8	1	.1
WVOZ	2	.2						
WZAR					3	.2		
TOTAL	136	10.5	181	13.9	115	8.9	33	2.5



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			62	1.1	436			27	.5	210			36	.7	238
WBMJ			89	1.6	439			102	1.9	372			129	2.4	434
WEYA			15	.3	77			29	.5	75			32	.6	69
WFID			18	.3	103			29	.5	76			16	.3	64
WHQA			26	.5	92			15	.3	54			14	.3	54
WIAC			26	.5	196			32	.6	229			24	.4	151
WIAC-FM			21	.4	90			35	.6	91			35	.6	120
WKAQ			594	10.9	1861			196	3.6	955			239	4.4	804
WKAQ-FM			78	1.4	232			42	.8	212			13	.2	126
WKVM			310	5.7	909			114	2.1	552			74	1.4	346
WLUZ			220	4.0	643			64	1.2	244			46	.8	214
WOLA			21	.4	81			14	.3	79			9	.2	78
WORO			67	1.2	269			61	1.1	248			39	.7	213
WPRM			4	.1	21					3			1		22
WQES			88	1.6	378			86	1.6	291			56	1.0	222
WQES-FM			32	.6	87			23	.4	68			16	.3	62
TOT			120	2.2	456										
WRAI			22	.4	118			24	.4	116			36	.7	133
WRSJ			58	1.1	273			25	.5	177			32	.6	160
WUNO			146	2.7	632			121	2.2	471			83	1.5	455
WVDZ			50	.9	222			51	.9	193			50	.9	249
WZAR			3	.1	17			17	.3	38			4	.1	37
TOTAL			1956	35.8	4818			1135	20.8	3304			1013	18.5	3049

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			40	.7	627			40	.7	578			49	.9	548
WBMJ			95	1.7	740			106	1.9	676			109	2.0	646
WEYA			28	.5	123			25	.5	109			23	.4	101
WFID			16	.3	140			20	.4	126			15	.3	124
WHQA			15	.3	130			17	.3	124			18	.3	112
WIAC			22	.4	400			28	.5	365			25	.5	283
WIAC-FM			26	.5	171			12	.6	163			29	.5	147
WKAQ			255	4.7	2298			331	6.1	2251			417	7.6	2157
WKAQ-FM			35	.6	380			44	.8	333			44	.8	300
WKVM			124	2.3	1083			163	3.0	1066			193	3.5	1014
WLUZ			84	1.5	756			108	2.0	742			133	2.4	731
WOLA			12	.2	152			13	.2	140			14	.3	127
WORO			40	.7	438			57	1.0	418			51	.9	387
WPRM			3	.1	61			2		43			4	.1	43
WQES			63	1.2	557			78	1.4	522			71	1.3	468
WQES-FM			17	.3	120			24	.4	120			24	.4	108
TOT															
WRAI			26	.5	231			27	.5	207			29	.5	183
WRSJ			32	.6	450			36	.7	394			45	.8	346
WUNO			100	1.8	993			115	2.1	913			114	2.1	853
WVDZ			44	.8	444			51	.9	385			49	.9	377
WZAR			7	.1	45			8	.1	42			3	.1	37
TOTAL			1115	20.4	5417			1350	24.7	5332			1484	27.2	5267



SAN JUAN METROPOLITAN AREA
OCT-NOV. 1975

ADULTS 18+ (00)
C.Z. = 5461
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			.38	.7	175
WBMJ			.64	1.2	268
WEYA			.37	.7	64
WFJD			.8	.1	59
WHQA			.8	.1	36
WLAC			.9	.2	108
WLAC-FM			.23	.4	79
WKAO			.56	1.0	335
WKAO-FM			.7	.1	108
WKVM			.25	.5	159
WLUZ			.21	.4	98
WOLA			.16	.3	58
WDRD			.29	.5	102
WPRM			.7	.1	46
WQBS			.25	.5	104
WQBS-FM			.4	.1	19
TOT					
WRAI			.27	.5	93
WRSJ			.23	.4	126
WUND			.53	1.0	239
WVCZ			.33	.6	173
WZAR			.1		3
TOTAL			501	9.2	1855

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	.22	.4	.21	.4	.15	.3	.7	.1
WBMJ	.64	1.2	1.36	2.5	.77	1.4	55	1.0
WEYA	.13	.2	.24	.4	.23	.4	25	.5
WFJD	.10	.2	.15	.3	.15	.3	3	.1
WHQA	.13	.2	.14	.3	.4	.1	3	.1
WLAC	.19	.3	.31	.6	.13	.2	5	.1
WLAC-FM	.14	.3	.52	1.0	.27	.5	17	.3
WKAO	.242	4.4	1.63	3.0	.77	1.4	29	.5
WKAO-FM	.24	.4	.39	.7	.18	.3	2	
WKVM	.140	2.6	.118	2.2	.55	1.0	16	.3
WLUZ	.34	.6	.61	1.1	.33	.6	14	.3
WOLA	.11	.2	.31	.6	.20	.4	10	.2
WDRD	.21	.4	.64	1.2	.28	.5	7	.1
WPRM			.3	.1	.4	.1	7	.1
WQBS	.41	.8	.50	.9	.36	.7	24	.4
WQBS-FM	.4	.1	.13	.2	.5	.1	2	
TOT	.45	.8	.63	1.2	.41	.8	26	.5
WRAI	.7	.1	.51	.9	.60	1.1	40	.7
WRSJ	.21	.4	.32	.6	.23	.4	12	.2
WUND	.70	1.3	1.04	1.9	.68	1.2	30	.5
WVCZ	.22	.4	.42	.8	.35	.6	39	.7
WZAR					.3	.1	1	
TOTAL	823	15.1	1103	20.2	655	12.0	353	6.5

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			.38	.7	313
WBMJ			.93	1.7	547
WEYA			.35	.6	92
WFJD			.11	.2	93
WHQA			.9	.2	72
WLAC			.15	.3	218
WLAC-FM			.29	.5	135
WKAO			1.39	2.5	904
WKAO-FM			.10	.2	169
WKVM			.48	.9	406
WLUZ			.33	.6	261
WOLA			.13	.2	101
WDRD			.35	.6	257
WPRM			.4	.1	46
WQBS			.39	.7	271
WQBS-FM			.9	.2	72
TOT					
WRAI			.31	.6	163
WRSJ			.27	.5	247
WUND			.68	1.2	566
WVCZ			.39	.7	313
WZAR			.3	.1	40
TOTAL			728	13.3	3560

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	.12	.2	.14	.3	.14	.3	.3	.1
WBMJ	.28	.5	.87	1.6	.51	.9	36	.7
WEYA	.4	.1	.23	.4	.30	.5	24	.4
WFJD	.3	.1	.2		.8	.1	3	.1
WHQA	.10	.2	.7	.1	.6	.1		
WLAC	.16	.3	.24	.4	.9	.2	4	.1
WLAC-FM	.10	.2	.43	.8	.15	.3	7	.1
WKAO	1.26	2.3	1.50	2.7	2.01	3.7	16	.3
WKAO-FM	.19	.3	.58	1.1	.35	.6	7	.1
WKVM	.73	1.3	.62	1.1	.34	.6	13	.2
WLUZ	.32	.6	.46	.8	.23	.4	3	.1
WOLA	.4	.1	.14	.3	.23	.4	9	.2
WDRD	.25	.5	.57	1.0	.28	.5	12	.2
WPRM	.2		.1				1	
WQBS	.19	.3	.37	.7	.28	.5	9	.2
WQBS-FM	.2		.15	.3	.10	.2	5	.1
TOT	.21	.4	.53	1.0	.38	.7	14	.3
WRAI	.8	.1	.40	.7	.32	.6	20	.4
WRSJ	.19	.3	.50	.9	.17	.3	8	.1
WUND	.51	.9	.96	1.8	.45	.8	9	.2
WVCZ	.16	.3	.26	.5	.34	.6	26	.5
WZAR					.3	.1		
TOTAL	489	9.0	881	16.1	652	11.9	215	3.9



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.5	100			4	.2	36			11	.5	43
WJMJ			76	3.2	366			91	3.8	318			107	4.4	350
WEYA					18			4	.2	14			9	.4	29
WFID			9	.4	65			14	.6	45			10	.4	37
WHOA			16	.7	56			10	.4	31			6	.2	28
WIAC			5	.2	47			10	.4	59			5	.2	36
WIAC-FM			14	.6	51			27	1.1	53			25	1.0	68
WKAO			149	6.2	582			60	2.5	344			69	2.9	316
WKAO-FM			40	1.7	102			23	1.0	114			10	.4	75
WKVM			59	2.5	237			35	1.5	171			28	1.2	135
WLUZ			70	2.9	219			29	1.2	85			19	.8	65
WOLA			18	.7	69			14	.6	76			9	.4	74
WORD			7	.3	56			15	.6	60			12	.5	64
WPRM			3	.1	11					3			1		17
WOBS			67	2.8	265			64	2.7	204			42	1.7	168
WOBS-FM			25	1.0	61			17	.7	40			11	.5	34
TOT			92	3.8	315										
WRAI			16	.7	82			11	.5	82			18	.7	95
WRSJ			31	1.3	120			7	.3	57			12	.5	59
WUND			73	3.0	341			77	3.2	271			52	2.2	280
WVQZ			39	1.6	165			41	1.7	160			40	1.7	202
WZAR			3	.1	11			10	.4	27			3	.1	27
TOTAL			745	31.0	2015			570	23.7	1523			509	21.1	1500

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.5	144			8	.3	128			12	.5	124
WJMJ			83	3.4	615			91	3.8	553			92	3.8	525
WEYA			7	.3	31			4	.2	26			4	.2	26
WFID			9	.4	55			11	.5	81			9	.4	81
WHOA			9	.4	84			10	.4	78			10	.4	69
WIAC			6	.2	120			6	.2	92			4	.2	72
WIAC-FM			20	.8	98			23	1.0	90			20	.8	77
WKAC			70	2.9	810			69	3.7	766			109	4.5	733
WKAO-FM			19	.8	201			24	1.0	167			24	1.0	152
WKVM			31	1.3	257			41	1.7	293			44	1.8	236
WLUZ			33	1.4	277			39	1.6	266			45	1.9	260
WOLA			14	.5	136			13	.5	124			14	.6	111
WORD			11	.5	121			13	.5	109			11	.5	96
WPRM			2	.1	37			2	.1	28			3	.1	28
WOBS			45	1.9	400			58	2.4	377			54	2.2	333
WOBS-FM			12	.5	79			17	.7	79			18	.7	71
TOT															
WRAI			13	.5	172			15	.6	151			16	.7	129
WRSJ			13	.5	177			15	.6	146			21	.9	141
WUND			57	2.4	562			67	2.8	511			62	2.6	481
WVQZ			36	1.5	363			41	1.7	304			39	1.6	296
WZAR			5	.2	30			6	.2	27			3	.1	27
TOTAL			519	21.6	2379			605	25.1	2307			627	26.0	2274



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.6	52
WBMJ			62	2.6	253
WEYA			18	.7	22
WFID			6	.2	46
WHCA			7	.3	29
WIAC			0	.2	65
WIAC-FM			17	.7	54
WKAQ			16	.7	150
WKAQ-FM			6	.2	81
WKVM			8	.3	67
WLUZ			17	.7	58
WOLA			16	.7	58
WORD			20	.8	49
WPRM			2	.1	27
WQBS			12	.5	75
WQBS-FM			2	.1	9
TOT					
WRAI			12	.5	66
WRSJ			7	.3	48
WUND			28	1.2	163
WVJZ			28	1.2	149
WZAR			1		3
TOTAL			294	12.2	1079

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	6	.2	13	.5	9	.4	4	.2
WBMJ	56	2.3	108	4.5	62	2.6	53	2.2
WEYA	6	.2	16	.7	15	.6	14	.6
WFID	10	.4	12	.5	9	.4	3	.1
WHCA	9	.4	10	.4	2	.1	2	.1
WIAC	2	.1	7	.3			5	.2
WIAC-FM	9	.4	40	1.7	21	.9	16	.7
WKAQ	56	2.3	73	3.0	34	1.4	14	.6
WKAQ-FM	13	.5	28	1.2	15	.6	1	
WKVM	26	1.1	46	1.9	20	.8	7	.3
WLUZ	10	.4	22	.9	8	.3	5	.2
WOLA	10	.4	30	1.2	20	.8	10	.4
WORD	4	.2	19	.8	6	.2	7	.3
WPRM			3	.1	4	.2	5	.2
WQBS	29	1.2	37	1.5	25	1.0	20	.3
WQBS-FM	2		12	.5	5	.2	1	
TOT	29	1.2	49	2.0	30	1.2	21	.9
WRAI	4	.2	34	1.4	41	1.7	24	1.0
WRSJ	7	.3	16	.7	16	.7	7	.3
WUND	34	1.4	54	2.2	32	1.3	19	.8
WVJZ	18	.7	38	1.6	32	1.3	36	1.5
WZAR							1	
TOTAL	326	13.5	648	26.9	383	15.9	254	10.6

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.5	74
WBMJ			82	3.4	453
WEYA			14	.6	31
WFID			8	.3	63
WHCA			6	.2	46
WIAC			5	.2	83
WIAC-FM			21	.9	81
WKAQ			41	1.7	374
WKAQ-FM			8	.3	120
WKVM			17	.7	168
WLUZ			18	.7	103
WOLA			13	.5	97
WORD			16	.7	85
WPRM			1		27
WQBS			25	1.0	204
WQBS-FM			5	.2	40
TOT					
WRAI			14	.6	122
WRSJ			8	.3	98
WUND			39	1.6	351
WVJZ			33	1.4	275
WZAR			3	.1	30
TOTAL			389	16.2	1812

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	1		6	.2	12	.5	3	.1
WBMJ	25	1.0	74	3.1	45	1.9	31	1.3
WEYA			11	.5	17	.7	12	.5
WFID	3	.1	2	.1	5	.2	1	
WHCA	7	.3	4	.2	4	.2		
WIAC	1		8	.3	7	.3	4	.2
WIAC-FM	5	.2	26	1.1	15	.6	7	.3
WKAQ	38	1.6	57	2.4	57	2.4	8	.3
WKAQ-FM	9	.4	42	1.7	24	1.0	5	.2
WKVM	7	.3	17	.7	4	.2	6	.2
WLUZ	13	.5	17	.7	9	.4	2	.1
WOLA	2	.1	11	.5	20	.8	8	.3
WORD	1		14	.6	5	.2	8	.3
WPRM			1					
WQBS	10	.4	23	1.0	17	.7	6	.2
WQBS-FM	5	.2	8	.3	3	.1	1	
TOT	10	.4	31	1.3	20	.8	7	.3
WRAI	6	.2	29	1.2	16	.7	7	.3
WRSJ	10	.4	23	1.0	9	.4	4	.2
WUND	27	1.1	59	2.5	16	.7	3	.1
WVJZ	11	.5	24	1.0	34	1.4	24	1.0
WZAR								
TOTAL	178	7.4	474	19.7	328	13.6	136	5.7



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			32	.8	245			12	.3	101			22	.6	132
WJMJ			88	2.3	425			100	2.6	355			123	3.2	411
WEYA			6	.2	38			15	.4	33			17	.4	43
WFID			12	.3	78			20	.5	55			13	.3	45
WHCA			20	.5	78			10	.3	44			8	.2	43
WIAC			15	.4	100			19	.5	145			15	.4	78
WIAC-FM			18	.5	76			32	.8	78			31	.8	102
WKAQ			341	8.9	1177			106	2.8	605			126	3.3	305
WKAQ-FM			65	1.7	165			38	1.0	181			11	.3	109
WKVM			137	3.6	491			57	1.5	308			49	1.3	239
WLUZ			146	3.8	445			40	1.0	176			37	1.0	170
WOLA			18	.5	69			14	.4	76			9	.2	78
WORD			38	1.0	187			30	.8	175			22	.6	158
WPRM			3	.1	11					3			1		22
WQBS			78	2.0	344			79	2.1	261			53	1.4	206
WQBS-FM			32	.8	83			22	.6	59			13	.3	53
TOT			110	2.9	417										
WRA1			20	.5	100			14	.4	91			15	.5	104
WRSJ			51	1.3	222			19	.5	123			24	.6	132
WUND			114	3.0	506			110	2.9	413			75	1.9	404
WVGZ			48	1.2	212			51	1.3	191			49	1.3	233
WZAR			3	.1	17			17	.4	38			4	.1	37
TOTAL			1296	33.6	3349			925	21.4	2389			742	19.3	2328

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.6	341			20	.5	316			27	.7	303
WBMJ			92	2.4	706			103	2.7	644			106	2.8	616
WEYA			15	.4	57			13	.3	52			11	.3	52
WFID			11	.3	112			14	.4	98			11	.3	96
WHCA			11	.3	113			12	.3	107			13	.3	98
WIAC			13	.3	247			16	.4	216			15	.4	153
WIAC-FM			24	.6	147			28	.7	139			26	.7	126
WKAQ			143	3.7	1483			184	4.8	1439			234	6.1	1366
WKAQ-FM			30	.8	316			38	1.0	273			37	1.0	249
WKVM			60	1.6	610			80	2.1	602			94	2.4	572
WLUZ			58	1.5	549			72	1.9	535			92	2.4	524
WOLA			12	.3	140			13	.3	128			14	.4	115
WORD			23	.6	313			31	.8	299			30	.8	272
WPRM			3	.1	51			2	.1	33			3	.1	33
WQBS			57	1.5	514			71	1.8	479			66	1.7	429
WQBS-FM			16	.4	111			22	.6	111			22	.6	99
TOT															
WRA1			15	.4	192			18	.5	171			19	.5	149
WRSJ			26	.7	344			30	.8	305			38	1.0	279
WUND			86	2.2	820			99	2.6	756			95	2.5	701
WVGZ			44	1.1	430			51	1.3	371			48	1.2	363
WZAR			7	.2	45			8	.2	42			3	.1	37
TOTAL			791	20.5	3823			944	24.5	3747			1015	26.4	3704



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			23	.6	106
WSMJ			63	1.6	281
WEYA			24	.6	31
WFID			6	.2	46
WHOA			8	.2	33
WIAC			7	.2	78
WIAC-FM			23	.6	76
WKAO			33	.9	243
WKAO-FM			7	.2	97
WKVM			12	.3	100
WLUZ			20	.5	74
WOLA			16	.4	58
WORD			21	.5	76
WPRM			6	.2	41
WOBS			23	.6	100
WOBS-FM			4	.1	19
TOT					
WRAI			13	.3	68
WRSJ			18	.5	90
WUNO			46	1.2	215
WVOZ			32	.8	166
WZAR			1		3
TOTAL			390	10.1	1486

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	14	.4	17	.4	12	.3	6	.2
WSMJ	61	1.6	131	3.4	73	1.9	55	1.4
WEYA	9	.2	18	.5	17	.4	18	.5
WFID	10	.3	12	.3	12	.3	3	.1
WHOA	13	.3	14	.4	4	.1	3	.1
WIAC	10	.3	22	.6	6	.2	5	.1
WIAC-FM	11	.3	51	1.3	26	.7	17	.4
WKAO	136	3.5	121	3.1	56	1.5	23	.6
WKAO-FM	24	.6	38	1.0	18	.5	1	
WKVM	54	1.4	74	1.9	31	.8	9	.2
WLUZ	14	.4	31	.8	20	.5	10	.3
WOLA	10	.3	30	.8	20	.5	10	.3
WORD	15	.4	51	1.3	19	.5	7	.2
WPRM			3	.1	4	.1	6	.2
WOBS	35	.9	46	1.2	32	.8	24	.6
WOBS-FM	3	.1	12	.3	5	.1	2	.1
TOT	38	1.0	58	1.5	37	1.0	26	.7
WRAI	5	.1	39	1.0	43	1.1	24	.6
WRSJ	19	.5	27	.7	20	.5	10	.3
WUNO	54	1.4	88	2.3	56	1.5	27	.7
WVOZ	21	.5	42	1.1	35	.9	38	1.0
WZAR					3	.1	1	
TOTAL	536	13.9	898	23.3	521	13.5	299	7.8

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			23	.6	103
WSMJ			90	2.3	520
WEYA			21	.5	54
WFID			9	.2	71
WHOA			7	.2	61
WIAC			10	.3	134
WIAC-FM			27	.7	117
WKAO			75	1.9	587
WKAO-FM			9	.2	166
WKVM			29	.8	284
WLUZ			28	.7	215
WOLA			13	.3	101
WORD			22	.6	189
WPRM			3	.1	41
WOBS			36	.9	255
WOBS-FM			7	.2	63
TOT					
WRAI			15	.4	131
WRSJ			20	.5	195
WUNO			60	1.6	497
WVOZ			39	1.0	306
WZAR			3	.1	40
TOTAL			546	14.2	2730

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	10	.3	13	.3	3	.1
WSMJ	28	.7	87	2.3	51	1.3	36	.9
WEYA	1		11	.3	18	.5	15	.4
WFID	3	.1	2	.1	8	.2	1	
WHOA	10	.3	7	.2	6	.2		
WIAC	8	.2	19	.5	9	.2	4	.1
WIAC-FM	7	.2	36	.9	15	.4	7	.2
WKAO	78	2.0	111	2.9	131	3.4	13	.3
WKAO-FM	16	.4	51	1.3	27	.7	6	.2
WKVM	24	.6	27	.7	15	.4	6	.2
WLUZ	17	.4	28	.7	16	.4	3	.1
WOLA	2	.1	11	.3	20	.5	8	.2
WORD	21	.5	48	1.2	20	.5	11	.3
WPRM			1				1	
WOBS	17	.4	33	.9	23	.6	8	.2
WOBS-FM	2	.1	11	.3	5	.1	1	
TOT	19	.5	44	1.1	28	.7	9	.2
WRAI	6	.2	33	.9	19	.5	7	.2
WRSJ	14	.4	30	.8	11	.3	6	.2
WUNO	42	1.1	84	2.2	37	1.0	8	.2
WVOZ	15	.4	26	.7	34	.9	25	.6
WZAR					3	.1		
TOTAL	316	8.2	688	17.9	490	12.7	168	4.4



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			29	1.1	226			12	.4	93			21	.8	125
WBMJ			27	1.0	154			28	1.0	135			42	1.6	134
WEYA			6	.2	32			15	.6	30			17	.6	40
WFID			10	.4	41			19	.7	42			12	.4	31
WHD			17	.6	59			6	.2	36			6	.2	35
WIAC			12	.4	83			15	.6	127			15	.6	71
WIAC-FM			9	.3	46			21	.8	54			15	.6	60
WKAQ			306	11.3	990			83	3.1	466			93	3.4	372
WKAQ-FM			55	2.0	152			27	1.0	134			5	.2	77
WKVM			116	4.3	354			41	1.5	242			40	1.5	195
WLUZ			135	5.0	417			40	1.5	170			37	1.4	162
WOLA			2	.1	12			3	.1	12			4	.1	11
WORO			37	1.4	165			27	1.0	153			21	.8	140
WPRM			3	.1	8										8
WQBS			40	1.5	199			48	1.8	163			23	.9	97
WQBS-FM			26	1.0	53			16	.6	36			10	.4	34
TOT			66	2.4	245										
WRA1			8	.3	47			6	.2	39			8	.3	25
WRSJ			39	1.4	158			16	.6	100			21	.8	113
WUND			94	3.5	367			88	3.3	294			55	2.0	288
WVQZ			20	.7	108			24	.9	87			18	.7	92
WZAR			3	.1	11			12	.4	27			3	.1	26
TOTAL			1008	37.3	2467			566	20.9	1654			477	17.7	1530

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			21	.8	315			19	.7	290			25	.9	277
WBMJ			28	1.0	236			32	1.2	215			35	1.3	215
WEYA			14	.5	48			13	.5	43			11	.4	43
WFID			9	.3	56			13	.5	53			10	.4	51
WHD			9	.3	85			9	.3	79			11	.4	75
WIAC			11	.4	212			14	.5	189			14	.5	133
WIAC-FM			12	.4	78			16	.6	78			13	.5	75
WKAQ			119	4.4	1183			155	5.7	1161			200	7.4	1104
WKAQ-FM			23	.9	244			29	1.1	208			30	1.1	154
WKVM			48	1.8	469			64	2.4	465			79	2.9	442
WLUZ			55	2.0	504			68	2.5	498			86	3.2	487
WOLA			2	.1	19			3	.1	19			4	.1	19
WORO			20	.7	275			29	1.1	266			29	1.1	242
WPRM			2	.1	30			1		16			2	.1	16
WQBS			31	1.1	291			38	1.4	271			32	1.2	235
WQBS-FM			13	.5	63			18	.7	63			17	.6	59
TOT															
WRA1			6	.2	65			8	.3	65			8	.3	59
WRSJ			21	.8	296			25	.9	262			31	1.1	241
WUND			68	2.5	557			79	2.9	521			75	2.8	483
WVQZ			17	.6	194			22	.8	173			19	.7	168
WZAR			5	.2	31			6	.2	31			2	.1	26
TOTAL			550	20.4	2681			674	24.9	2645			742	27.5	2629



SAN JUAN METROPOLITAN AREA
OCT-NOV, 1975
MONDAY-FRIDAY

ADULTS 25-49 (00)
C.Z. = 2702
RSA =

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			23	.9	103
WBMJ			18	.7	80
WEYA			19	.7	22
WFID			1		9
WHOA			8	.3	29
WIAC			4	.1	56
WIAC-FM			7	.3	29
WKAQ			27	1.0	188
WKAQ-FM			5	.2	66
WKVM			6	.2	59
WLUZ			17	.6	62
WOLA			1		3
WURO			13	.5	59
WPRM			4	.1	23
WQBS			12	.4	39
WQBS-FM			4	.1	14
TOT					
WRAI			7	.3	8
WRSJ			15	.6	78
WUNU			36	1.3	148
WVOZ			6	.2	65
WZAR					
TOTAL			226	8.4	873

SATURDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
10	.4	14	.5	12	.4	6	.2				
31	1.1	38	1.4	14	.5	3	.1				
3	.1	10	.4	11	.4	13	.5				
2	.1	4	.1	9	.3						
13	.5	14	.5	4	.1	1					
10	.4	21	.8	6	.2	1					
6	.2	27	1.0	12	.4	1					
125	4.6	94	3.5	36	1.3	12	.4				
24	.9	26	1.0	9	.3	1					
47	1.7	52	1.9	19	.7	3	.1				
14	.5	30	1.1	20	.7	8	.3				
2	.1	10	.4	7	.3						
12	.4	48	1.8	18	.7	4	.1				
						4	.1				
21	.8	22	.8	9	.3	14	.5				
3	.1	8	.3	1		2	.1				
24	.9	30	1.1	10	.4	16	.6				
1		15	.6	19	.7	12	.4				
15	.6	22	.8	14	.5	5	.2				
47	1.7	62	2.3	41	1.5	15	.6				
8	.3	14	.5	13	.5	20	.7				
				3	.1	1					
406	15.0	553	20.5	285	10.5	126	4.7				

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.8	176
WBMJ			29	1.1	171
WEYA			18	.7	45
WFID			6	.2	34
WHOA			7	.3	53
WIAC			9	.3	109
WIAC-FM			11	.4	62
WKAQ			56	2.1	432
WKAQ-FM			5	.2	116
WKVM			22	.8	210
WLUZ			27	1.0	200
WOLA			3	.1	14
WQRO			17	.6	166
WPRM			2	.1	23
WQBS			17	.6	122
WQBS-FM			6	.2	38
TOT					
WRAI			7	.3	25
WRSJ			18	.7	165
WUNU			45	1.7	344
WVOZ			12	.4	116
WZAR			1		26
TOTAL			337	12.5	1781

SUNDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
1		9	.3	13	.5	3	.1				
10	.4	34	1.3	18	.7	8	.3				
1		5	.2	10	.4	15	.6				
				4	.1						
8	.3	5	.2	5	.2						
8	.3	17	.6	5	.2	3	.1				
4	.1	20	.7	2	.1						
62	2.3	88	3.3	109	4.0	7	.3				
15	.6	34	1.3	17	.6	4	.1				
23	.9	16	.6	11	.4						
16	.6	27	1.0	16	.6	1					
		2	.1	7	.3	1					
21	.8	42	1.6	19	.7	5	.2				
						1					
10	.4	15	.6	8	.3	5	.2				
2	.1	9	.3	5	.2	1					
12	.4	24	.9	13	.5	6	.2				
3	.1	11	.4	9	.3	2	.1				
14	.5	18	.7	6	.2	5	.2				
34	1.3	54	2.0	27	1.0	7	.3				
6	.2	7	.3	9	.3	10	.4				
				3	.1						
239	8.8	432	16.0	308	11.4	78	2.9				



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			40	1.2	344			22	.6	151			32	.9	194
WBMJ			28	.7	161			29	.8	147			44	1.2	147
WEYA			13	.3	51			29	.8	60			30	.8	63
WFID			15	.4	57			28	.7	58			15	.4	45
WHCA			23	.6	70			11	.3	43			12	.3	43
WIAC			17	.5	134			22	.6	172			21	.6	111
WIAC-FM			12	.3	60			24	.6	67			19	.5	76
WKAJ			475	12.6	1448			142	3.8	679			150	4.3	531
WKAQ-FM			66	1.8	156			31	.8	158			7	.2	94
WKVM			221	5.9	652			81	2.2	351			56	1.5	260
WLUZ			189	5.0	561			56	1.5	209			46	1.2	156
WDLA			3	.1	18			3	.1	12			4	.1	11
WORD			60	1.6	226			51	1.4	211			35	.9	185
WPRM			4	.1	18										8
WQBS			48	1.3	224			55	1.5	185			24	.6	105
WQBS-FM			20	.7	57			17	.5	45			13	.3	43
TOT			74	2.0	275										
WRAI			10	.3	63			12	.3	57			18	.5	45
WRSJ			44	1.2	225			21	.6	135			26	.7	136
WUNO			119	3.2	466			96	2.6	338			62	1.6	326
WVCZ			20	.5	113			24	.6	89			15	.5	99
WZAR			3	.1	11			12	.3	27			3	.1	26
TOTAL			1452	38.6	3444			790	21.0	2234			602	17.6	1990

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			32	.9	489			32	.9	451			39	1.0	431
WBMJ			29	.8	258			33	.9	235			36	1.0	233
WEYA			26	.7	94			24	.6	80			21	.6	72
WFID			13	.3	75			19	.5	72			14	.4	70
WHOA			13	.3	99			14	.4	93			16	.4	86
WIAC			16	.4	258			20	.5	271			20	.5	205
WIAC-FM			14	.4	102			20	.5	102			16	.4	96
WKAQ			191	5.1	1687			250	6.6	1662			318	8.5	1595
WKAQ-FM			28	.7	301			35	.9	261			37	1.0	242
WKVM			87	2.3	760			117	3.1	749			139	3.7	713
WLUZ			74	2.0	655			94	2.5	649			117	3.1	638
WDLA			2	.1	25			3	.1	25			4	.1	25
WORD			34	.9	372			50	1.3	357			46	1.2	329
WPRM			2	.1	40			1		26			3	.1	26
WQBS			36	1.0	319			44	1.2	299			36	1.0	263
WQBS-FM			14	.4	72			20	.5	72			19	.5	68
TOT															
WRAI			12	.3	92			13	.3	92			14	.4	84
WRSJ			25	.7	367			29	.8	318			36	1.0	284
WUNO			79	2.1	690			92	2.4	640			90	2.4	600
WVCZ			17	.5	203			22	.6	182			19	.5	177
WZAR			5	.1	31			6	.2	31			2	.1	26
TOTAL			771	20.5	3730			554	25.4	3685			1056	28.1	3649



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			29	.8	140
WBMJ			19	.5	87
WEYA			32	.9	51
WFID			1		17
WROA			8	.2	32
WIAC			6	.2	75
WIAC-FM			7	.2	32
WKAQ			40	1.1	236
WKAQ-FM			5	.1	74
WKVM			11	.3	94
WLUZ			18	.5	84
WDLA			1		3
WURO			20	.5	83
WPRN			5	.1	28
WOBS			14	.4	41
WOBS-FM			4	.1	14
TOT					
WRAI			13	.3	23
WRSJ			18	.5	101
WUNO			42	1.1	165
WVQZ			7	.2	72
WZAR					
TOTAL			292	7.8	1136

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	14	.4	16	.4	13	.3	7	.2
WBMJ	34	.9	39	1.0	18	.5	3	.1
WEYA	5	.1	15	.4	15	.4	20	.5
WFID	2	.1	6	.2	10	.3		
WROA	13	.3	14	.4	4	.1	1	
WIAC	16	.4	27	.7	10	.3	1	
WIAC-FM	9	.2	28	.7	13	.3	1	
WKAQ	194	5.2	127	3.4	52	1.4	18	.5
WKAQ-FM	24	.6	27	.7	9	.2	2	.1
WKVM	103	2.7	85	2.3	37	1.0	9	.2
WLUZ	31	.8	53	1.4	29	.8	9	.2
WDLA	2	.1	10	.3	7	.2		
WURO	18	.5	59	1.6	25	.7	4	.1
WPRN							5	.1
WOBS	23	.6	26	.7	13	.3	14	.4
WOBS-FM	4	.1	9	.2	1		2	.1
TOT	27	.7	35	.9	14	.4	16	.4
WRAI	3	.1	23	.6	29	.8	21	.6
WRSJ	15	.4	26	.7	17	.5	7	.2
WUNO	60	1.6	73	1.9	49	1.3	18	.5
WVQZ	8	.2	14	.4	13	.3	21	.6
WZAR					3	.1	1	
TOTAL	597	15.9	707	18.8	381	10.1	168	4.5

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	.8	258
WBMJ			31	.8	188
WEYA			31	.8	76
WFID			7	.2	51
WROA			9	.2	61
WIAC			13	.3	157
WIAC-FM			13	.3	80
WKAQ			93	2.5	596
WKAQ-FM			6	.2	136
WKVM			32	.9	298
WLUZ			32	.9	236
WDLA			3	.1	14
WURO			28	.7	224
WPRN			3	.1	28
WOBS			19	.5	134
WOBS-FM			8	.2	47
TOT					
WRAI			15	.4	45
WRSJ			22	.6	204
WUNO			52	1.4	396
WVQZ			12	.3	123
WZAR			1		26
TOTAL			456	12.1	2308

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	9	.2	11	.3	13	.3	3	.1
WBMJ	10	.3	34	.9	18	.5	8	.2
WEYA	2	.1	11	.3	15	.4	19	.5
WFID					4	.1		
WROA	8	.2	5	.1	5	.1		
WIAC	13	.3	21	.6	5	.1	3	.1
WIAC-FM	7	.2	27	.7	2	.1		
WKAQ	92	2.4	112	3.0	140	3.7	8	.2
WKAQ-FM	18	.5	40	1.1	24	.6	5	.1
WKVM	49	1.3	39	1.0	30	.8	5	.1
WLUZ	29	.8	45	1.2	22	.6	1	
WDLA			2	.1	7	.2	1	
WURO	23	.6	47	1.2	27	.7	6	.2
WPRN	2	.1					1	
WOBS	11	.3	17	.5	10	.3	6	.2
WOBS-FM	2	.1	14	.4	10	.3	5	.1
TOT	13	.3	31	.8	20	.5	11	.3
WRAI	5	.1	14	.4	15	.4	8	.2
WRSJ	16	.4	33	.9	9	.2	7	.2
WUNO	41	1.1	63	1.7	34	.9	8	.2
WVQZ	7	.2	7	.2	9	.2	11	.3
WZAR					3	.1		
TOTAL	347	9.2	568	15.1	404	10.7	104	2.8



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			36	1.4	263			18	.7	123			22	.9	158
WBNJ			13	.5	66			10	.4	49			18	.7	74
WEYA			13	.5	39			25	1.0	49			21	.8	40
WFID			8	.3	29			15	.6	26			6	.2	22
WHCA			10	.4	33			5	.2	20			8	.3	23
WIAC			15	.6	104			16	.6	131			16	.6	62
WIAC-FM			7	.3	39			8	.3	38			10	.4	52
WKAQ			361	14.4	1053			105	4.2	474			124	5.0	348
WKAQ-FM			38	1.5	127			19	.8	91			3	.1	51
WKVM			183	7.3	512			62	2.5	286			37	1.5	179
WLUZ			136	5.2	370			27	1.1	130			27	1.1	139
WOLA			1		6										4
WORD			54	2.2	192			39	1.6	173			24	1.0	139
WPRM			1		10										5
WOBS			19	.8	104			22	.9	79			12	.5	50
WOBS-FM			7	.3	26			6	.2	28			5	.2	28
TOT			26	1.0	132										
WRA1			6	.2	34			9	.4	27			11	.4	29
WRSJ			25	1.0	129			17	.7	101			17	.7	97
WJND			66	2.6	264			41	1.6	186			30	1.2	162
WVOZ			9	.4	52			10	.4	33			10	.4	38
WZAR					6			7	.3	11			1		10
TOTAL			995	39.7	2311			479	19.1	1446			418	16.7	1288

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.9	371			25	1.0	349			29	1.2	333
WBMJ			10	.4	113			13	.5	111			15	.6	109
WEYA			20	.8	72			20	.8	63			17	.7	55
WFID			6	.2	36			9	.4	36			6	.2	34
WHDA			6	.2	43			7	.3	43			8	.3	40
WIAC			12	.5	213			16	.6	206			17	.7	153
WIAC-FM			6	.2	73			9	.4	73			9	.4	70
WKAQ			145	5.8	1177			190	7.6	1174			242	9.7	1128
WKAQ-FM			16	.6	172			20	.8	159			20	.8	145
WKVM			68	2.7	604			92	3.7	593			110	4.4	557
WLUZ			44	1.8	423			59	2.4	420			78	3.1	415
WOLA					10					10					10
WORD			26	1.0	289			39	1.6	281			36	1.4	263
WPRM			1		24					15			1		15
WOBS			17	.7	142			19	.8	130			16	.6	124
WOBS-FM			5	.2	41			7	.3	41			6	.2	37
TOT															
WRA1			8	.3	47			8	.3	47			9	.4	45
WRSJ			17	.7	238			19	.8	215			22	.9	181
WUND			40	1.6	351			45	1.8	364			48	1.9	337
WVOZ			8	.3	76			10	.4	76			9	.4	76
WZAR			2	.1	15			2	.1	15					10
TOTAL			493	19.7	2493			619	24.7	2480			706	28.2	2450



SAN JUAN METROPOLITAN AREA
OCT-NOV. 1975

ADULTS 35-64 (00)
C+Z = 2505
RSA =

MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	-.6	91
WBMJ			2	.1	35
WEYA			19	-.3	38
WFID					8
WHOA			1		7
WIAC			3	.1	32
WIAC-FM			6	.2	25
WKAO			30	1.2	141
WKAO-FM			1		24
WKVM			9	-.4	68
WLUZ			4	-.2	38
WDLA					
WORD			8	.3	51
WPRM			5	.2	19
WQBS			13	.5	27
WQBS-FM TOT			2	.1	10
WRAI			7	.3	17
WRSJ			14	.6	65
WUNO			24	1.0	69
WVZ			5	.2	24
WZAR					
TOTAL			162	6.5	670

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
12	-.5	6	-.2	4	.2	3	.1
8	-.3	24	1.0	15	.6	2	.1
5	-.2	7	-.3	6	-.2	11	.4
		2	-.1	4	.2		
4	-.2	4	-.2	2	.1	1	
14	.6	21	.8	10	.4		
5	.2	12	.5	6	.2	1	
149	5.9	81	3.2	38	1.5	15	.6
11	-.4	11	-.4	3	-.1	1	
84	3.4	61	2.4	29	1.2	8	-.3
21	.8	32	1.3	21	.8	6	.2
17	.7	43	1.7	20	.8		
						2	.1
8	.3	13	.5	11	.4	4	.2
4	.2	1				1	
12	.5	14	.6	11	.4	5	.2
3	.1	13	.5	12	.5	9	.4
12	.5	15	.6	7	.3	5	.2
33	1.3	45	1.8	32	1.3	11	.4
3	.1	4	-.2	3	-.1	3	.1
				3	.1		
401	16.0	404	16.1	234	9.3	87	3.5

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	-.7	191
WBMJ			10	.4	64
WEYA			20	.8	54
WFID			2	.1	25
WHOA			3	.1	23
WIAC			9	.4	99
WIAC-FM			8	.3	54
WKAO			71	2.8	377
WKAO-FM			2	.1	66
WKVM			22	-.9	204
WLUZ			15	.6	148
WDLA					4
WORD			17	.7	162
WPRM			3	.1	19
WQBS			13	.5	63
WQBS-FM TOT			4	.2	32
WRAI			9	.4	29
WRSJ			16	.6	136
WUNO			28	1.1	158
WVZ			6	.2	38
WZAR					10
TOTAL			276	11.0	1445

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
9	.4	6	-.2	1			
3	.1	13	.5	6	.2	5	.2
2	.1	6	-.2	6	.2	7	.3
				3	.1		
3	.1	3	.1	2	.1		
12	.5	15	.6	2	.1		
5	.2	17	.7				
70	2.8	78	3.1	106	4.2	6	.2
10	.4	15	.6	10	.4	2	.1
43	1.7	33	1.3	30	1.2	5	.2
17	-.7	29	1.2	13	-.5	1	
22	.9	39	1.6	23	.9	4	.2
2	.1					1	
8	.3	12	.5	8	.3	3	.1
2	.1	8	.3	7	.3	4	.2
10	.4	20	.8	15	.6	7	.3
2	.1	7	.3	9	.4	6	.2
6	-.2	22	.9	5	.2	4	.2
22	.9	34	1.4	28	1.1	6	.2
5	.2	2	.1			2	.1
				3	.1		
246	9.8	350	14.0	258	10.3	58	2.3



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.2	34			1		14			5	.2	26
WBMJ			101	4.4	600			121	5.3	542			212	9.2	739
WEYA					6					6					6
WFID			4	.2	41			1		15			7	.3	31
WHDA			3	.1	19			4	.2	8			4	.2	19
WIAC			4	.2	27			5	.2	28			1		17
WIAC-FM			9	.4	32			12	.5	34			19	.8	48
WKAQ			74	3.2	404			30	1.3	267			51	2.2	273
WKAQ-FM			15	.7	46			17	.7	76			7	.3	61
WKVM			56	2.4	251			43	1.9	209			29	1.3	176
WLUZ			13	.6	47					15					18
WOLA			20	.9	74			13	.6	91			15	.7	94
WORO			1		22			3	.1	22			1		21
WPRM					6					6			6	.3	34
WQES			49	2.1	212			39	1.7	167			37	1.6	195
WQES-FM			6	.3	44			7	.3	45			4	.2	27
TOT			55	2.4	253										
WRA1			22	1.0	116			14	.6	112			41	1.8	195
WRSJ			14	.6	37			3	.1	33			3	.1	26
WUNJ			37	1.6	252			34	1.5	261			66	2.9	307
WVOZ			32	1.4	156			34	1.5	166			49	2.1	229
WZAR					6			5	.2	11			1		11
TOTAL			462	20.1	1673			390	17.0	1413			575	25.0	1714

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.2	72			3	.1	60			5	.2	57
WBMJ			138	6.0	1100			142	6.2	1030			156	6.8	972
WEYA			1		12					12					12
WFID			5	.2	76			3	.1	62			5	.2	62
WHDA			3	.1	42			4	.2	39			3	.1	34
WIAC			3	.1	55			3	.1	37			2	.1	30
WIAC-FM			14	.6	87			13	.6	71			15	.7	57
WKAQ			42	1.8	636			50	2.2	597			63	2.7	551
WKAQ-FM			10	.4	125			13	.6	115			10	.4	89
WKVM			34	1.5	374			44	1.9	364			43	1.9	336
WLUZ			4	.2	71			5	.2	63			7	.3	63
WOLA			15	.7	174			15	.7	151			18	.8	127
WORO			3	.1	44			2	.1	36			1		33
WPRM			4	.2	50			3	.1	40			4	.2	37
WQES			35	1.5	377			42	1.8	346			43	1.9	319
WQES-FM			4	.2	76			5	.2	73			6	.3	57
TOT															
WRA1			24	1.0	259			25	1.1	231			31	1.4	209
WRSJ			6	.3	65			6	.3	60			8	.3	55
WUNJ			40	1.7	569			44	1.9	515			51	2.2	469
WVOZ			37	1.6	350			38	1.7	347			40	1.7	310
WZAR			2	.1	14			2	.1	11			1		11
TOTAL			439	19.1	2284			469	20.4	2221			519	22.6	2165



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.3	23
WBNJ			125	5.4	474
WEYA			5	.2	9
WFID			12	.5	53
WHOA			3	.1	15
WIAC			7	.3	36
WLAC-FM			20	.9	58
WKAQ			17	.7	132
WKAQ-FM			2	.1	53
WKVM			15	.7	102
WLUZ			3	.1	16
WJLA			23	1.0	60
WGRU			9	.4	23
WPRM			11	.5	36
WQSS			20	.9	123
WQSS-FM			3	.1	22
TOT					
WRAI			23	1.0	134
WRSJ			3	.1	15
WUNO			26	1.1	192
WVQZ			37	1.6	176
WZAR			1		3
TOTAL			357	15.5	1247

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.2	8	.3	1		2	.1
WBNJ	66	2.9	235	10.2	171	7.4	102	4.4
WEYA	6	.3	8	.3	6	.3	5	.2
WFID	10	.4	11	.5	3	.1	5	.2
WHOA			4	.2	4	.2	3	.1
WIAC			2	.1			5	.2
WLAC-FM	6	.3	31	1.4	20	.9	20	.9
WKAQ	27	1.2	55	2.4	37	1.6	22	1.0
WKAQ-FM			14	.6	10	.4	2	.1
WKVM	24	1.0	51	2.2	26	1.1	16	.7
WLUZ	1		4	.2	1		2	.1
WJLA	10	.4	29	1.3	17	.7	13	.6
WGRU	3	.1	4	.2	1		3	.1
WPRM	4	.2	10	.4	10	.4	4	.2
WQSS	19	.8	42	1.8	30	1.3	15	.7
WQSS-FM			10	.4	7	.3		
TOT			52	2.3	37	1.6	15	.7
WRAI	11	.5	44	1.9	46	2.0	24	1.0
WRSJ	4	.2	7	.3	9	.4	5	.2
WUNO	25	1.1	71	3.1	43	1.9	20	.9
WVQZ	21	.9	45	2.0	41	1.8	31	1.4
WZAR								
TOTAL	247	10.8	702	30.6	491	21.4	303	13.2

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.3	37
WBNJ			164	7.1	878
WEYA			3	.1	12
WFID			9	.4	57
WHOA			2	.1	22
WIAC			3	.1	45
WLAC-FM			20	.9	69
WKAQ			33	1.4	330
WKAQ-FM			4	.2	90
WKVM			21	.9	219
WLUZ			1		25
WJLA			19	.8	129
WGRU			5	.2	29
WPRM			8	.3	44
WQSS			27	1.2	238
WQSS-FM			3	.1	45
TOT					
WRAI			31	1.4	235
WRSJ			2	.1	37
WUNO			44	1.9	406
WVQZ			41	1.8	306
WZAR			2	.1	14
TOTAL			454	19.8	1957

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	2	.1	2	.1	2	.1
WBNJ	37	1.6	149	6.5	88	3.8	54	2.4
WEYA	2	.1	7	.3	9	.4		
WFID	5	.2	5	.2	4	.2	3	.1
WHOA	2	.1	3	.1	3	.1	2	.1
WIAC			2	.1	6	.3	4	.2
WLAC-FM	3	.1	17	.7	18	.8	9	.4
WKAQ	28	1.2	48	2.1	61	2.7	16	.7
WKAQ-FM	1		20	.9	14	.6	3	.1
WKVM	12	.5	24	1.0	10	.4	9	.4
WLUZ	1		1				2	.1
WJLA	4	.2	15	.7	14	.6	8	.3
WGRU			9	.4	6	.3	8	.3
WPRM			4	.2	2	.1		
WQSS	9	.4	24	1.0	28	1.2	6	.3
WQSS-FM			6	.3				
TOT			30	1.3	28	1.2	6	.3
WRAI	5	.2	36	1.6	22	1.0	11	.5
WRSJ	2	.1	16	.7	6	.3	2	.1
WUNO	24	1.0	61	2.7	27	1.2	8	.3
WVQZ	12	.5	30	1.3	35	1.5	19	.8
WZAR								
TOTAL	152	6.6	485	21.1	362	15.8	167	7.3



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1	.1	15			1	.1	6			4	.3	19
WBMJ			40	3.5	329			49	4.3	322			131	11.4	462
WEYA										3					3
WFID			2	.2	4					2			6	.5	17
WHOA													2	.2	11
WIAC			1	.1	10			1	.1	10			1	.1	10
WIAC-FM					2			1	.1	10			3	.3	6
WKAQ			39	3.4	217			7	.6	128			18	1.6	140
WKAQ-FM			5	.4	13			6	.5	29			1	.1	29
WKVM			35	3.1	154			27	2.4	143			20	1.7	122
WLUZ			2	.2	19					9					10
WDLA			4	.3	17			2	.2	27			10	.9	27
WORD															3
WPRM					3					3			5	.4	20
WOES			11	1.0	67			8	.7	69			7	.6	86
WOES-FM					14			1	.1	22			1	.1	8
TOT			11	1.0	81										
WRA1			10	.9	63			6	.5	60			30	2.6	115
WRSJ			2	.2	13					10					7
WUND			17	1.5	113			12	1.0	142			46	4.0	191
WVOZ			4	.3	52			7	.6	62			18	1.6	88
WZAR															
TOTAL			174	15.2	791			131	11.4	678			310	27.1	916

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.3	46			2	.2	34			3	.3	31
WBMJ			74	6.5	630			71	6.2	601			85	7.4	571
WEYA					3					3					3
WFID			3	.3	20			2	.2	17			4	.3	17
WHOA			1	.1	14			1	.1	11			1	.1	11
WIAC			1	.1	20			1	.1	10			1	.1	10
WIAC-FM			2	.2	18			1	.1	10			2	.2	0
WKAQ			18	1.6	336			21	1.8	319			29	2.5	289
WKAQ-FM			3	.3	53			4	.3	50			3	.3	34
WKVM			22	1.9	233			28	2.4	227			28	2.4	206
WLUZ			1	.1	26			1	.1	26			1	.1	26
WDLA			5	.4	53			5	.4	42			8	.7	31
WJRC					6					3					3
WPRM			3	.3	29			2	.2	23			3	.3	20
WOES			9	.8	154			9	.8	138			9	.8	125
WOES-FM			1	.1	28			1	.1	25			1	.1	17
TOT															
WRA1			15	1.3	132			15	1.3	125			20	1.7	119
WRSJ			1	.1	17			1	.1	17			1	.1	17
WUND			22	1.9	306			24	2.1	280			31	2.7	251
WVOZ			10	.9	154			9	.8	149			11	1.0	115
WZAR															
TOTAL			198	17.3	1142			199	17.4	1119			242	21.1	1090



SAN JUAN METROPOLITAN AREA
OCT-NOV, 1975

TEENS 12-17 (00)
C.Z. = 1145
RSA =

MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.6	20
WBMJ			80	7.0	273
WEYA					
WFID			7	.6	16
WHDA			3	.3	11
WIAC			4	.3	14
WIAC-FM			4	.3	11
WKAO			11	1.0	77
WKAC-FM					22
WKVM			9	.8	61
WLUZ					4
WOLA			8	.7	25
WORD			1	.1	6
WPRM			9	.8	18
WQBS			9	.8	62
WQBS-FM			3	.3	17
TOT					
WRAI			17	1.5	74
WRSJ					3
WUNO			16	1.4	125
WVCZ			11	1.0	75
WZAR					
TOTAL			193	16.9	634

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
		5	.4	1	.1	2	.2
36	3.1	142	12.4	112	9.8	50	4.4
2	.2	3	.3			2	.2
		4	.3	4	.3	1	.1
		1	.1			1	.1
1	.1	7	.6	6	.5	4	.3
16	1.4	28	2.4	17	1.5	11	1.0
		2	.2	1	.1	2	.2
17	1.5	29	2.5	14	1.2	10	.9
1	.1	3	.3	1	.1		
2	.2	9	.8	4	.3	3	.3
		1	.1				
4	.3	7	.6	6	.5	2	.2
5	.4	18	1.6	7	.6	5	.4
		6	.5	3	.3		
5	.4	24	2.1	10	.9	5	.4
7	.6	20	1.7	22	1.9	12	1.0
		2	.2	3	.3		
18	1.6	45	3.9	28	2.4	8	.7
8	.7	17	1.5	19	1.7	13	1.1
117	10.2	357	31.2	255	22.3	130	11.4

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			5	.4	30
WBMJ			103	9.0	529
WEYA					3
WFID			6	.5	20
WHOA			2	.2	14
WIAC			2	.2	20
WIAC-FM			4	.3	14
WKAO			14	1.2	175
WKAO-FM					40
WKVM			14	1.2	145
WLUZ					10
WOLA			9	.8	42
WORD					6
WPRM			7	.6	26
WQBS			8	.7	105
WQBS-FM			2	.2	20
TOT					
WRAI			23	2.0	129
WRSJ					7
WUNO			29	2.5	253
WVOZ			14	1.2	116
WZAR					
TOTAL			245	21.4	1008

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
1	.1	1	.1	2	.2	2	.2
19	1.7	96	8.4	55	4.8	26	2.3
2	.2	1	.1	1	.1		
2	.2	3	.3			2	.2
		1	.1	2	.2	2	.2
				2	.2	3	.3
		1	.1	5	.4	2	.2
12	1.0	25	2.2	39	3.4	10	.9
		3	.3	4	.3	1	.1
11	1.0	13	1.1	6	.5	3	.3
2	.2	6	.5	1	.1	1	.1
		3	.3	5	.4	2	.2
		3	.3	2	.2		
2	.2	6	.5	13	1.1	3	.3
		4	.3				
2	.2	10	.9	13	1.1	3	.3
2	.2	14	1.2	12	1.0	6	.5
2	.2	4	.3	1	.1	1	.1
16	1.4	31	2.7	17	1.5	7	.6
3	.3	11	1.0	10	.9	4	.3
75	6.6	229	20.0	180	15.7	77	6.7

Programmer's Guide

SECTIONS

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



SAN JUAN METROPOLITAN AREA

SHARES OF AUDIENCE

MON-FRI

STATION	6AM-12MID																			
	MEN					WOMEN					TEENS					TOTAL				
	JUL-AUG. 1975	OCT-NOV. 1975	%	%	%	JUL-AUG. 1975	OCT-NOV. 1975	%	%	%	JUL-AUG. 1975	OCT-NOV. 1975	%	%	%	JUL-AUG. 1975	OCT-NOV. 1975	%	%	%
WAPA	5	4				4	4				1	2				4	3			
WBMJ	8	7				8	8				31	37				12	13			
WEYA	1	2				3	3				1					2	2			
WFID	2	2				3	1					2				2	1			
WHDG	2	2				1	1					1				1	1			
WJAC	3	2				2	1				1	1				2	2			
WJAC-FM	1	1				2	3				2	1				2	2			
WKAC	21	24				21	22				11	9				19	21			
WKAC-FM	2	4				3	3				1	2				3	3			
WKVM	8	9				12	13				9	11				10	11			
WLUZ	7	7				6	8					1				6	6			
WCLA	2	2				1	1				3	3				2	1			
WURD	3	3				2	4									2	3			
WFRM	1					1					1	2				1				
WGDS	6	5				7	6				7	5				7	5			
WGDS-FM	1	1				3	2				1	1				2	1			
WRAL	4	2				3	3				7	8				4	3			
WRJJ	5	3				2	2				1	1				3	3			
WRNG	7	10				12	8				12	11				10	9			
WVGZ	6	5				3	3				8	5				5	4			
WVAP	1					1	1									1	1			
TGT(00)	460	494				518	621				206	198				1184	1313			

AM/FM DATA FOR 1974 ARE COMBINED ON AM LINE WHEN STATIONS SIMULCAST. 1975 DATA ARE LISTED SEPARATELY FOR THIS SITUATION. REFER TO PAGE X FOR 1975 AM/FM PROCESSING.



SHARES OF AUDIENCE

STATION	6AM-10AM															MON-FRI				
	MEN					WOMEN					TEENS					TOTAL				
	JUL-AUG, 1975	OCT-NOV, 1975	%	%	%	JUL-AUG, 1975	OCT-NOV, 1975	%	%	%	JUL-AUG, 1975	OCT-NOV, 1975	%	%	%	JUL-AUG, 1975	OCT-NOV, 1975	%	%	%
WAPA	4	3				4	3				2	1				4	3			
WUMJ	8	8				5	4				27	23				7	6			
WLYA							1										1			
WFID	1	1				1	1					1				1	1			
WFOA	1	2				1	1				1					1	1			
WTAC	2	1				1	1					1				2	1			
WTAC-FM	1					1	2				1					1	1			
WKAC	31	33				31	28				13	22				30	30			
WKAC-FM	4	5				5	3				3	3				4	4			
WKVM	11	12				15	19				10	20				14	16			
WUJZ	12	8				10	14				2	1				10	10			
WCLA		2					1				2	2					1			
WCHU	1	5				2	2									2	3			
WPNW											1									
WGSJ	7	4				5	5				6	6				6	5			
WGSJ-FM		1				2	2									1	2			
WRAI	2	1				1	1				9	6				2	2			
WRSJ	4	4				1	2				3	1				2	3			
WUNG	4	9				10	6				14	10				8	8			
WVJZ	3	3				2	2				6	2				3	3			
WZAR																				
TOT(00)	649	841				850	1115				124	174				1623	2130			

AM/FM DATA FOR 1974 ARE COMBINED ON AM LINE WHEN STATIONS SIMULCAST. 1975 DATA ARE LISTED SEPARATELY FOR THIS SITUATION. REFER TO PAGE X FOR 1975 AM/FM PROCESSING.



SHARES OF AUDIENCE

MON-FRI

STATION	10AM-3PM																			
	MEN					WOMEN					TEENS					TOTAL				
	JUL-AUG, 1975	OCT-NOV, 1975				JUL-AUG, 1975	OCT-NOV, 1975				JUL-AUG, 1975	OCT-NOV, 1975				JUL-AUG, 1975	OCT-NOV, 1975			
WAPA	4	2				3	3				2	1				3	2			
WENJ	7	10				13	8				32	37				15	12			
WFYA	1	2				2	3				1					2	2			
WFID	3	3				5	2									3	2			
WFOA	2	1				1	2				1					2	1			
WJAC	4	4				2	2					1			2	3				
WJAL-FM	1	1				2	5				3	1				2	3			
WKAC	10	20				13	16				11	5				14	16			
WKAC-FM	2	4				4	3				1	5				2	4			
WKVM	8	8				10	11				7	21				9	11			
WLJZ	8	6				4	6									5	5			
WCLA	2	2				1	1				5	2				2	1			
WDRG	4	5				3	6									3	5			
WPKV	1					1					1					1				
WQSS	7	6				10	8				6	6				8	7			
WQSS-FM	1	1				4	3				1	1				3	2			
WRAI	4	2				3	2				6	5				4	2			
WRSJ	6	3				1	2				2					3	2			
WUNG	8	11				14	10				13	9				12	11			
WVJZ	5	5				3	4				7	5				4	5			
WZAR		1				1	2										1			
TOT(00)	491	469				597	666				287	131				1375	1266			

AM/FM DATA FOR 1974 ARE COMBINED ON AM LINE WHEN STATIONS SIMULCAST. 1975 DATA ARE LISTED SEPARATELY FOR THIS SITUATION. REFER TO PAGE X FOR 1975 AM/FM PROCESSING.



SHARES OF AUDIENCE

MON-FRI

3PM-7PM

STATION	MEN					WOMEN					TEENS					TOTAL				
	JUL - AUG, 1975					JUL - AUG, 1975					JUL - AUG, 1975					JUL - AUG, 1975				
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
WAPA	6	4				3	3					1				4	3			
WBMJ	10	11				7	14				35	42				14	20			
WEYA	1	2				4	4				2					2	2			
WFIC	3	2				4	2				2	2				3	2			
WFDA	1	2				1	1					1				1	1			
WIAC	4	4				4	1									3	2			
WIAC-FM	1	2				2	5				3	1				2	3			
WKAC	22	24				21	24				10	6				19	19			
WKAC-FM	1	2				2	1				1					1	1			
WKVM	8	7				10	7				11	6				9	7			
WLUZ	4	7				4	3									3	3			
WLLA	2	1				2	1				3	3				2	1			
WGRD	2					3	5									2	3			
WPRM	1										1	2								
WQBS	4	4				8	7				7	2				6	5			
WQBS-FM	2	1				4	2									2	1			
WYAI	5	3				3	4				7	10				5	5			
WRSJ	4	4				2	3									3	2			
WUNC	8	7				10	9				10	15				9	10			
WVUZ	7	7				3	3				8	6				6	5			
WZAR	2					1	1									1				
TOT(00)	512	462				471	551				254	310				1237	1323			

AM/FM DATA FOR 1974 ARE COMBINED ON AM LINE WHEN STATIONS SIMULCAST. 1975 DATA ARE LISTED SEPARATELY FOR THIS SITUATION. REFER TO PAGE X FOR 1975 AM/FM PROCESSING.

STATION	7PM-12MID																			
	MEN					WOMEN					TEENS					TOTAL				
	JUL- AUG. 1975	OCT- NOV. 1975				JUL- AUG. 1975	OCT- NOV. 1975				JUL- AUG. 1975	OCT- NOV. 1975				JUL- AUG. 1975	OCT- NOV. 1975			
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	7	8				7	7					4				5	6			
WBMJ	10	12				6	14				25	41				12	21			
WEYA	2	6				11	9				3					5	5			
WFIC		2				2	1					4				1	2			
WFOA		2					1					2					2			
WIAC	4	3				2	1				5	2				3	2			
WIAC-FM	3	2				6	6					2				3	4			
WKAO	6	11				12	11				12	6				10	10			
WKAC-FM	1	2				1	1				1					1	1			
WKVM	4	4				10	6				8	5				7	5			
WLUZ	3	5				3	3				1					2	3			
WCLA	7	4				1	3				3	4				4	3			
WCRD	10	4				1	8					1				4	4			
WPRM	9	1				6	2				2	5				6	2			
WGJS	3	5				8	3				10	5				6	5			
WGJS-FM	1	1				1	1				1	2				1	1			
WRAI	7	4				6	7				10	9				7	6			
WRSJ	3	4				2	5									2	3			
WUNC	9	12				14	7				11	8				11	10			
WVIZ	15	9				2	4				11	6				10	6			
WZAR	1																			
TOT(00)	239	267				213	234				153	193				605	694			

AM/FM DATA FOR 1974 ARE COMBINED ON AM LINE WHEN STATIONS SIMULCAST. 1975 DATA ARE LISTED SEPARATELY FOR THIS SITUATION. REFER TO PAGE X FOR 1975 AM/FM PROCESSING.



SHARE OF AUDIENCE ESTIMATES

M-F

SAN JUAN METROPOLITAN AREA

6A.M.-12MID

OCT-NOV. 1975

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	4	4	2	3	1	5	3	3			5	6
WBMJ	9	8	37	13	27	7	3		27	7	3	1
WEYA	2	3		2	1	2	2	1		2	4	9
WFID @	2	1	2	1	1	1	2	3	1	4		1
WHA	2	1	1	1	1	3	1	4	1	2	1	2
WJAC @	3	1	1	2	2	2	3	3		1	2	2
WJAC-FM @	1	3	1	2	4		1		6	5	2	2
WKAC	24	22	9	21	10	17	24	40	10	16	29	27
WKAC-FM	4	3	2	3	5	5	4	3	2	4	4	2
WKVM	9	13	11	11	3	6	10	17	7	7	11	18
WLUZ	7	8	1	6	1	12	7	8	2	10	11	9
WOLA @	2	1	3	1	6	1			2	1		
WCRO @	3	4		3	1	2	6	3	2	3	3	9
WPRM @			2		1	1					1	
WQBS	5	6	5	5	7	7	5	1	14	7	4	3
WQBS-FM @	1	2	1	1	1	2		1	2	5	3	
TOT												
WRAI	2	3	8	3	4	3	1	1	4		1	4
WRSJ	3	2	1	3	4	4	5	2	1	2	5	2
WUND	10	8	11	9	6	16	14	4	9	12	8	6
WVQZ	5	3	5	4	14	4	4		9	3	2	
WZAR		1		1	1				1	2	1	
TOT (00)	494	621	198	1313	109	129	112	96	132	149	154	125

SHARE OF AUDIENCE ESTIMATES

MON-SUN
6A.M.-12MID

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	3	3	2	3	1	4	3	2			3	6
WBMJ	9	9	37	14	26	7	4		26	7	4	1
WEYA	2	3		2	2	3	1	1		2	4	9
WFID @	2	1	2	1	1	1	2	2	1	3		1
WHA @	2	1	1	1	1	4	1	4	1	2	1	2
WJAC @	3	1	1	2	2	2	4	4		2	2	2
WJAC-FM @	1	4	1	2	4		1		6	5	2	2
WKAQ	24	21	9	20	10	18	25	37	10	15	28	26
WKAC-FM	4	3	2	3	4	4	4	2	2	5	4	2
WKVM	9	13	10	11	4	5	10	17	6	7	11	19
WLUZ	7	7	1	6	1	11	7	8	2	9	10	9
WOLA @	2	1	3	1	6	1			3	1		
WCRO @	4	4		3	1	3	8	4	2	3	4	9
WPRM @			2		1	1					1	
WQBS	5	6	5	5	7	6	5	1	12	6	4	3
WQBS-FM @	1	2	1	1	1	1		1	2	5	2	
TOT												
WRAI	2	3	7	4	4	4	1	2	5	1	1	4
WRSJ @	3	3	1	3	4	4	5	2	1	3	5	2
WUND	10	9	11	9	5	15	13	5	10	12	9	6
WVQZ	5	3	5	4	14	4	4		9	3	2	
WZAR		1			1				1	2	2	
TOT (00)	438	543	193	1174	102	112	105	83	124	131	132	104



SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

OCT-NOV. 1975

MON-FRI

6A.M. - 10A.M.

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	3	3	1	3	2	3	3	3		2	4	5
WBMJ	5	4	23	6	20	3	3		22	4	1	
WEYA		1		1							2	3
WFID +	1	1	1	1		1	1	2	1	2		1
WHOA	2	1		1	2	5	1	3		2	1	
WIAC +	1	1	1	1	2		1	2		1	2	1
WIAC-FM +		2		1	3					2	1	1
WKAQ	33	28	22	30	12	25	34	46	12	25	35	32
WKAC-FM	5	3	3	4	4	10	6	3	3	4	3	3
WKVM	12	19	20	16	5	5	13	22	9	11	15	25
WLUZ	8	14	1	10	2	8	7	12	5	16	19	13
WCLA +	2	1	2	1	9			1	3	1		
WGRD +	5	2		3	1	2	10	3		1	3	7
WPRM						2						
WQBS	4	5	6	5	10	8	2	1	16	5	2	3
WQBS-FM	1	2		2		3			4	2		
TOT	5	7	6	6	10	11	2	1	19	10	4	3
WRAI	1	1	6	2	5	2	1		3		1	1
WRSJ	4	2	1	3	8	4	5	1	1	4	3	1
WUNQ	9	6	10	8	4	18	11	5	9	7	5	6
WVDZ	3	2	2	3	12	2	3		8	3		
WZAR										1		
TOT (00)	841	1115	174	2130	129	193	238	200	159	264	313	244

SHARE OF AUDIENCE ESTIMATES

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

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	2	3	1	2		1	2	2		2	4	6
WBMJ	10	8	37	12	26	13	4		29	2	3	1
WEYA	2	3		2		2	6			1	3	11
WFID	3	2		2	1	1	5	6		7	1	2
WHOA	1	2		1				5	3	3		
WIAC	4	2	1	3	3	2	6	4	1	2	2	2
WIAC-FM	1	5	1	3	4				5	9	3	2
WKAQ	20	16	5	16	9	14	9	37	8	10	23	18
WKAC-FM	4	3	5	4	8	2	4	3	1	5	7	1
WKVM	8	11	21	11	3	5	10	16	8	7	8	19
WLUZ	6	6		5		13	1	7		7	6	7
WCLA	2	1	2	1	8	2			2	1		
WGRD	5	6		5	1	4	8	4	1	4	4	16
WPRM												
WQBS	6	8	6	7	8	14	3	1	15	8	8	5
WQBS-FM	1	3	1	2	4				1	6	3	1
TOT												
WRAI	2	2	5	2	4	2	3	2	3	1		3
WRSJ	3	2		2	3	2	4	4		1	5	1
WUNQ	11	10	9	11	7	19	17	4	10	17	11	3
WVDZ	5	4	5	5	9	6	4		11	3	4	
WZAR	1	2		1	2		1		2	3	4	
TOT (00)	469	668	131	1266	106	128	96	99	153	183	159	125



SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

MON-FRI

3P.M.-7P.M.

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	4	3	1	3		5	4	4	1	3	5	7
WDMJ	11	14	42	20	31	8	4	3	30	13	9	
WEYA	2	4		2		5	1			3	5	12
WFID	2	2	2	2		2	3	3	1	6		1
WHOA	2	1	1	1	1	2		8	1	1	2	
WIAC	4	1		2		3	3	3		1	2	4
WIAC-FM	2	5	1	3	4		3	3	8	8	2	2
WKAC	24	24	6	19	13	16	19	37	12	13	28	36
WKAC-FM	2	1		1	5			3		4	1	
WKVM	7	7	6	7	2	11	12	5	5	4	7	11
WLUZ	7	3		3		12	14	5		3	5	5
WCLA	1	1	3	1	4	1				3		
WDRJ	2	5		3		1	5	3	1	9	4	11
WPRM			2		1							
WQBS	4	7	2	5	8	2	7		14	9	3	1
WQBS-FM TCT	1	2		1	2			4	2	4	2	
WRAI	3	4	10	5	3	5		4	5		1	7
WRSJ	4	3		2		6	5	5	2	1	5	1
WUND	7	9	15	10	5	11	8	6	9	15	12	2
WVOZ	7	3	6	5	14	7	6		10		2	1
WZAR		1			1					2	1	
TOT(00)	462	551	310	1323	112	131	103	78	153	113	130	107

SHARE OF AUDIENCE ESTIMATES

MON-FRI
7P.M.-12MID

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	8	7	4	6		11	9	9		12	7	9
WDMJ	12	14	41	21	29	5	2		25	26		2
WEYA	6	9		5	5	8		17		14	14	21
WFID +	2	1	4	2	4				1	2		
WHOA	2	1	2	2		8				2	2	
WIAC +	3	1	2	2	3	3		9		2	2	
WIAC-FM +	3	6	2	4	6		6		14	2	7	
WKAC	11	11	6	10	3	10	20	22	4	4	14	19
WKAC-FM	2	1		1	1	5			1		2	
WKVM	4	6	5	5	3	3	2	17	4		7	2
WLUZ	5	3		3	1	13	6		3	8		2
WGLA +	4	3	4	3	11				7	2		
WDRJ +	4	8	1	4	1	8		9	10	12	2	12
WPRM +	1	2	5	2	1			4	1		10	
WQBS	5	5	5	5	4		19		10	2	2	5
WQBS-FM + TOT	1	1	2	1		3				5		
WRAI	4	7	9	6	2	8		4	6		2	12
WRSJ	4	5		3	3	4	7			2	17	7
WUND	13	7	8	10	6	18	28		6	8	7	14
WVOZ	9	4	6	6	20	1	4	4	10	2	5	
WZAR									1			
TOT(00)	267	234	193	694	93	80	54	23	71	50	42	43



SHARE OF AUDIENCE ESTIMATES

SAT

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	3	2		2
WBMJ	10	6	31	11
WEYA	2	1		1
WFID @	1	1	2	1
WHQA	2	1		1
WIAC @	2	2		2
WIAC-FM @	1	2	1	2
WKAO	36	24	14	27
WKAO-FM	3	3		3
WKVM	11	22	15	17
WLUZ	5	3	1	4
WOLA @	1	2	2	1
WORD @	2	3		2
WPRM			3	
WQBS	2	7	4	5
WQBS-FM	1			
TOT	3	7	4	5
WRAI	1	1	6	1
WRSJ	2	3		2
WUNG	8	9	15	9
WVOZ	3	3	7	3
WZAR				
TOT(00)	365	458	117	940

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	2	1	2
WBMJ	10	14	40	19
WEYA	2	2		2
WFID @	1	2	1	1
WHQA	2	1	1	1
WIAC @	5	1		2
WIAC-FM	2	7	2	4
WKAO	18	12	8	13
WKAO-FM	2	5	1	3
WKVM	10	11	8	10
WLUZ	6	5	1	4
WOLA	3	2	3	3
WORD	7	5		4
WPRM	1		2	1
WQBS	3	6	5	5
WQBS-FM	1	2	2	1
TOT	4	8	7	6
WRAI	3	6	6	5
WRSJ	3	2	1	2
WUNG	9	10	13	10
WVCZ	5	3	5	4
WZAR				
TOT(00)	486	617	357	1460

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	2		2
WBMJ	10	13	44	21
WEYA	4	3		3
WFID @	4			2
WHQA		1	2	1
WIAC @	4			1
WIAC-FM @	1	7	2	4
WKAO	11	12	7	10
WKAO-FM	3	3		2
WKVM	9	8	5	8
WLUZ	6	4		4
WOLA	5	1	2	3
WORD	5	3		3
WPRM	1		2	1
WQBS	6	5	3	5
WQBS-FM		1	1	1
TOT	6	6	4	6
WRAI	6	12	9	9
WRSJ	2	5	1	3
WUNG	10	11	11	11
WVOZ	7	4	7	5
WZAR		1		
TOT(00)	312	343	255	910

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA		4	2	2
WBMJ	19	12	38	22
WEYA	7	7		5
WFID @		2	2	1
WHQA	1	1	1	1
WIAC @	1	2	1	1
WIAC-FM @	4	6	3	4
WKAO	9	7	8	8
WKAO-FM		1	2	1
WKVM	3	6	8	5
WLUZ	3	6		3
WOLA @	3	2	2	3
WORD @	2	2		1
WPRM @	3	1	2	2
WQBS	9	4	4	6
WQBS-FM @		1		
TOT	9	5	4	6
WRAI	8	15	9	11
WRSJ	3	4		2
WUNG	5	12	6	8
WVOZ	18	3	10	11
WZAR		1		
TOT(00)	190	163	130	483



SHARE OF AUDIENCE ESTIMATES

SUN

SAN JUAN METROPOLITAN AREA

OCT-NOV. 1975

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	3	1	2
WBMJ	9	3	25	8
WEYA	1	1	3	1
WFID @	1		3	1
WFOA @	2	2		2
WIAC @	3	3		3
WIAC-FM @	1	3		2
WKAQ	30	23	16	24
WKAQ-FM	3	4		3
WKVM	12	17	15	15
WLUZ	6	7		6
WDLA @		1	3	1
WORO @	6	4		4
WPRM	1			1
WQBS	1	0	3	4
WQBS-FM	1			1
TOT	2	6	3	4
WRAI	1	2	3	2
WRSJ @	1	6	3	4
WUNO	12	9	21	12
WVOZ	3	4	4	3
WZAR				
TOT(00)	220	269	75	564

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	1		1
WBMJ	11	9	42	16
WEYA	3	2		2
WFID @			1	
WHCA	1	1		1
WIAC	2	3		2
WIAC-FM	4	6		4
WKAQ	19	15	11	16
WKAQ-FM	6	7	1	5
WKVM	7	7	6	7
WLUZ	6	5		4
WCLA	1	2	3	2
WCRC	6	7	1	5
WPRM			1	
WQBS	3	5	3	4
WQBS-FM	2	2	2	2
TOT	5	7	5	6
WRAI	3	6	6	5
WRSJ	6	5	2	5
WUNO	10	12	14	11
WVOZ	2	3	5	3
WZAR				
TOT(00)	385	496	229	1110

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	3	1	1	2
WBMJ	5	10	31	13
WEYA	5	5	1	4
WFID @	2	1		1
WFOA	1	1	1	1
WIAC		2	1	1
WIAC-FM	2	2	3	2
WKAQ	39	23	22	29
WKAQ-FM	3	7	2	5
WKVM	4	7	3	5
WLUZ	6	1		3
WDLA	3	4	1	3
WORO	5	3	3	4
WPRM			1	
WQBS	4	5	7	5
WQBS-FM	2	1	1	1
TOT	6	6	7	6
WRAI	4	6	7	5
WRSJ	2	3	1	2
WUNO	7	7	9	7
WVOZ	2	8	6	5
WZAR		1		
TOT(00)	329	323	180	832

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	2	3	2
WBMJ	19	15	34	21
WEYA	9	13		9
WFID @	2	1	3	2
WHCA			3	1
WIAC @		3	4	2
WIAC-FM @	4	3	3	3
WKAQ	11	4	13	9
WKAQ-FM	1	5	1	3
WKVM	9	3	4	5
WLUZ		3		1
WGLA @	5	3	1	3
WGRO @	2	8	3	5
WPRM @		1		
WQBS	4	4	4	4
WQBS-FM	4	1		1
TOT	8	5	4	6
WRAI	5	13	8	7
WRSJ	1	6	1	3
WUNO	5	3	9	5
WVCZ	18	8	5	10
WZAR				
TOT(00)	97	118	77	292



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

N-F CZ
 6A.M.-10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	1.0	26	1.2	36	.1	1	1.0	63	3	6	6	6			4	13	11
WBMJ	1.5	35	1.7	50	3.5	40	2.0	129	26	5	8		35	10	4		1
WEYA	.1	2	.4	13			.2	15			1						7
WFID +	.3	7	.4	11	.2	2	.3	20		2	2	3	2	5	1		2
WHOA	.7	19	.2	7			.4	26	3	9	2	5			4		1
WIAC +	.4	10	.6	16	.1	1	.4	27	3		3	3		2	7		2
WIAC-FM +	.2	4	.6	17			.3	21	4				5	5	4		3
WKAC	11.0	281	10.8	313	3.4	39	9.6	633	16	48	81	91	19	66	111		78
WKAC-FM	1.3	45	1.1	33	.4	5	1.3	83	5	19	15	6	5	11	10		7
WKVM	4.0	102	7.2	208	3.1	35	5.2	345	6	10	30	43	15	28	48		62
WLUZ	2.5	65	5.4	155	.2	2	3.4	222	3	16	17	23	8	43	59		31
WOLA +	.5	13	.3	8	.3	4	.4	25	11			1	5	2			
WGRC +	1.0	40	.9	27			1.0	67	1	4	23	6		2	8		17
WPRM	.1	3		1			.1	4		3							1
WCBS	1.4	35	1.8	53	1.0	11	1.5	99	13	16	4	1	25	13	7		7
WCBS-FM	.2	5	.9	27			.5	32		5			6	14	7		
TCT	1.6	40	2.8	80	1.0	11	2.0	131	13	21	4	1	31	27	14		7
WRAI	.5	12	.3	10	.9	10	.5	32	7	3	2		5	1	2		2
WRSJ	1.2	32	.9	26	.2	2	.9	60	10	9	12	2	2	11	8		3
WUND	3.0	76	2.4	70	1.5	17	2.5	163	5	34	25	10	15	19	16		15
WVUZ	1.1	27	.8	23	.3	4	.8	54	16	3	8		12	8	1		
WZAR			.1	3				3						3			
TOTAL	32.8	841	38.5	1115	15.2	174	32.2	2130	129	193	238	200	159	264	313		244



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

5A.M.-10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	8.8	226	7.3	210	1.3	15	6.8	451	9	41	69	72	10	40	76	46
WGNJ	7.3	186	6.7	253	28.7	329	11.6	76J	110	46	22		155	49	37	7
WEYA	1.4	37	1.4	40			1.2	77	6	12	6				14	19
WFIC	2.4	61	1.5	42	.3	4	1.6	107	20	16	11	9	17	12	2	7
WROA	2.3	58	1.2	34			1.4	92	15	20	12	8	4	17	10	3
WJAC	4.1	105	3.1	91	.9	10	3.1	206	14	13	25	29	3	17	28	22
WJAC-FM	.9	24	2.3	66	.2	2	1.4	92	9		9	6	21	21	16	8
WKAC	36.6	940	31.8	921	19.0	217	31.5	2078	87	185	298	251	100	210	297	207
WKAQ-FM	4.8	123	3.8	109	1.1	13	3.7	245	12	49	39	20	21	20	44	24
WKVM	14.2	364	18.8	545	13.4	154	16.1	1063	39	54	113	119	58	86	141	139
WLJZ	9.9	254	13.4	389	1.7	19	10.0	662	8	63	90	70	20	128	136	74
WCLA	1.6	42	1.3	39	1.5	17	1.5	98	24	9		6	33	3		
WORD	6.0	154	4.0	115			4.1	269	9	22	88	21	13	12	43	40
WPRM	.6	16	.2	5	.3	3	.4	24	3	8		5				5
WOJS	6.0	153	7.8	225	5.9	67	6.7	445	62	54	32	3	83	66	47	22
WOBS-FM	.8	20	2.3	67	1.2	14	1.5	101	5	8	7		25	23	15	4
TOT	6.7	173	9.8	283	7.1	81	8.1	537	67	62	39	3	105	81	63	27
WRAI	2.1	55	2.2	63	5.5	63	2.7	181	24	10	7	12	29	19	11	4
WRSJ	5.4	139	4.6	134	1.1	13	4.3	286	21	42	56	16	3	54	46	11
WUNC	11.4	292	11.7	340	9.9	113	11.3	745	42	113	77	56	57	85	88	43
WVJZ	4.2	107	4.0	115	4.5	52	4.1	274	54	28	20	3	50	33	27	2
WZAR	.2	6	.4	11			.3	17	6					5	6	
TOTAL	85.8	2200	90.4	2618	69.1	791	84.9	5609	386	500	645	472	496	633	689	505



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

10A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.3	8	.7	19	.1	1	.4	28		1	2	2		3	6	3
WDMJ	1.9	45	1.8	53	4.3	49	2.3	151	28	16	4		44	3	5	1
WEYA	.3	8	.7	21			.4	29		2	6			2	5	14
WFID	.3	13	.6	16			.4	29	1	1	5	6		12	1	3
WDDA	.2	5	.3	10			.2	15				5		6		
WIAC	.7	18	.5	14	.1	1	.5	33	3	2	6	4	1	4	3	3
WIAC-FM	.2	4	1.1	31	.1	1	.5	36	4				7	16	5	3
WKAG	3.6	92	3.6	104	.6	7	3.1	203	10	18	9	37	13	19	37	22
WKAQ-FM	.7	19	.8	23	.5	6	.7	48	9	3	4	3	2	9	11	1
WKVM	1.5	39	2.6	75	2.4	27	2.1	141	3	6	10	16	13	13	12	24
WLUZ	1.0	26	1.3	38			1.0	64		16	1	7		13	10	9
WLLA	.4	10	.1	4	.2	2	.2	16	8	2			3	1		
WCRD	.9	22	1.3	39			.9	61	1	5	8	4	2	7	7	20
WPRM																
WQUS	1.2	30	1.9	56	.7	8	1.4	94	8	18	3	1	23	15	12	6
WCRS-FM TGT	.2	4	.7	19	.1	1	.4	24	4				2	11	5	1
WKAJ	.4	11	.4	13	.5	6	.5	30	4	2	3	2	4	1		4
WRSJ	.5	14	.4	11			.4	25	3	3	4	4		1	8	1
WUND	2.1	53	2.3	68	1.0	12	2.0	133	7	24	16	4	15	31	17	4
WVJZ	.9	22	1.0	29	.6	7	.9	58	10	8	4		17	6	6	
WZAR	.1	3	.5	14			.3	17	2		1		3	5	6	
TOTAL	18.3	469	23.0	666	11.4	131	19.2	1266	106	128	96	99	153	183	159	125



CUMULATIVE AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

10A.M.-3P.M.

OCT-NOV, 1975

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	3.2	81	4.5	129	.5	6	3.3	216		12	18	24	8	16	47	34
WBMJ	7.6	194	6.1	178	28.1	322	10.5	694	111	64	11	3	109	34	26	7
WEYA	1.1	22	1.6	47	.3	3	1.2	76	3	6	9	5		5	10	25
WFID	1.8	45	1.1	31	.2	2	1.2	78	9	16	6	9	4	16	4	7
WHDA	1.1	27	.9	27			.8	54	4	8	7	5	4	15	6	2
WIAC	4.9	126	3.6	103	.9	10	3.6	239	15	23	45	25	3	18	41	20
WIAL-FM	.9	23	2.3	68	.9	10	1.5	101	10		10	3	14	29	15	10
WKAC	17.7	453	17.3	502	11.2	128	16.4	1083	55	96	115	124	84	109	146	89
WKAO-FM	4.6	118	3.2	94	2.5	29	3.6	241	31	47	24	13	16	20	43	11
WKVM	8.9	228	11.2	324	12.5	143	10.5	695	29	43	63	68	37	62	74	31
WLUZ	4.0	103	4.9	141	.8	9	3.8	253		42	31	15	6	37	60	24
WELA	1.5	38	1.4	41	2.4	27	1.6	106	26	9			38	3		
WCRC	5.0	128	4.1	120			3.8	248	11	13	74	18	11	25	41	40
WPRM	.1	3			.3	3	.1	6	3							
WQBS	4.2	107	6.4	184	6.0	69	5.4	360	39	50	11	3	59	56	46	19
WQBS-FM ICT	.8	21	1.6	47	1.9	22	1.4	90	5	4	7	5	18	13	12	4
WRAI	1.6	42	2.6	74	5.2	60	2.7	176	22	10	7	3	30	20	2	15
WRSJ	3.7	95	2.8	82	.9	10	2.8	187	15	20	32	24	8	14	34	11
WUND	7.2	185	9.9	286	12.4	142	9.3	613	40	65	60	18	79	87	82	26
WVDZ	3.8	98	3.3	95	5.4	62	3.9	255	54	31	13		50	25	18	2
WZAR	.7	19	.7	19			.6	38	6	8	5		5	8	6	
TOTAL	58.9	1511	61.9	1793	59.2	678	60.3	3982	343	346	409	258	392	442	457	322



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

M-F CZ
 3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.7	17	.7	19	.3	4	.5	40		7	4	3	1	3	7	8
WBMJ	2.1	53	2.6	76	11.4	131	3.9	260	35	11	4	2	46	15	12	
WEYA	.4	9	.8	23			.5	32		6	1			3	7	13
WFID	.3	7	.3	9	.5	6	.3	22		2	3	2	1	7		1
WHOA	.4	10	.1	4	.2	2	.2	16	1	3		6	1	1	2	
WIAL	.7	17	.2	7	.1	1	.4	25		4	8	2		1	2	4
WIAF-FM	.4	9	.9	26	.3	3	.6	38	4		3	2	12	9	3	2
WKAG	4.2	109	4.5	130	1.6	18	3.9	257	15	21	20	29	18	15	37	38
WKAG-FM	.3	8	.2	5	.1	1	.2	14	6			2		4	1	
WKVM	1.3	34	1.4	40	1.7	20	1.4	94	2	15	12	4	7	4	9	12
WLUZ	1.2	32	.5	14			.7	46		16	12	4		3	6	5
WDLA	.2	6	.1	3	.9	10	.3	19	5	1				3		
WDRG	.4	9	1.0	30			.6	39		1	5	2	1	10	5	12
WPRM		1			.4	5	.1	6	1							
WQBS	.8	20	1.2	36	.6	7	1.0	63	9	2	7	3	21	10	4	1
WQBS-FM TCT	.2	6	.3	10	.1	1	.3	17		3			3	5	2	
WRAI	.5	13	.8	23	2.6	30	1.0	66	3	7		3	8		1	7
WRSJ	.7	17	.5	15			.5	32		8	5	4	3	1	7	1
WUNG	1.3	34	1.7	49	4.0	46	2.0	129	6	15	8	5	14	17	15	2
WVDZ	1.2	31	.7	19	1.6	18	1.0	68	16	9	6		15		3	1
WZAR		1	.1	3			.1	4	1						1	
TOTAL	18.0	462	19.0	551	27.1	310	20.0	1323	112	131	103	78	153	113	130	107



CUMULATIVE AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	6.0	153	2.9	85	1.7	19	3.9	257		33	45	45	7	3	44	24
WBMJ	7.5	193	8.3	241	40.3	462	13.6	896	120	41	16	11	157	32	45	2
WEYA	1.2	30	1.3	39	.3	3	1.1	72	3	12	9	3		5	14	20
WFIC	1.6	40	.8	24	1.5	17	1.2	31	11	9	6	9	3	14	2	5
WHUA	1.4	35	.7	19	1.0	11	1.0	65	4	13	7	8	4	7	8	
WIAC	3.7	96	1.9	55	.9	10	2.4	161	4	23	28	19	3	6	14	21
WIAC-FM	1.6	41	2.7	79	.5	6	1.9	126	15		17	9	27	26	17	9
WKAG	16.4	421	13.2	383	12.2	140	14.3	944	52	100	104	90	81	83	85	69
WKAG-FM	2.8	72	1.9	54	2.5	29	2.3	155	26	23	13	10	6	20	21	7
WKVM	7.1	183	5.6	163	10.7	122	7.1	468	24	54	52	42	30	27	52	33
WLUZ	5.5	142	2.5	72	.9	10	3.4	224	4	41	73	14	4	16	32	20
WCLA	1.4	35	1.5	43	2.4	27	1.6	105	31	4			36	3	4	
WORD	4.2	105	3.6	104	.3	3	3.3	216	8	23	53	18	10	23	41	27
WPRM	.5	14	.3	8	1.7	20	.6	42	14					3	5	
WQBS	3.1	80	4.9	142	7.5	86	4.7	308	40	20	13	3	69	39	25	9
WQBS-FM TOT	.6	16	1.6	46	.7	8	1.1	70	4	4	7	5	19	11	12	4
WRAI	2.7	68	2.2	65	10.1	116	3.8	249	40	12	7	7	39	4	2	13
WRSJ	3.7	96	2.2	64	.6	7	2.5	167	5	25	54	12	14	14	20	11
WUND	8.0	206	8.6	249	16.7	191	9.8	646	43	87	52	22	73	77	72	16
WVOZ	6.1	156	2.9	84	7.7	88	5.0	328	82	51	20	3	59	10	11	4
WZAR	.5	14	.8	23			.6	37	6	8			5	8	10	
TOTAL	60.0	1535	52.1	1510	80.0	916	60.0	3965	348	381	440	235	450	321	388	225



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

7P.M.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.9	22	.6	16	.6	7	.7	45		9	5	2			6	3	4
WBMJ	1.2	32	1.1	32	7.0	80	2.2	144	27	4	1		18	13			1
WEYA	.6	15	.8	22			.6	37	5	6		4		7	6		9
WFID +	.2	6	.1	2	.6	7	.2	15	4				1	1			
WHDG	.2	6	.1	2	.3	3	.2	11		6				1	1		
WIAC +	.3	7	.1	2	.3	4	.2	13	3	2		2		1	1		
WIAC-FM +	.4	9	.5	14	.3	4	.4	27	6		3		10	1	3		
WKAG	1.2	30	.9	26	1.0	11	1.0	67	3	8	11	5	3	2	6		8
WKAG-FM	.2	5	.1	2			.1	7	1	4			1		1		
WKVM	.4	11	.5	14	.8	9	.5	34	3	2	1	4	3		3		1
WLUZ	.5	14	.2	7			.3	21	1	10	3		2	4			1
WGLA +	.4	10	.2	6	.7	8	.4	24	10				5	1			
WORD +	.4	10	.7	19	.1	1	.5	30	1	6		2	7	6	1		5
WPRM +	.1	2	.2	5	.8	9	.2	16	1			1	1		4		
WQBS	.5	14	.4	11	.8	9	.5	34	4		10		7	1	1		2
WQBS-FM + TOT	.1	2	.1	2	.3	3	.1	7		2					2		
WRAI	.4	10	.6	17	1.5	17	.7	44	2	6		1	4		1		5
WRSJ	.4	11	.4	12			.3	23	3	3	4			1	7		3
WUND	1.4	36	.6	17	1.4	16	1.0	69	6	14	15		4	4	3		6
WVQZ	.9	23	.3	10	1.0	11	.7	44	19	1	2	1	7	1	2		
WZAR				1				1					1				
TOTAL	10.4	267	8.1	234	16.9	193	10.5	694	93	80	54	23	71	50	42		43



CUMULATIVE AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

7P.-M.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	4.2	109	2.3	66	1.7	20	3.0	195		21	40	23	3	28	14	14
WBMJ	5.5	140	5.1	148	23.8	273	8.5	561	105	18	14	3	96	34	14	4
WEYA	.9	24	1.4	40			1.0	64	9	6		9		7	9	20
WFIC	1.2	32	.9	27	1.4	16	1.1	75	21			6	16	9		2
WHOA	1.1	29	.2	7	1.0	11	.7	47	4	22		3		3	4	
WIAC	2.8	72	1.2	36	1.2	14	1.8	122	22	33	3	7		10	10	12
WIAC-FM	1.4	35	1.5	44	1.0	11	1.4	90	20			12	3	27	7	10
WKAC	7.1	183	5.2	152	6.7	77	6.2	412	23	50	68	21	32	45	25	27
WKAC-FM	2.7	68	1.4	40	1.9	22	2.0	130	14	36	9	6	17	14	7	2
WKVM	2.8	73	3.0	86	5.3	61	3.3	220	23	10	10	24	18	16	23	11
WLUZ	1.8	45	1.8	53	.3	4	1.5	102	4	24	10	5	8	22	6	17
WCLA	1.1	27	1.1	31	2.2	25	1.3	83	27				28	3		
WORD	2.0	51	1.8	51	.5	6	1.6	108	7	17	13	12	10	15	14	12
WPRM	1.2	31	.5	15	1.6	18	1.0	64	14	6	6	5	4	3	8	
WQBS	1.7	43	2.1	61	5.4	62	2.5	166	23		18		38	14	7	2
WQBS-FM TCT	.2	4	.5	15	1.5	17	.5	36		4			5		10	
WRAI	1.8	45	1.7	48	6.5	74	2.5	167	32	6		4	28		2	11
WRSJ	2.3	59	2.3	67	.3	3	2.0	129	4	19	22	10	8	17	20	13
WUND	4.8	124	4.0	115	10.9	125	5.5	364	33	50	37		34	46	15	17
WVUZ	4.9	126	1.6	47	6.6	75	3.8	248	68	42	13	3	33	6	4	4
WZAR			.1	3				3					3			
TOTAL	38.9	999	30.9	896	55.4	634	38.3	2529	341	230	236	122	272	236	171	141



SAN JUAN METROPOLITAN AREA

SAT

OCT-NOV. 1975

AVERAGE 1/4 HOUR ESTIMATES

6A.M. - 10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.4	11	.4	11			.3	22	4		3	1		2	5	3
WBMJ	1.4	37	.9	27	3.1	36	1.5	100	13	18	3	3	17	8		2
WEYA	.3	8	.2	5			.2	13	4			2	2			3
WFID	.2	4	.2	6	.2	2	.2	12	4				4	2		
WHOA	.4	9	.1	4			.2	13		6				3	1	
WIAC	.4	9	.3	10			.3	19			4	4		2	4	2
WIAC-FM	.2	4	.3	10	.1	1	.2	15	1		1	2	4	4	1	1
WKAQ	5.1	132	3.8	110	1.4	16	3.9	256		23	44	42	11	22	36	27
WKAQ-FM	.4	11	.4	13			.4	24		3	8			10	3	
WKVM	1.6	41	3.4	99	1.5	17	2.4	157		4	7	24	7	15	21	32
WLUZ	.7	18	.6	16	.1	1	.5	35		7	2	7		3	2	10
WDLA	.2	4	.2	7	.2	2	.2	13	1	2			7			
WDRD	.3	7	.5	14			.3	21			5	2	3	1	6	4
WPRM					.3	4	.1	4								
WQSS	.3	8	1.1	33	.4	5	.7	46	3	3	2		11	12	4	2
WQSS-FM	.1	3		1			.1	4			2	1			1	
TOT	.4	11	1.2	34	.4	5	.8	50	3	3	4	1	11	12	5	2
WRAI	.1	3	.1	4	.6	7	.2	14	1			2	3		1	
WRSJ	.3	7	.5	14			.3	21	4		3			3	9	
WUND	1.1	29	1.4	41	1.6	18	1.3	88		15	7	5	7	12	13	8
WVOZ	.4	10	.4	12	.7	8	.5	30	6	3			7	2	3	
WZAC																
TOTA	14.2	365	15.8	458	10.2	117	14.2	940	44	89	94	98	86	107	116	93

SAT

SAN JUAN METROPOLITAN AREA

OCT-NOV. 1975

AVERAGE 1/4 HOUR ESTIMATES

10A.M. - 3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.4	9	.4	12	.4	5	.4	26	2	3	2	1	1	7	2	1
WBMJ	2.0	51	2.9	85	12.4	142	4.2	278	30	9	9	1	63	6	14	
WEYA	.5	12	.4	12			.4	24	6	3		2	5	2	3	
WFID	.2	5	.3	10	.3	3	.3	18	2	3			6	1		2
WHOA	.3	8	.2	6	.3	4	.3	19		7	1			3	3	
WIAC	.9	23	.3	8	.1	1	.5	32		5	12	4	1	1	3	2
WIAC-FM	.4	11	1.4	41	.6	7	.9	59	6		5		18	16	6	1
WKAC	3.4	88	2.6	75	2.4	28	2.9	191	4	29	30	21	23	17	18	12
WKAQ-FM	.4	10	1.0	29	.2	2	.6	41	7	1	2		5	15	8	1
WKVM	1.9	50	2.3	68	2.5	29	2.2	147	13	7	10	18	9	17	18	15
WLUZ	1.1	28	1.1	33	.3	3	1.0	64		7	2	16	1	14	7	7
WDLA	.6	16	.5	15	.8	9	.6	40	8	7			12	3		
WDRD	1.3	33	1.1	31	.1	1	1.0	65	1	8	22	2	2	8	10	9
WPRM	.1	3			.6	7	.2	10	3							
WQSS	.5	14	1.2	36	1.6	18	1.0	68	6	8			18	5	9	4
WQSS-FM	.1	3	.3	10	.5	6	.3	19	2			1	2	8		
TOT	.7	17	1.6	46	2.1	24	1.3	87	8	8		1	20	13	9	4
WRAI	.5	14	1.3	37	1.7	20	1.1	71	5	3		6	19	7	5	2
WRSJ	.7	17	.5	15	.2	2	.5	34	4	5	3	4	1	6	8	
WUND	1.7	43	2.1	61	3.9	45	2.3	149	5	8	18	7	21	20	16	4
WVOZ	.9	24	.6	18	1.5	17	.9	59	19	5			9	5	4	
WZAR																
TOTAL	18.9	486	21.3	617	31.2	357	22.1	1460	133	129	117	85	212	174	133	69



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SAT
OCT-NOV. 1975
3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.3	7	.3	8	.1	1	.2	10		5	1			4	2	1
WBMJ	1.2	32	1.6	45	9.8	112	2.9	189	26	3		3	33		11	1
WEYA	.5	12	.4	11			.3	23	6	6				3	2	4
WFID	.5	14		1			.2	15	3	6	3					1
WHOA		1	.1	3	.3	4	.1	8		1				1	2	
WIAC	.5	12		1			.2	13			5	4			1	
WIAC-FM	.1	3	.8	24	.5	6	.5	33	2		1		12	7	4	1
WKAQ	1.4	35	1.5	42	1.5	17	1.4	94	11	5	7	10	9	9	15	6
WKAG-FM	.3	8	.3	10	.1	1	.3	19	5	3			4	3	3	
WKVM	1.1	27	1.0	28	1.2	14	1.0	69	6	3	3	11	6	5	8	7
WLUZ	.7	19	.5	14	.1	1	.5	34		1	8	6		7	4	3
WOLA	.6	15	.2	5	.3	4	.4	24	12	3			1	4		
WDRD	.7	17	.4	11			.4	28		4	10	3	1	1	3	4
WPRM	.1	3		1	.5	6	.2	10	3					1		
WQBS	.3	20	.6	16	.6	7	.7	43	13		4	3	10	2	3	1
WQBS-FM			.2	5	.3	3	.1	8					4	1		
TOT	.8	20	.7	21	.9	10	.8	51	13		4	3	14	3	3	1
WRAI	.7	18	1.5	42	1.9	22	1.2	82	7	6		5	17	11	2	5
WRSJ	.3	7	.6	16	.3	3	.4	26	3	2		2	3	8	4	1
WUND	1.2	31	1.3	37	2.4	28	1.5	96	4	2	15	6	11	15	9	2
WVOZ	.8	21	.5	14	1.7	19	.8	54	12	8	1		10	2	2	
WZAR			.1	3				3							3	
TOTAL	12.2	312	11.8	343	22.3	255	13.8	910	113	60	60	58	123	87	78	38

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SAT
OCT-NOV. 1975
7P.M.-12MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA			.2	7	.2	2	.1	9						4	2	1
WBMJ	1.4	36	.7	19	4.4	50	1.6	105	36				16	1	2	
WEYA	.5	13	.4	12			.4	25	5	6		2		3	4	5
WFID			.1	3	.2	2	.1	5					3			
WHOA	.1	2		1	.1	1	.1	4	2						1	
WIAC	.1	2	.1	3	.1	1	.1	6	2				2	1		
WIAC-FM	.3	7	.3	10	.3	4	.3	21	7				9		1	
WKAQ	.7	18	.4	11	1.0	11	.6	40	9	3	5	1	2	4	4	5
WKAQ-FM			.1	2	.2	2	.1	4						1		1
WKVM	.2	6	.3	10	.9	10	.4	26	3			2	3	1	2	4
WLUZ	.2	5	.3	9			.2	14			4	1	2	3	1	
WOLA	.2	6	.1	4	.3	3	.2	13	6				4			
WDRD	.2	4	.1	3			.1	7		4			3			
WPRM	.2	5	.1	2	.2	2	.1	9	1	3		1	1		1	
WQBS	.7	18	.2	6	.4	5	.4	29	7	7	4		3	3		
WQBS-FM			.1	2			.1	2					1	1	1	
TOT	.7	18	.3	8	.4	5	.5	31	7	7	4		3	4	1	
WRAI	.6	16	.8	24	1.0	12	.8	52	7	5		4	5	7		5
WRSJ	.2	5	.2	7			.2	12	4		1		1	2	2	2
WUND	.4	10	.7	20	.7	8	.6	38	2		7	1	10	7	1	2
WVOZ	1.3	34	.2	5	1.1	13	.8	52	17	16		1	1	2	2	
WZAR				1				1						1		
TOTAL	7.4	190	5.6	163	11.4	130	7.3	483	107	43	21	17	66	38	24	25



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN
OCT-NOV. 1975
9A.M. - 10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.1	2	.3	9	.1	1	.2	13				3	1		1	5
WENJ	.8	20	.3	8	1.7	19	.7	47	12	5	3		6	2		
WEYA	.1	2	.1	2	.2	2	.1	5							1	1
WFID	.1	2		1	.2	2	.1	5	2				1			
WHUA	.2	5	.2	5			.2	10		3	2		2		1	
WIAC	.3	7	.3	9			.2	16			5				2	
WIAC-FM	.3	2	.3	8			.2	10	1			1	2		2	2
WKAQ	2.5	65	2.1	61	1.0	12	2.1	133	9	13	17	16	7	9	23	14
WKAQ-FM	.3	7	.4	12			.3	19		2	3	2	1	6	4	1
WKVM	1.1	27	1.6	46	1.0	11	1.3	84		2	9	17	1	4	8	16
WLUZ	.5	14	.6	18			.5	32		7	2	5	1	5	2	8
WCLA		1	.1	3	.2	2	.1	5	1				1			
WDRD	.5	14	.4	11			.4	25			13			1	7	2
WPRM	.1	2						2				2				
WQBS	.1	3	.6	16	.2	2	.3	21	1		2		6	3	5	1
WQBS-FM	.1	2						2			2					
TOT	.2	5	.6	16	.2	2	.3	23	1		4		6	3	5	1
WRA1	.1	3	.2	5	.2	2	.2	10		3			3		2	2
WRSJ	.1	3	.6	16	.2	2	.3	21		3				7	4	2
WUND	1.0	26	.9	25	1.4	16	1.0	67	1	14	3	6	7	5	12	1
WVOZ	.2	6	.3	10	.3	3	.3	19	3		3		6	2	1	1
WZAR																
TOTAL	8.0	220	9.3	269	6.6	75	8.5	564	32	53	64	46	45	48	74	62

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN
OCT-NOV. 1975
10A.M. - 3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.3	8	.2	6	.1	1	.2	15		2	3	1	1	3	1	1
WENJ	1.7	44	1.5	43	8.4	96	2.8	183	28	12	4		25	9	9	
WEYA	.5	12	.4	11	.1	1	.4	24	5	3		1	1	2		5
WFID		1		1	.3	3	.1	5	1				1			
WHUA	.1	2	.2	5	.1	1	.1	8	1	1			1	1	3	
WIAC	.4	9	.5	15			.4	24		1	8		2	5	3	4
WIAC-FM	.5	14	1.0	29	.1	1	.7	44	7		5	2	9	10	5	5
WKAQ	2.9	75	2.6	75	2.2	25	2.6	175	8	20	28	11	15	14	26	13
WKAQ-FM	.9	24	1.2	34	.3	3	.9	61	6	12	3	2	11	13	6	4
WKVM	1.0	26	1.2	36	1.1	13	1.1	75	8	2	6	8	3	4	4	15
WLUZ	.9	23	.8	23			.7	46		7	7	9	1	9	4	9
WCLA	.2	4	.3	10	.5	6	.3	20	2	2			7			
WDRD	.9	24	1.1	33	.3	3	.9	60	1	2	19		5	6	15	5
WPRM		1			.3	3	.1	4	1							
WQBS	.4	11	.9	26	.5	6	.7	43	5	2	3		13	3	7	2
WQBS-FM	.3	8	.3	8	.3	4	.3	20			3	5	2	6		
TOT	.7	19	1.2	34	.9	10	1.0	63	5	2	6	5	15	9	7	2
WRA1	.4	10	1.0	30	1.2	14	.8	54	4	3		3	18	4	4	
WRSJ	.9	23	.9	27	.3	4	.8	54	11	1	2	9	1	10	5	6
WUND	1.5	38	2.0	58	2.7	31	1.9	127	4	16	7	9	26	13	18	
WVOZ	.4	9	.6	17	1.0	11	.6	37	5	2	2		14	3		
WZAR																
TOTAL	15.0	385	17.1	496	20.0	229	16.8	1110	100	95	105	64	156	123	109	72



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN
OCT-NOV, 1975
3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.4	10	.1	4	.2	2	.2	16			9				3	1
WBMJ	.7	16	1.1	33	4.8	55	1.6	106	13	3	2		20	9	4	
WEYA	.6	15	.5	15	.1	1	.5	31	6	6			2	3	1	5
WFID	.2	5	.1	3			.1	8	4		1			1	2	
WHOA	.2	4	.1	2	.2	2	.1	8	1	3					2	
WIAC		1	.3	8	.2	2	.2	11			1		4	3	1	
WIAC-FM	.3	8	.2	7	.4	5	.3	20	8				5	2		
WKAQ	5.0	127	2.6	74	3.4	39	3.6	240	14	24	50	15	8	11	24	16
WKAQ-FM	.4	11	.8	24	.3	4	.6	39	4	4	1	1	6	10	2	6
WKVM	.5	12	.8	22	.5	6	.6	40	2		4	6	2		7	13
WLUZ	.8	21	.1	2			.3	23		8	7	5		1		1
WCLA	.4	9	.5	14	.1	1	.4	24	2	7			11			
WCRO	.7	17	.4	11	.4	5	.5	33			11	6	1	4	4	2
WPRM					.2	2		2								
WOBS	.5	13	.5	15	1.1	13	.5	41	10		3		5	2	3	2
WOBS-FM	.3	7	.1	3			.2	10			2	5		3		
TOT	.8	20	.6	13	1.1	13	.8	51	10		5	5	5	5	3	2
WRAI	.5	12	.7	20	1.0	12	.7	44	9			3	1	6	3	3
WRSJ	.3	8	.3	9	.1	1	.3	18	5		1	2		4	1	1
WUNG	.9	24	.7	21	1.5	17	.9	62	2	3	11	7	8	3	10	
WVJZ	.3	7	.9	27	.9	10	.7	44	7				18	9		
WZAR			.1	3				3							3	
TOTAL	12.8	329	11.2	323	15.7	180	12.6	832	87	69	95	48	95	77	67	48

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN
OCT-NOV, 1975
7P.M.-12MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA		1	.1	2	.2	2	.1	5		1					2	
WBMJ	.7	16	.6	18	2.3	26	.9	62	14		4		14	3	1	
WEYA	.4	9	.5	15			.4	24		6				6	3	4
WFID	.1	2		1	.2	2	.1	5					1			
WHOA					.2	2		2								
WIAC			.1	4	.3	3	.1	7					1	3		
WIAC-FM	.2	4	.1	3	.2	2	.1	9	4				3			
WKAQ	.4	11	.2	5	.9	10	.4	26	4	2	2	1	2		3	
WKAQ-FM		1	.2	6	.1	1	.1	8		1			2	2	1	1
WKVM	.4	9	.1	4	.3	3	.2	16	6			1				4
WLUZ			.1	3				3					2		1	
WOLA	.2	5	.1	4	.1	1	.2	10	4	1			3			
WCRO	.1	2	.3	10	.2	2	.2	14			2		6	2	1	1
WPRM				1				1							1	
WOBS	.2	4	.2	5	.3	3	.2	12	3		1			3	1	1
WOBS-FM	.2	4		1			.1	5				4		1		
TOT	.3	6	.2	6	.3	3	.3	17	3		1	4	4	4	1	1
WRAI	.2	5	.5	15	.5	6	.4	26	2			3	3	2	3	
WRSJ		1	.2	7	.1	1	.1	9		1			1	2	2	2
WUNG	.2	5	.1	4	.6	7	.2	16			4	1	1	2	1	
WVJZ	.7	17	.3	9	.3	4	.5	30	12	3	1	1	3	6		
WZAR																
TOTAL	3.8	97	4.1	118	6.7	77	4.4	292	49	14	15	10	41	32	17	16



SAN JUAN METROPOLITAN AREA

GCT-NOV.1975

AVERAGE 1/4 HOUR ESTIMATES

M-F RATINGS

STATION	5.00 AM				6.00 AM				7.00 AM				8.00 AM				9.00 AM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	1.2	.9		.9	1.6	1.1		1.1	1.7	1.7	.2	1.4	.2	1.3		.7	.5	1.0	.2	.7
WBMJ		.4		.2	.9	1.7	4.5	1.9	1.5	2.0	4.3	2.2	1.6	1.6	2.1	1.7	2.1	1.7	3.1	2.1
WEYA					.1	.4		.2	.1	.7		.3		.4		.2	.2	.2		.2
WFID							.3	.1	.1	.7	.3	.4	.8	.3		.5	.2	.3		.3
WHOA					.7	.2		.3	1.1	.3		.5	.7	.3		.4	.5	.2		.3
WIAC									.5	.9		.6	.5	.5	.2	.5	.2	.4	.2	.3
WIAC-FM									.2	.2		.2	.2	.6		.3	.2	1.0		.5
WKAQ	5.2	3.6	.7	3.7	16.2	14.5	6.0	13.7	15.2	14.7	4.2	13.1	7.3	8.5	1.7	6.9	5.2	5.5	1.7	4.7
WKAQ-FM					2.5	.7	.3	1.3	2.5	1.4	.7	1.7	1.2	1.1	.4	1.0	.9	1.3	.4	1.0
WKVM					4.4	8.0	4.5	6.0	4.9	9.5	3.5	6.7	3.7	6.6	1.7	4.6	3.0	4.6	2.7	3.7
WLUZ					1.6	2.3		1.6	3.7	6.5	.5	4.4	2.8	6.6	.1	4.0	2.2	6.1		3.5
WCLA									.3	.2	.8	.3	.5	.2	.3	.4	.6	.2		.4
WORD									1.2	.7		.8	1.7	1.1		1.1	1.8	1.0		1.1
WPRM					.2	.1		.1	.4	.1		.2								
WQBS	.1	.2	.3	.2	1.2	1.5	1.6	1.4	1.5	2.1	.8	1.7	1.4	1.6	.7	1.4	1.2	2.0	.9	1.5
WQBS-FM		.1			.3	.7		.4	.2	1.3		.7	.2	1.1		.6	.2	.7		.3
TOT					1.5	2.2	1.6	1.8	1.7	3.4	.8	2.4	1.6	2.7	.7	2.0				
WRAI					.5	.7	1.0	.7	.8	.3	1.3	.7	.1	.1	.7	.2	.4	.1	.3	.3
WRSJ		.1			1.5	.3	.4	.8	1.4	1.5	.3	1.3	1.1	1.0	.2	.9	.9	.7		.6
WUNO	.6	.6	.1	.5	2.4	1.8	1.2	2.0	3.7	2.8	1.7	2.9	3.5	2.5	1.0	2.6	2.2	2.6	2.0	2.3
WVOZ		.1		.1	.6	.6	.4	.6	1.2	.6	.6	.9	1.4	.9		1.0	.9	1.0	.3	.9
WZAR										.1								.2		.1
TOTAL	7.2	5.9	1.1	5.6	35.4	35.3	20.0	32.7	42.3	48.9	19.1	41.2	29.4	37.6	9.6	29.6	24.1	32.0	12.1	25.5

STATION	10.00 AM				11.00 AM				12 NOON				1.00 PM				2.00 PM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.7	.9	.2	.7	.5	.9	.1	.6	.1	.7		.3	.2	.4		.2	.1	.4		.2
WBMJ	2.5	1.9	2.7	2.3	2.2	1.9	3.6	2.3	1.4	1.9	3.3	2.0	1.6	1.8	4.8	2.2	1.8	1.6	7.1	2.6
WEYA	.2	.5		.3	.2	.4		.3	.2	.9		.5	.5	.9		.6	.4	.8		.5
WFID	.2	.7		.4	.5	.6		.5	.5	.4		.4	.7	.5		.5	.6	.4		.4
WHOA	.2	.3		.2	.2	.4		.2	.3	.4		.3	.2	.4		.3	.2	.2		.2
WIAC	.4	.5	.2	.4	.7	.4	.1	.5	1.5	.6		.8	.4	.3		.3	.6	.4	.1	.4
WIAC-FM	.4	1.3		.7	.4	1.2		.7		1.0		.5		1.1		.5		.9	.3	.5
WKAQ	3.7	4.2	.5	3.4	3.5	3.3	1.0	3.0	3.1	2.7	.3	2.4	2.8	2.8	.2	2.3	4.8	4.8	1.3	4.2
WKAQ-FM	.9	1.5	.4	1.1	.9	.9	.6	.9	.7	.4	.3	.5	.6	.6	.3	.5	.8	.5	1.0	.7
WKVM	2.4	4.2	3.0	3.3	2.0	3.3	2.4	2.6	1.2	1.8	2.2	1.7	1.2	1.9	2.1	1.6	1.1	1.8	2.4	1.6
WLUZ	1.4	2.1		1.4	1.3	1.7		1.2	1.1	1.2		1.0	1.0	.7		.7	.5	.9		.6
WCLA	.4	.2		.2	.4	.1	.2	.2	.4		.2	.2	.4	.3		.3	.4		.6	.3
WORD	1.1	1.3		1.0	.6	1.5		.9	.5	1.2		.7	1.3	1.3		1.1	.7	1.5		.9
WPRM																				
WQBS	1.4	2.4	.6	1.7	1.5	2.4	1.1	1.8	1.1	1.7	.3	1.2	.9	1.6	.6	1.2	1.0	1.5	1.0	1.2
WQBS-FM		.6		.3	.2	.7		.4	.2	.7		.4	.2	.7		.4	.1	.7		.4
TOT																				
WRAI	.5	.3	.3	.4	.5	.1	.3	.3	.3	.9	.3	.5	.2	.5	.5	.4	.3	.6	1.3	.6
WRSJ	.9	.4		.5	.6	.4		.4	.5	.3		.3	.4	.1		.2	.4	.5		.4
WUNO	1.9	2.9	1.1	2.2	1.9	2.8	.8	2.1	1.9	2.1	.7	1.8	2.3	2.1	1.3	2.0	2.3	1.9	1.3	2.0
WVOZ	.8	1.3	.6	1.0	.8	1.4	.6	1.1	.9	.8	.2	.7	.9	.8	.9	.8	.9	.8	.7	.8
WZAR		.4		.2		.6		.2		.6		.2	.3	.4		.3	.2	.4		.3
TOTAL	20.9	28.5	9.8	22.3	19.2	25.7	10.8	20.6	16.6	20.6	7.7	16.8	16.8	19.1	10.9	16.8	17.9	21.0	18.2	19.3



SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

AVERAGE 1/4 HOUR ESTIMATES

M-F RATINGS

STATION	3.00 PM				4.00 PM				5.00 PM				6.00 PM				7.00 PM			
	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT
WAPA	.2	.5	.3	.3	.2	.5	.6	.4	1.1	.8	.3	.8	1.3	.8	.3	.9	1.5	1.0	1.0	1.2
WDMJ	1.8	2.3	13.3	4.0	2.0	3.2	13.8	4.6	2.0	3.3	10.9	4.1	2.3	1.7	7.7	3.0	1.8	1.7	9.0	3.0
WEYA	.4	.8		.5	.3	.7		.4	.4	.8		.5	.3	.9		.5	.7	.9		.7
WFID	.5	.6		.4	.5	.2	.5	.4	.2	.2	.5	.3		.2	.9	.2	.5	.1	1.1	.4
WFOA	.2	.2		.2	.2		.3	.1	.6	.1		.3	.4	.2	.3	.3	.4	.1	.5	.3
WIAC	.6	.1	.2	.3	.5	.6		.5	1.1	.3		.6	.4	.1		.2	.4	.1	.2	.2
WIAC-FM		1.0	.3	.5	.2	1.0	.3	.6	.7	.9	.3	.7	.5	.8		.6	.6	.7	.4	.6
WKAC	5.5	5.1	2.4	4.8	4.5	5.2	1.6	4.3	4.2	5.1	1.0	4.1	3.0	2.5	1.3	2.5	2.7	2.0	1.3	2.1
WKAC-FM	.5	.1	.3	.3	.4	.2		.3		.2		.1	.2	.2		.2	.1			.1
WKVM	1.5	1.7	2.6	1.8	1.3	1.6	2.1	1.6	1.2	1.4	.6	1.2	1.0	.9	1.7	1.1	.5	1.0	1.3	.9
WLUZ	.5	.6		.5	1.1	.7		.8	1.9	.4		.9	1.3	.3	.2	.7	.7	.4	.2	.5
WCLA	.4	.1	1.1	.4	.5	.1	.9	.4	.2	.1	.8	.3		.1	.9	.2		.2	.7	.2
WCRO	.5	1.4		.8	.5	1.0		.6	.1	.9		.4	.3	.9		.5	.4	.6		.5
WPRM											.7	.1	.2		1.1	.3		.1	1.0	.2
WQBS	1.0	1.5	1.6	1.3	.5	1.4	1.0	1.0	.9	1.3		.9	.7	.7		.6	.4	.5	.3	.4
WQBS-FM		.6	.3	.3	.3	.4	.2	.3	.4	.2		.2	.4	.1		.2	.2	.1	.3	.2
TOT																				
WRA1	.4	.7	3.5	1.1	.5	.9	2.7	1.0	.9	.9	2.4	1.2	.4	.6	2.0	.8	.5	.8	2.9	1.1
WRSJ	.4	.5		.4	.5	.6		.5	.7	.4		.4	.9	.4		.5	.5	.3		.3
WUNG	1.4	2.1	5.0	2.3	1.5	2.2	5.1	2.4	1.8	1.7	4.4	2.2	.7	.8	1.8	.9	.9	.5	1.7	.8
WVOZ	1.6	.7	1.3	1.2	1.4	1.0	2.2	1.4	.5	.7	1.4	.9	.9	.2	1.5	.7	1.2	.2	1.5	.8
WZAR	.2	.3		.2		.1														
TOTAL	18.4	21.1	32.6	22.1	17.9	22.3	31.7	22.2	20.1	20.2	24.1	20.8	15.5	12.6	20.1	15.0	14.3	11.6	23.3	14.7

STATION	8.00 PM				9.00 PM				10.00 PM				11.00 PM				12 MID			
	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT	MEN	WMM	TEEN	TOT
WAPA	1.1	.7	1.0	.9	.7	.7	.7	.7	.6	.3	.3	.4	.4			.2				
WDMJ	1.7	1.7	9.9	3.1	1.6	1.2	8.8	2.7	.6	.8	5.1	1.5	.5	.4	2.2	.7		.1	.6	.2
WEYA	.7	.8		.6	.7	.8		.6	.5	.7		.5	.2	.6		.3				
WFID	.4		1.1	.3	.1		.3	.1	.1	.2		.1				.1				
WFOA	.3		.3	.2	.2	.1	.3	.2	.2	.1		.1	.2			.1				
WIAC	.4	.1	.2	.3	.2		.6	.2			.3	.1								
WIAC-FM	.2	.4	.6	.4	.2	.4	.4	.3	.5	.3		.3				.3				
WKAC	1.5	1.5	1.6	1.5	.9	.4	1.3	.8	.4	.3	.7	.4	.3	.3		.2	.5	.2		.3
WKAC-FM	.3	.2		.2	.4	.1		.2	.2			.1				.1				
WKVM	.8	.6	.6	.7	.3	.3	.5	.3	.2	.3	1.0	.4	.2	.3	.5	.3	.2	.2		.2
WLUZ	.9	.3		.5	.8	.2		.4	.5			.4		.2		.1				
WCLA	.4	.2	.6	.3	.5	.2	1.0	.4	.7	.2	.6	.5								
WCRO	.5	.7		.5	.2	.7		.5												
WPRM	.2	.3	.9	.3	.3	.3	.9	.4		.1	.3	.1								
WQBS	.6	.6	1.1	.7	.6	.3	.9	.5	.6	.2	.7	.5	.6	.3	1.1	.6	.1	.1	.1	.1
WQBS-FM		.1	.3	.2		.1			.1	.1	.3	.1			.4	.1			.4	.2
TOT																				
WRA1	.7	.7	2.8	1.0	.4	.7	.9	.6	.2	.5	.5	.4	.2	.3	.3	.3				
WRSJ	.5	.2		.3	.7	.2		.3	.2	.8		.4	.2	.5		.3		.3		.1
WUNG	1.7	.7	2.3	1.3	2.1	.6	1.7	1.3	1.5	.8	.9	1.1	.8	.6	.4	.6	.4	.2		.2
WVOZ	1.1	.4	1.8	.9	1.1	.4	1.0	.8	.6	.5	.3	.5	.5	.2	.2	.3				
WZAR		.1				.1														
TOTAL	14.2	10.8	25.4	14.7	12.0	8.3	19.5	11.7	7.6	6.2	11.3	7.6	3.9	3.6	4.9	3.9	1.2	1.3	1.2	1.2



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

6A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	9.1	233	8.7	252	1.6	18	7.6	503	9	41	72	72	14	44	85	63
WBHJ	8.9	228	10.3	299	40.5	464	15.0	991	132	64	22	3	194	45	42	9
WEYA	1.9	48	1.9	55	.3	3	1.6	106	9	12	9	5		5	14	29
WFIC	2.5	64	1.8	52	.5	6	1.8	102	20	16	11	12	17	20	4	7
WHOA	2.7	69	1.4	41			1.7	110	19	20	19	8	4	21	10	6
WIAC	6.9	177	4.8	139	.9	10	4.9	326	21	27	60	36	6	26	50	33
WIAC-FM	1.6	40	3.0	87	.9	10	2.1	137	15		16	9	26	29	22	10
WKAI	41.9	1074	36.4	1053	24.1	276	36.4	2403	107	217	333	269	130	234	320	223
WKAC-FM	6.3	161	4.9	142	3.1	36	5.1	339	31	60	44	23	26	20	62	30
WKVM	15.4	356	21.1	610	17.4	199	18.2	1205	47	54	127	122	69	92	162	156
WLUZ	10.6	272	13.7	398	1.9	22	10.5	692	8	70	101	70	20	134	139	74
WCLA	1.9	50	1.8	52	3.0	34	2.1	136	32	9		6	46	3		
WLRC	6.9	177	5.7	166			5.2	343	14	22	97	30	16	32	57	54
WPRM	.6	16	.2	5	.5	6	.4	27	3	8		5				5
WCHS	7.3	186	5.9	288	9.8	112	8.9	586	70	77	32	3	109	88	55	25
WQBS-FM TCT	1.0	25	2.8	81	2.2	25	2.0	131	5	8	7	5	33	23	21	4
WRAI	3.1	79	3.6	105	7.4	85	4.1	269	42	16	7	12	47	25	11	15
WRSJ	6.9	176	6.0	175	1.1	13	5.5	364	26	42	70	32	8	57	65	18
WUNC	12.9	332	15.2	440	18.8	215	14.9	987	50	122	100	56	123	125	117	49
WVZ	5.9	151	4.9	142	8.0	92	5.8	385	81	42	23	3	70	38	29	2
WZAR	.7	19	.7	19			.6	38	6	8	5		5	8	6	
TOTAL	92.2	2366	96.2	2786	85.5	979	92.8	6131	440	532	672	493	573	647	720	537



CUMULATIVE AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

10A.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	WOMEN
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)	18-24 (00)	25-34 (00)	35-49 (00)	50-64 (00)
WAPA	7.4	189	5.6	163	1.9	22	5.7	374		33	54	59	11	16	68	44
WBMJ	11.3	285	10.8	313	47.5	544	17.3	1146	183	70	20	11	199	44	56	9
WEYA	1.6	41	1.9	54	.3	3	1.5	98	3	12	9	8		5	17	25
WFID	2.1	53	1.2	36	1.5	17	1.6	106	17	16	6	9	7	16	6	7
WHDA	1.9	48	1.0	29	1.0	11	1.3	83	9	21	7	8	4	15	8	2
WTAC	6.8	174	4.4	128	.9	10	4.7	312	15	39	63	29	3	18	47	33
WTAC-FM	2.2	56	3.5	100	.9	10	2.5	166	26		21	9	35	29	21	15
WKAC	23.9	612	22.2	642	18.9	216	22.3	1470	79	121	176	150	120	150	173	102
WKAG-FM	5.1	130	4.1	119	3.9	45	4.5	294	36	54	24	13	19	34	49	13
WKVM	11.5	296	13.5	391	16.7	191	13.3	878	43	60	79	84	54	66	106	92
WLUZ	7.6	194	5.8	169	1.4	16	5.7	379	4	64	83	24	10	45	69	31
WCLA	2.2	56	2.5	72	3.3	38	2.5	166	44	9			62	6	4	
WCRC	7.0	179	5.5	159	.3	3	5.2	341	14	27	97	22	19	32	60	45
WPRM	.7	17	.3	8	2.0	23	.7	48	17					3	5	
WQUS	5.5	140	8.2	238	10.0	115	7.5	493	64	50	19	3	88	70	57	19
WQUS-FM FCT	1.0	25	2.2	65	1.9	22	1.7	112	5	8	7	5	32	13	16	4
WRAT	3.1	80	3.6	105	10.7	122	4.6	307	48	16	7	7	55	24	4	15
WRSJ	5.6	143	3.7	107	1.2	14	4.0	264	15	31	64	29	17	14	43	13
WUND	11.5	294	13.5	390	20.3	232	13.9	916	74	94	84	38	120	113	101	33
WVUZ	6.8	174	4.4	127	11.7	134	6.6	435	88	57	26	3	67	32	22	6
WZAR	.7	19	.8	23			.6	42	6	8	5		5	8	10	
TOTAL	76.9	1973	75.2	2177	90.3	1034	78.5	5184	459	446	552	334	545	508	565	356



CUMULATIVE AUDIENCE ESTIMATES

CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

MON-SUN 24HR

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	13.3	341	10.7	310	4.3	49	10.6	700	9	65	102	100	17	61	103	30
WBMJ	13.6	348	14.7	426	56.3	645	21.5	1419	218	83	26	14	271	68	67	11
WEYA	2.3	59	2.6	76	.6	7	2.1	142	9	12	9	16	5	13	17	34
WFID	3.5	89	2.6	74	2.1	24	2.8	187	32	26	11	15	27	27	9	7
WHQA	3.7	96	1.4	41	1.2	14	2.3	151	24	42	19	8	4	21	10	6
WIAC	9.5	244	6.9	201	1.7	20	7.0	465	29	52	76	51	13	44	61	52
WIAC-FM	2.6	66	4.6	132	1.6	18	3.3	216	30	21	21	15	46	40	28	18
WKAC	47.8	1225	40.9	1185	29.9	342	41.7	2752	142	276	352	296	170	275	342	241
WKAQ-FM	8.8	227	7.0	203	5.5	63	7.5	493	40	96	52	34	45	54	65	35
WKVM	17.5	445	22.5	652	20.9	239	20.3	1340	69	60	131	138	77	96	189	159
WLUZ	13.6	349	15.6	452	2.3	26	12.5	827	13	99	130	82	32	146	149	87
WCLA	3.2	82	2.9	85	5.1	58	3.4	225	57	16		6	72	6	4	
WQND	10.9	280	8.1	234	.9	10	7.9	524	19	59	127	54	23	61	84	56
WPRM	1.8	47	.7	20	2.5	29	1.5	96	17	13	6	11	4	3	8	5
WQBS	9.2	235	12.7	368	13.7	157	11.5	760	79	97	50	3	148	104	73	25
WQBS-FM TOT	1.4	37	3.6	103	3.1	36	2.7	176	5	8	19	5	48	23	25	7
WRAI	4.1	106	4.9	141	12.1	139	5.8	386	66	16	7	12	70	33	16	15
WRSJ	9.2	236	8.1	236	1.8	21	7.5	493	26	67	92	43	22	74	81	32
WUNG	18.6	477	20.2	586	27.9	320	20.9	1383	104	158	138	69	182	148	150	72
WVJZ	11.5	295	6.8	197	14.3	164	9.9	656	145	106	36	6	107	48	33	6
WZAR	.7	19	.9	26			.7	45	6	8	5		8	8	10	
TOTAL	100.0	2565	99.9	2894	100.0	1145	100.0	6004	531	587	693	514	620	669	751	543



CUMULATIVE AUDIENCE ESTIMATES

CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

SAT-SUN

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	3.9	101	3.6	104	2.8	32	3.6	237	4	26	26	23	10	26	27	24
WBMJ	8.3	214	5.0	262	38.2	437	13.8	913	140	36	21	14	197	26	34	2
WEYA	1.4	37	1.5	44	.6	7	1.3	88	9	6	3	10	5	11	8	13
WFID	1.6	42	1.0	29	1.4	16	1.3	87	20	14	5	3	15	7	5	2
WFOA	2.2	56	.7	21	1.0	11	1.3	88	9	25	19		4	9	8	
WJAC	5.8	142	3.9	114	.4	5	4.0	267	11	29	51	37	13	22	28	34
WJAC-FM	1.4	36	2.8	81	1.0	11	1.9	128	19		5	12	33	30	12	6
WKAC	23.1	552	16.2	470	15.1	173	18.7	1235	70	127	165	133	76	82	138	103
WKAC-FM	3.5	51	4.3	124	2.1	24	3.6	239	18	40	21	10	34	42	28	20
WKVM	7.3	188	10.2	294	10.2	117	9.1	599	33	10	53	72	25	38	90	84
WLUZ	4.9	125	4.8	140	.9	10	4.2	275		42	41	39	13	51	30	24
WLLA	2.2	57	2.0	59	3.1	35	2.3	151	40	11		6	50	6		
WQHC	5.3	137	4.3	124	.9	10	4.1	271	3	39	58	31	20	31	41	22
WPHM	1.2	31	.2	7	.8	9	.7	47	12	8		11	4		3	
WCJS	3.6	92	4.8	139	7.2	83	4.8	314	24	48	13	3	56	40	25	7
WCJS-FM	1.1	28	1.1	32	1.7	19	1.2	79	5	4	14	5	13	13	6	
WJLT	4.8	122	5.8	168	8.9	102	5.9	392	30	53	27	8	69	50	31	7
WRAI	2.0	51	2.9	84	7.5	86	3.3	221	29	10		12	40	21	10	6
WRSJ	3.7	96	3.5	101	1.0	11	3.1	208	25	21	29	16	11	39	28	10
WUNC	8.2	210	5.3	268	16.0	183	10.0	661	43	65	67	28	96	72	68	22
WVJZ	6.9	177	3.3	95	8.6	99	5.6	371	98	64	10	3	48	29	14	4
WZAR			.5	14			.2	14					5	3	6	
TOTAL	68.8	1766	65.4	1893	82.4	943	69.7	4602	395	416	465	330	474	453	445	318



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

OCT-NOV, 1975

POST-MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	1.8	45	1.5	44			1.3	89	4		5	24		9	18	13
WBMJ	.9	23	.6	17	3.5	40	1.2	80	16	7			7	6	2	2
WEYA																
WFID																
WDDA																
WTAC																
WTAC-FM																
WKAQ	9.3	238	5.9	170	2.4	27	6.6	435	8	38	77	82	19	49	64	35
WKAC-FM																
WKVM	2.7	70	1.8	51	1.0	12	2.0	133	9	18	5	36			12	24
WLUZ																
WCLA																
WGRD																
WPRM																
WQBS	.3	8	.4	12	.3	3	.3	23	3				7			5
WQBS-FM TCT	.2	5	.3	8	.4	5	.3	18			5		3		3	2
WRAI																
WRSJ	.2	4	.5	15			.3	19		4				3	10	2
WUND	1.4	35	1.0	30	.6	7	1.1	72		23	10		14	5	7	4
WVDZ	.9	24	.1	4	1.4	16	.7	44	21			3	4			
WZAR	.2	6	.2	5			.2	11	6				5			
TOTAL	17.2	442	12.1	350	8.1	93	13.4	885	60	90	102	141	59	71	114	84



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

MON-SUN

SAN JUAN METROPOLITAN AREA

CCT-NOV.1975

6A.M.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.5	14	.6	18	.3	3	.5	35	1	5	3	2			4	6	6
WBMJ	1.6	40	1.6	47	6.3	72	2.4	159	27	8	4		32	9	5	1	
WEVA	.4	9	.6	17			.4	26	2	3	1	1		3	5	9	
WFID @	.3	7	.2	7	.3	3	.3	17	1	1	2	2	1	4	1	1	
WFOA @	.3	8	.2	5	.1	1	.2	14	1	4	1	3	1	3	1	1	
WIAC @	.4	11	.3	8	.1	1	.3	20	2	2	4	3		2	3	2	
WIAC-FM @	.2	5	.7	20	.2	2	.4	27	4		1		8	7	3	2	
WKAQ	4.1	105	3.9	112	1.6	18	3.6	235	10	20	26	31	12	20	37	27	
WKAG-FM	.6	16	.6	16	.3	3	.5	35	4	5	4	2	2	6	5	2	
WKVM	1.5	39	2.3	68	1.7	19	1.9	126	4	6	10	14	8	9	15	20	
WLUZ	1.1	29	1.4	40	.1	1	1.1	70	1	12	7	7	2	12	13	9	
WOLA @	.3	8	.2	5	.4	5	.3	18	6	1			4	1			
WDRG @	.6	16	.8	22			.6	38	1	3	8	3	2	4	5	9	
WPRM @	.1	2		1	.3	3	.1	6	1	1					1		
WQBS	.8	21	1.1	33	.8	9	1.0	63	7	7	5	1	15	8	5	3	
WQBS-FM @	.2	4	.3	10	.1	1	.2	15	1	1		1	2	6	3		
TOT																	
WRAI	.4	10	.6	18	1.2	14	.6	42	4	4	1	2	6	1	1	4	
WRSJ @	.6	15	.5	15	.1	1	.5	31	4	4	5	2	1	4	6	2	
WUND	1.6	42	1.6	47	1.9	22	1.7	111	5	17	14	4	12	16	12	6	
WVJZ	.9	22	.6	17	.9	10	.7	49	14	5	4		11	4	3		
WZAR		1	.2	5			.1	6	1				1	2	2		
TOTAL	17.1	438	18.8	543	16.9	193	17.8	1174	102	112	105	83	124	131	132	104	

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

Sampling Frame II

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

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

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

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

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

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

Acceptance of Interviewing

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

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

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

Data Processing

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

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

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

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

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

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

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

Sample Size and Weighting Procedures

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

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

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

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

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

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

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

Cut Off Levels and Stations Listed

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

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

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

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

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

Ratings Estimates

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

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

Share of Audience Estimates

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

Persons Reached Estimates

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

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

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

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

FM Audience

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

Daily and Weekly Cume Estimates

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

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

Survey Area Definitions

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

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

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

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

Standard Error Measurement

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

Possible Survey Errors

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

Privileges

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

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

Explanation of Special Notations

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

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

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