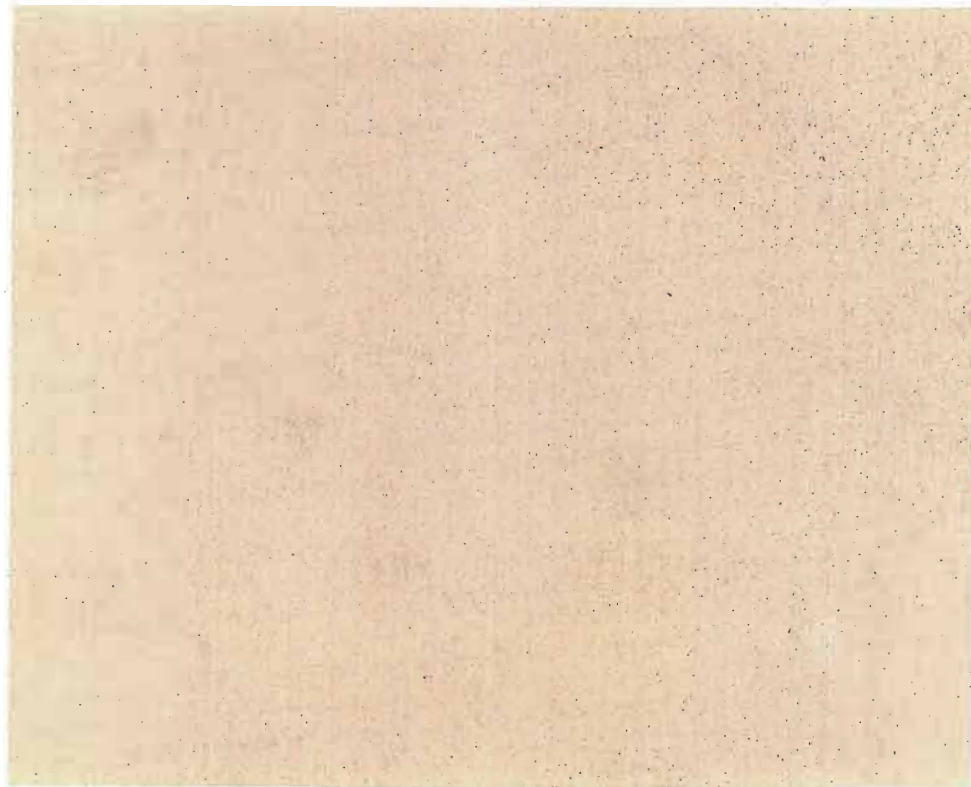


**RADIO AUDIENCE PROFILES  
FOR  
SAN JUAN METROPOLITAN AREA**

**JANUARY 10 - JANUARY 30, 1972**



**Clapp and Mayne, Inc. · Consultants to Management**

**1606 Ponce de Leon Avenue · San Juan, Puerto Rico 00909 · Telephone 723-9797 · Cable Collclapp**

RADIO AUDIENCE PROFILES  
FOR  
SAN JUAN METROPOLITAN AREA  
JANUARY 10 - JANUARY 30, 1972



CLAPP AND MAYNE, INC.

1972

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CLAPP AND MAYNE, INC.

Consultants to Management

1606 Ponce de Leon Avenue . San Juan, Puerto Rico . Telephone 723-9797







Sponsoring Radio Stations

WBMJ

WJIT

WKAQ

WQBS

WUNO

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## Introduction

The Radio Audience Profiles covering the period January 10-January 30, 1972 inclusive, provide statistics on two categories of listening in the San Juan Metropolitan Area.

The survey has been designed so that the number of listeners in each of the two categories - (1) listeners at home, and (2) listeners in automobiles - may be added together so as to obtain an estimate of total listeners (except those away from home) during any time period in the San Juan Metropolitan Area.

The relative importance of each category of radio listening and the total magnitude of radio listening may be seen in the table given below.

Estimated Average Number of Radio Listeners by  
Category of Listening and Time Period  
January 10 - January 30, 1972

<u>Time</u>	<u>Total Listeners<sup>1/</sup></u>	<u>At Home</u>	<u>In Automobiles</u>
Monday-Friday			
6:00 - 8:00 A.M.	346.7	217.9	128.2
8:00 - 12:00 A.M.	150.9	118.2	31.9
12:00 - 4:00 P.M.	96.6	55.0	41.2
4:00 - 7:00 P.M.	191.5	104.0	86.8
7:00 - 10:00 P.M.	108.6	51.8	56.3
Saturday-Sunday			
6:00 - 12:00 A.M.	165.6	97.5	67.5
12:00 - 6:00 P.M.	171.0	89.3	81.1
6:00 - 10:00 P.M.	140.9	64.9	75.7
W/F/Sunday			
2:30 - 5:30 P.M.	184.1	106.3	77.3
M/TU/Thursday			
2:30 - 5:30 P.M.	135.3	68.4	66.5

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<sup>1/</sup> Total listeners computed directly. The sum of the listening categories is slightly lower due to the roundings of numbers which occurred in the large number of computations.





In order to obtain separate projected number of estimates in the home and in automobiles, it was necessary to develop separate estimates of the population at home and in automobiles during each time period. The estimates and the method of doing this is described in the section on scope and methodology given in Appendix A of this report.

The ratings are not household ratings as in the case of the Television Audience Profile Reports, but represent the percentage of the estimated population in each category listening to a particular station.

To assist the users of Radio Audience Profiles, each station was requested to supply information concerning any promotional activities which might have been carried out during the survey period. The replies from the stations have been reproduced in Appendix C.



PART 1  
TOTAL LISTENERS



STATION	RTG.	SHARE	TOTAL LISTENERS			JAN 1972			CHILDREN			ALL	
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	12-17	12-29		
WAPA	6.6	13.1	5.0	11.5	16.5	19.2	4.3	9.8	14.1	15.5	3.7	6.6	15.5
WPMJ	3.5	6.5	8.1	5.8	13.9	15.5	3.3	2.6	5.9	8.3	0.0	0.0	11.4
WHCA	0.8	1.6	0.3	2.0	2.3	2.3	0.0	3.0	3.0	3.0	0.2	0.0	0.3
WJAC	1.5	3.0	0.0	4.2	4.2	4.2	0.8	1.5	2.3	2.5	3.3	0.0	0.8
WIPR	0.4	0.8	0.0	0.0	0.0	0.0	1.2	0.9	2.1	2.8	0.0	0.0	1.2
WJIT	0.2	0.4	0.5	0.0	0.5	0.5	1.2	0.0	1.2	1.2	0.0	0.0	1.7
WKAQ	14.2	28.2	13.2	8.6	21.8	30.7	19.3	21.3	40.6	50.8	6.4	8.4	40.9
WKVM	13.5	26.8	2.0	14.9	16.9	25.1	6.1	17.0	23.1	26.9	21.0	18.6	26.7
WLUZ	1.6	3.2	0.6	2.0	2.6	4.2	1.4	3.1	4.5	6.1	0.7	0.0	2.0
WGBS	0.6	1.2	0.0	0.6	0.6	0.6	0.9	2.2	3.1	3.1	0.3	0.0	0.9
WRAI	0.5	1.8	0.0	0.0	0.0	0.0	1.5	4.4	5.9	6.1	0.0	0.0	1.5
WRSJ	0.6	1.2	0.7	0.0	0.7	1.0	1.2	1.2	2.4	2.7	0.7	0.0	1.9
WUNC	5.3	10.5	8.0	2.7	10.7	10.7	12.7	3.9	16.6	17.1	5.1	3.1	23.8
WVZ	0.3	0.6	0.0	0.0	0.0	0.0	1.1	1.4	2.5	2.5	0.0	0.0	1.1
OTHER AM	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.0	0.0	0.0
FM	0.3	0.6	0.2	0.7	0.9	0.9	0.7	0.2	0.9	1.1	0.0	0.0	0.9
TOTAL	50.4	100.0	38.6	53.0	91.6	114.9	55.7	73.2	128.9	150.4	41.4	36.7	131.0

STATION	RTG.	SHARE	TOTAL LISTENERS			JAN 1972			CHILDREN			ALL	
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	12-17	12-29		
WAPA	2.2	7.2	2.6	2.1	4.7	5.6	0.3	0.9	1.2	2.3	2.4	0.4	3.2
WPMJ	3.9	12.8	3.0	4.5	7.5	9.0	2.1	3.4	5.5	5.9	2.5	1.3	6.4
WHCA	0.1	0.3	0.0	0.5	0.5	0.5	0.0	0.2	0.2	0.2	0.0	0.0	0.0
WJAC	0.9	3.0	0.4	0.9	1.3	1.7	0.1	1.2	1.3	1.3	1.2	0.0	0.5
WIPR	0.2	0.7	0.1	0.4	0.5	0.5	0.0	0.3	0.3	0.3	0.4	0.0	0.1
WJIT	0.5	1.6	1.5	0.5	2.0	2.5	0.1	0.1	0.2	0.2	0.0	0.0	1.6
WKAQ	7.2	23.7	4.6	6.8	11.4	17.0	3.3	10.1	13.4	14.3	1.6	2.1	10.0
WKVM	4.0	13.2	2.9	2.7	5.6	8.8	2.1	3.9	6.0	6.5	3.2	0.9	5.9
WLUZ	2.0	6.6	1.0	4.3	5.3	7.1	0.5	1.2	1.7	2.1	0.2	0.0	1.5
WGBS	0.6	2.0	1.0	0.3	1.3	1.4	1.0	0.6	1.6	1.6	0.0	0.0	2.0
WRAI	0.5	1.6	0.2	1.3	1.5	1.6	0.0	0.9	0.9	0.9	0.1	0.0	0.2
WRSJ	0.4	1.3	0.0	0.2	0.2	0.2	1.0	0.9	1.9	2.0	0.0	0.0	1.0
WUNC	5.2	17.1	3.8	6.3	10.1	13.2	4.4	2.6	7.0	8.6	1.5	1.7	9.9
WVZ	2.1	6.9	3.1	1.8	4.9	5.8	1.2	0.9	2.1	2.2	1.8	0.0	4.3
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.6	2.0	0.5	1.1	1.6	1.6	0.0	0.9	0.9	0.9	0.5	0.0	0.5
TOTAL	30.4	100.0	24.7	33.7	58.4	76.5	16.1	28.1	44.2	49.3	15.4	6.4	47.2

STATION	RTG.	SHARE	TOTAL LISTENERS										TOTAL LISTENERS	CHILDREN			ALL 12-29
			WOMEN					MEN						U-12	12-17	17-29	
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL							
WAPA	1.1	5.9	3.2	0.3	3.5	3.5	0.4	1.6	2.0	2.0	0.1	0.0	3.6	0.0	0.0	0.0	
WBAJ	0.5	2.7	0.5	0.0	0.5	0.5	0.7	0.2	0.9	0.9	0.0	1.2	2.4	0.0	0.0	0.0	
WHCA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
WIAC	1.2	6.5	0.0	1.7	1.7	1.7	0.2	1.6	1.8	1.8	2.5	0.0	0.2	0.0	0.0	0.0	
WIPR	0.0	0.0	0.1	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	
WJIT	1.1	5.9	0.2	2.7	2.9	3.3	0.4	0.5	0.9	0.9	1.2	0.0	0.6	0.0	0.0	0.6	
WKAQ	2.8	15.1	1.8	2.4	4.2	5.0	3.6	3.6	7.2	7.7	1.0	0.2	5.6	0.0	0.0	0.0	
WKVM	2.9	15.7	0.8	2.2	3.0	5.5	1.2	3.9	5.1	6.2	1.0	1.6	3.6	0.0	0.0	0.0	
WLUZ	0.4	2.2	0.1	0.2	0.3	0.3	0.7	0.7	1.4	1.4	0.1	0.0	0.8	0.0	0.0	0.0	
WCBS	0.3	1.6	0.6	0.2	0.8	0.8	0.3	0.6	0.9	0.9	0.0	0.0	0.9	0.0	0.0	0.9	
WRAI	0.3	1.6	0.0	0.2	0.2	0.2	0.2	0.9	1.1	1.1	0.0	0.0	0.2	0.0	0.0	0.2	
WRSJ	0.4	2.2	0.2	0.0	0.2	0.2	0.2	0.6	0.8	0.8	1.1	0.0	0.4	0.0	0.0	0.4	
WUNC	4.8	25.9	4.7	4.0	8.7	11.2	6.2	1.7	7.9	8.4	2.5	2.1	13.0	0.0	0.0	0.0	
WVGZ	1.0	5.4	0.2	0.5	0.7	0.7	1.5	1.0	2.5	2.5	0.5	1.2	2.9	0.0	0.0	0.0	
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FM	1.7	9.2	0.5	1.7	2.2	2.2	0.0	0.1	0.1	1.3	2.6	2.5	3.0	0.0	0.0	0.0	
TOTAL	18.5	100.0	12.5	16.3	29.2	35.4	15.6	17.1	32.7	36.0	12.6	8.8	37.3				

STATION	RTG.	SHARE	TOTAL LISTENERS										TOTAL LISTENERS	CHILDREN			ALL 12-29
			WOMEN					MEN						U-12	12-17	17-29	
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL							
WAPA	1.5	5.4	0.3	1.4	1.7	2.3	1.0	3.9	4.9	5.7	1.7	0.0	1.3	0.0	0.0	0.0	
WBAJ	0.7	2.5	0.2	0.5	0.7	0.9	2.5	0.8	3.3	3.4	0.5	0.0	2.7	0.0	0.0	0.0	
WHCA	0.3	1.1	0.2	0.0	0.2	0.2	0.6	1.0	1.6	1.6	0.0	0.0	0.8	0.0	0.0	0.0	
WIAC	1.5	5.4	1.7	1.6	3.3	5.2	0.3	1.4	1.7	4.7	0.0	0.3	2.3	0.0	0.0	0.0	
WIPR	0.2	0.7	0.0	0.7	0.7	0.7	0.0	0.2	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
WJIT	1.9	6.8	2.2	2.7	4.9	5.2	1.0	2.2	3.2	3.7	2.9	1.0	4.2	0.0	0.0	0.0	
WKAQ	8.3	29.7	4.5	10.9	15.8	21.4	3.2	13.7	16.9	23.0	5.1	6.3	14.4	0.0	0.0	0.0	
WKVM	2.1	7.5	1.4	2.2	3.6	3.9	1.4	3.8	5.2	5.9	2.1	1.7	4.5	0.0	0.0	0.0	
WLUZ	0.5	1.8	0.2	0.5	0.7	0.9	0.1	2.1	2.2	2.2	0.2	0.0	0.3	0.0	0.0	0.0	
WCBS	0.8	2.9	0.0	1.2	1.2	1.2	0.5	1.7	2.2	2.2	1.9	0.0	0.5	0.0	0.0	0.0	
WRAI	2.3	8.2	2.1	4.2	6.3	7.3	2.8	2.5	5.3	5.9	1.2	0.7	5.6	0.0	0.0	0.0	
WRSJ	1.2	4.3	0.5	0.9	1.4	1.4	1.7	2.5	4.2	5.0	1.3	0.2	2.4	0.0	0.0	0.0	
WUNC	4.7	16.8	5.9	4.6	10.5	11.6	5.5	5.6	11.1	11.4	5.7	2.5	13.9	0.0	0.0	0.0	
WVGZ	1.5	5.4	1.4	1.6	3.0	3.1	2.5	2.4	4.9	5.3	1.3	0.5	4.4	0.0	0.0	0.0	
OTHER AM	0.1	0.4	0.0	0.6	0.6	0.6	0.5	0.1	0.6	0.6	0.0	0.0	0.5	0.0	0.0	0.0	
FM	0.3	1.1	0.0	0.5	0.5	0.5	0.6	0.9	1.5	1.7	0.0	0.0	0.6	0.0	0.0	0.0	
TOTAL	27.5	100.0	21.0	34.1	55.1	66.4	24.2	44.8	69.0	83.0	23.9	13.2	58.4				

STATION	RIG.	SHARE	TOTAL LISTENERS				CHILDREN				ALL	
			18-29	30-49	18-49	TOTAL	U-12	12-17	12-29	12-29		
WAPA	0.3	2.4	0.0	1.0	1.0	0.3	0.8	1.1	1.2	0.0	0.6	0.9
WBMJ	1.1	8.7	2.0	0.0	2.0	3.5	0.8	3.8	5.3	0.7	0.0	5.0
WACA	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.8	0.8	0.0	0.0	0.7
WJAC	1.4	11.0	0.0	0.7	0.7	3.0	0.3	0.3	1.6	2.1	4.5	4.5
WIPR	0.3	2.4	0.0	1.5	1.5	0.1	0.9	1.0	1.0	0.0	0.0	0.1
WJIT	0.7	5.5	0.0	0.6	0.6	1.8	1.2	2.2	2.8	1.2	0.0	1.0
WKAQ	1.7	13.4	1.5	1.6	3.1	3.2	5.2	7.7	7.8	2.1	0.3	4.3
WKVM	0.7	5.5	0.3	0.9	1.2	1.4	1.8	2.8	3.5	0.3	0.8	2.1
WLUZ	0.0	0.0	0.1	0.0	0.1	0.2	0.0	0.4	0.5	0.0	0.0	0.1
WCBS	1.6	12.6	1.1	0.9	2.0	2.0	3.1	4.4	6.6	0.4	4.0	6.4
WRAI	0.7	5.5	0.5	0.8	1.3	1.4	1.8	3.0	3.5	0.9	0.0	1.7
WRSJ	0.2	1.6	0.1	0.3	0.4	0.4	0.7	0.8	0.8	0.2	0.1	0.3
WUNC	2.8	22.0	3.7	4.6	8.3	9.5	4.3	7.1	7.8	3.7	1.9	8.4
WVZ	0.3	2.4	0.5	0.1	0.6	0.8	0.6	1.3	1.4	0.0	0.0	1.2
CTHER AM	0.2	1.6	0.6	0.6	1.2	1.2	0.1	0.1	0.7	0.0	0.0	0.6
FP	0.6	4.7	1.5	0.1	1.6	1.6	0.3	1.8	1.9	1.5	0.0	3.0
TOTAL	12.7	100.0	11.9	13.7	25.6	32.6	22.4	38.6	47.2	13.1	12.2	40.3

STATION	RIG.	SHARE	TOTAL LISTENERS				CHILDREN				ALL	
			18-29	30-49	18-49	TOTAL	U-12	12-17	12-29	12-29		
WAPA	1.7	6.9	1.7	2.4	4.1	4.8	0.9	2.4	3.3	1.3	0.9	3.5
WBMJ	1.9	7.7	2.4	2.0	4.4	5.3	2.9	1.7	4.5	0.8	0.6	5.9
WACA	0.3	1.2	0.1	0.3	0.4	0.5	0.2	0.5	0.8	0.3	0.0	0.3
WJAC	1.1	4.5	0.5	1.2	1.7	2.3	1.1	0.9	2.0	1.2	0.8	2.5
WIPR	0.1	0.4	0.0	0.4	0.4	0.4	0.1	0.3	0.5	0.1	0.0	0.2
WJIT	0.8	3.3	0.7	1.3	1.9	2.3	0.6	0.8	1.4	1.1	0.2	1.5
WKAQ	5.5	22.4	4.3	5.2	9.5	12.6	5.3	8.1	13.4	2.9	3.5	13.0
WKVM	3.7	15.0	1.4	4.0	5.5	8.0	2.1	4.9	6.9	4.1	3.0	6.5
WLUZ	0.7	2.8	0.3	1.2	1.5	2.1	0.4	1.1	1.4	0.2	0.0	0.8
WCBS	0.5	3.7	0.8	0.9	1.7	1.8	0.9	1.9	2.8	0.7	0.6	2.3
WRAI	0.8	3.3	0.5	1.1	1.6	1.8	0.8	1.7	2.6	0.4	0.1	1.5
WRSJ	0.5	2.0	0.3	0.5	0.7	0.7	0.7	1.2	1.9	0.7	0.0	1.0
WUNC	4.7	19.1	5.5	5.0	10.5	12.4	6.0	3.4	9.5	4.1	2.9	14.4
WVZ	1.1	4.5	1.1	0.9	2.0	2.3	1.6	1.2	2.8	0.8	0.3	3.1
CTHER AM	0.0	0.0	0.1	0.2	0.3	0.3	0.1	0.1	0.2	0.0	0.0	0.1
FP	0.8	3.3	0.5	1.0	1.5	1.7	0.4	0.5	0.9	0.9	0.8	1.7
TOTAL	24.6	100.0	20.1	27.5	47.7	59.3	24.1	30.8	54.9	19.7	13.9	58.1





SAN JUAN, PUERTO RICO TOTAL LISTENERS AUDIENCE COMPOSITION IN THOUSANDS

JAN 1972  
MEN

CLAPP AND MAYNE, INC.  
-4-

STATION	RTG.	SHARE	TOTAL LISTENERS		AUDIENCE COMPOSITION IN THOUSANDS				CHILDREN		ALL 12-29			
			LISTENERS	TOTAL	18-29	30-49	18-29	30-49	18-49	18-49		U-12	12-17	
WAPA	1.3	6.4	10.6	4.5	4.9	6.7	0.5	2.8	3.3	3.5	0.2	0.0	0.9	
WBMJ	2.2	10.8	17.4	2.4	5.7	7.3	7.3	1.7	9.0	9.1	0.8	0.0	10.6	
WUCA	0.0	0.0	0.7	0.0	0.1	0.1	0.2	0.2	0.4	0.4	0.0	0.0	0.3	
WJAC	1.1	5.4	9.0	0.1	1.9	1.9	6.7	0.4	7.1	7.1	0.0	0.0	8.5	
WIPR	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.3	0.4	0.5	0.0	0.0	0.1	
WJIT	0.4	2.0	3.8	2.2	2.2	2.2	0.2	1.2	1.4	1.4	0.0	0.0	0.2	
WKAQ	4.5	22.1	35.7	5.8	8.4	9.9	4.8	5.0	9.8	11.9	2.1	11.3	18.7	
WVYM	3.0	14.7	24.1	7.0	8.3	9.3	1.6	6.5	8.1	8.5	6.0	0.0	2.9	
WLUZ	0.0	0.0	0.4	0.0	0.3	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.3	
WABS	1.1	5.4	9.0	2.2	3.9	4.8	0.5	3.3	3.8	3.8	0.1	0.0	2.2	
WRAI	0.3	1.5	2.3	0.4	0.5	0.6	0.0	0.9	0.9	1.3	0.1	0.0	0.1	
WRSJ	0.3	1.5	2.8	0.5	0.5	0.5	0.1	1.3	1.4	1.4	0.8	0.0	0.1	
WUNC	4.2	20.6	33.2	5.6	8.4	10.0	4.1	3.9	8.0	9.8	6.2	6.9	13.8	
WVZ	0.7	3.4	5.8	0.3	0.4	0.4	1.2	2.4	3.6	3.6	1.6	0.0	1.3	
CTMFM AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FM	1.3	6.4	10.3	1.5	1.7	3.3	0.1	0.8	0.9	2.5	0.8	3.4	3.7	
TOTAL	20.4	100.0	165.6	14.7	32.5	47.2	57.3	27.4	30.8	58.2	64.9	18.7	21.6	63.7

SAN JUAN, PUERTO RICO TOTAL LISTENERS AUDIENCE COMPOSITION IN THOUSANDS

JAN 1972  
MEN

CLAPP AND MAYNE, INC.

STATION	RTG.	SHARE	TOTAL LISTENERS		AUDIENCE COMPOSITION IN THOUSANDS				CHILDREN		ALL 12-29			
			LISTENERS	TOTAL	18-29	30-49	18-29	30-49	18-49	18-49		U-12	12-17	
WAPA	1.1	4.7	8.2	0.8	1.0	1.8	0.8	1.5	2.3	2.5	2.0	1.6	2.6	
WBMJ	1.7	7.3	12.1	1.1	4.4	4.7	3.7	1.3	5.0	5.1	0.8	1.2	8.2	
WUCA	0.3	1.3	2.6	0.4	0.7	0.8	0.3	0.3	0.6	1.4	0.2	0.0	0.6	
WJAC	0.4	1.7	3.3	0.2	0.3	0.4	2.2	0.2	2.4	2.7	0.0	0.0	2.3	
WIPR	0.1	0.4	0.8	0.1	0.1	0.1	0.0	0.2	0.2	0.4	0.2	0.0	0.1	
WJIT	0.4	1.7	3.3	0.2	0.0	0.3	0.5	0.9	1.4	1.6	0.3	0.9	1.6	
WKAQ	3.7	15.9	26.8	2.9	8.6	10.5	6.0	3.6	9.6	14.3	1.3	0.3	12.0	
WVYM	4.9	21.1	35.5	5.6	7.1	12.2	3.5	3.6	7.1	14.3	4.4	4.3	9.3	
WLUZ	0.3	1.3	2.7	1.0	1.0	1.0	0.3	0.3	0.6	1.5	0.0	0.0	0.3	
WABS	1.2	5.2	9.1	0.9	1.6	1.6	1.8	2.5	4.3	6.0	1.1	0.1	2.6	
WRAI	0.7	3.0	5.3	0.4	1.4	2.1	1.1	1.6	2.7	2.9	0.0	0.0	2.1	
WRSJ	0.8	3.4	5.5	1.2	1.6	1.8	0.8	1.5	2.3	2.7	1.0	0.0	1.2	
WUNC	5.6	24.1	40.3	5.0	11.7	15.2	6.3	4.4	10.7	13.8	5.9	5.1	18.1	
WVZ	1.6	6.9	11.5	1.8	3.9	4.8	4.1	0.8	4.9	5.3	0.5	0.6	6.8	
CTMFM AM	0.0	0.0	0.3	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	
FM	0.4	1.7	3.3	1.9	2.1	2.2	0.3	0.3	0.6	0.9	0.0	0.0	0.5	
TOTAL	23.2	100.0	171.0	22.5	23.3	45.8	59.6	31.7	23.1	54.8	75.5	17.8	14.1	68.3

STATION	RTG.	SHARE	TOTAL LISTENERS		MEN				CHILDREN		ALL 12-29		
			LISTENERS	18-29	30-49	18-49	18-29	30-49	18-49	U-12		12-17	
WAPA	0.6	3.3	4.8	1.7	0.2	1.5	1.9	0.4	0.8	2.1	0.6	0.0	2.1
WPNJ	1.5	8.2	11.3	1.0	3.2	4.2	4.2	2.5	3.4	6.1	0.4	0.4	3.9
WUCA	1.1	6.0	8.7	0.0	0.2	0.2	1.5	0.2	0.0	3.1	4.0	0.0	0.2
WJAC	0.3	1.6	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	2.6
WIPR	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0
WJIT	0.6	3.3	5.0	0.2	0.2	0.4	0.4	0.4	0.2	0.6	4.0	0.0	0.6
WKAQ	3.7	20.3	27.8	2.6	2.8	5.4	6.0	5.3	4.8	10.1	8.1	2.6	10.5
WKVA	0.8	4.4	6.2	0.9	1.1	2.0	2.0	1.1	1.5	2.6	0.6	0.9	2.9
WLUZ	0.5	2.7	3.7	0.0	0.9	0.9	1.3	0.0	0.8	0.8	0.2	0.6	0.6
WGBS	2.0	11.0	15.5	1.0	2.4	3.4	4.0	1.7	3.2	4.9	3.9	1.3	4.0
WRRI	0.5	2.7	4.3	0.4	0.4	0.8	0.8	0.2	2.2	2.4	0.8	0.0	0.6
WRSJ	0.4	2.2	3.2	0.4	1.0	1.4	1.4	0.4	1.1	1.5	0.2	0.0	0.8
WJNG	5.6	30.8	42.7	13.2	7.8	21.0	21.2	11.1	1.3	12.4	5.5	0.4	24.7
WVCZ	0.2	1.1	1.7	0.4	0.2	0.6	0.6	0.6	0.2	0.8	0.0	0.0	1.0
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FP	0.4	2.2	3.0	0.4	0.2	0.6	0.6	0.0	1.0	1.0	1.0	0.2	0.6
TOTAL	18.2	100.0	140.9	22.2	20.6	42.8	45.9	23.9	20.3	44.2	29.3	9.0	55.1

CLAPP AND MAYNE, INC.  
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SAN JUAN, PUERTO RICO JAN 1972

MC/TL/TH 2:30-5:30 PM

STATION	RIG.	SHARE	TOTAL LISTENERS					AUDIENCE COMPOSITION IN THOUSANDS					CHILDREN			ALL	
			LISTENERS		WCMEN			MEN					U-12		12-17		12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12		12-17
WAPA	0.8	3.7	5.0	5.6	10.6	10.6	4.3	6.7	11.0	12.0	2.8	0.8	10.1	0.5	0.0	0.4	
WBMJ	0.2	0.9	1.8	0.0	0.0	0.0	1.1	0.7	1.8	1.8	0.0	0.0	3.4	0.0	0.0	1.1	
WPCA	0.2	0.9	1.2	0.0	0.1	0.1	0.5	0.5	1.0	1.0	0.0	0.0	3.4	0.0	0.0	0.6	
WJAC	1.8	8.3	11.2	3.1	3.6	0.3	2.3	2.6	3.1	3.1	4.3	0.0	10.1	0.0	0.0	0.3	
WIPR	0.0	0.0	0.5	0.3	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	3.4	0.0	0.0	0.0	
WJIT	0.5	2.3	3.5	0.5	1.4	1.4	1.1	0.9	2.0	2.0	0.0	0.0	10.1	0.0	0.0	2.0	
WKAQ	4.3	19.8	26.4	5.6	10.6	10.6	4.3	6.7	11.0	12.0	2.8	0.8	10.1	0.5	0.0	0.4	
WKVM	2.3	10.6	14.1	2.4	4.4	5.4	1.4	3.4	4.8	5.8	2.6	0.0	3.4	0.0	0.0	0.0	
WLUZ	0.4	1.8	2.8	0.5	0.6	0.7	0.6	0.9	1.5	1.5	0.3	0.0	3.4	0.0	0.0	0.7	
WCBS	1.2	5.5	7.5	0.5	1.3	1.3	0.5	1.2	1.7	1.7	4.3	0.0	10.1	0.0	0.0	0.3	
WRAI	1.2	5.5	7.4	2.0	2.1	2.6	0.3	1.8	2.1	2.7	0.5	1.2	10.1	0.0	0.0	0.0	
WRSJ	0.6	2.8	3.8	0.0	0.3	0.3	0.7	1.8	2.5	3.0	0.3	0.0	10.1	0.0	0.0	0.0	
WUNC	6.1	28.1	37.1	5.1	12.1	16.4	9.7	4.3	14.0	14.5	4.1	1.7	18.4	0.0	0.0	0.0	
WVCZ	2.0	9.2	12.2	1.4	2.6	2.6	4.3	1.8	6.1	6.4	1.3	1.5	18.4	0.0	0.0	0.0	
OTHER AM	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	18.4	0.0	0.0	0.0	
FM	0.1	0.5	0.7	0.1	0.1	0.1	0.3	0.1	0.4	0.4	0.0	0.0	18.4	0.0	0.0	0.3	
TOTAL	21.7	100.0	135.3	22.2	40.0	46.4	25.2	29.5	54.7	59.2	21.0	5.2	48.2	21.0	5.2	48.2	

CLAPP AND MAYNE, INC.

SAN JUAN, PUERTO RICO JAN 1972

W/F/SUN 2:30-5:30 PM

STATION	RIG.	SHARE	TOTAL LISTENERS					AUDIENCE COMPOSITION IN THOUSANDS					CHILDREN			ALL	
			LISTENERS		WCMEN			MEN					U-12		12-17		12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12		12-17
WAPA	1.2	4.2	7.9	1.3	3.3	4.2	0.2	2.1	2.3	3.3	0.2	0.0	2.2	0.2	0.0	2.2	
WBMJ	1.3	4.6	8.2	1.0	2.8	3.2	2.5	0.8	3.3	3.3	0.8	0.6	4.9	0.0	0.0	4.9	
WPCA	0.4	1.4	2.8	0.0	0.6	0.8	0.4	0.6	1.0	1.9	0.0	0.0	1.0	0.0	0.0	1.0	
WJAC	0.4	1.4	3.1	0.6	0.8	1.7	0.2	0.2	0.4	1.3	0.0	0.0	1.0	0.0	0.0	0.4	
WIPR	0.3	1.1	2.2	1.1	1.1	1.1	0.0	0.6	0.6	1.0	0.0	0.0	1.0	0.0	0.0	0.0	
WJIT	2.1	7.4	13.7	2.7	4.9	6.0	0.0	2.0	2.0	2.2	4.2	1.1	3.3	4.2	1.1	3.3	
WKAQ	9.5	33.5	60.4	7.0	15.2	22.8	6.8	11.5	18.3	26.7	4.0	6.7	21.7	4.0	6.7	21.7	
WKVM	2.6	9.2	16.5	2.9	4.1	5.2	1.3	2.0	3.3	3.9	2.4	4.6	7.1	2.4	4.6	7.1	
WLUZ	0.2	0.7	1.4	0.4	0.4	0.4	0.4	0.6	1.0	1.0	0.0	0.0	1.0	0.0	0.0	0.4	
WCBS	0.6	2.1	3.8	0.6	0.8	0.8	0.6	1.7	2.3	2.3	0.6	0.0	0.8	0.6	0.0	0.8	
WRAI	1.1	3.9	7.1	0.6	2.3	3.3	1.5	1.9	3.4	3.6	0.0	0.0	3.2	0.0	0.0	3.2	
WRSJ	0.7	2.5	4.8	1.2	1.4	1.6	1.0	0.6	1.6	2.0	1.0	0.0	1.2	1.0	0.0	1.2	
WUNC	5.4	19.0	34.6	6.1	14.7	18.1	2.6	3.0	5.6	7.6	5.6	3.0	14.2	5.6	3.0	14.2	
WVCZ	2.2	7.7	14.5	1.5	3.5	4.8	5.6	2.1	7.7	8.3	0.0	1.1	8.7	0.0	0.0	8.7	
OTHER AM	0.2	0.7	1.5	1.1	1.1	1.1	0.0	0.2	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.0	
FM	0.2	0.7	1.6	0.4	1.0	1.2	0.2	0.2	0.4	0.4	0.0	0.0	0.8	0.0	0.0	0.8	
TOTAL	26.4	100.0	184.1	25.5	28.5	58.0	23.3	30.1	53.4	69.0	19.0	17.1	69.9	19.0	17.1	69.9	



PART 2  
LISTENERS AT HOME

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STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS					TOTAL LISTENERS	MEN			WOMEN			TOTAL	CHILDREN			ALL 12-29
			LISTENERS AT HOME						18-29			30-49				18-17			
			18-29	30-49	18-49	TOTAL	18-29		30-49	18-49	TOTAL	18-29	30-49	18-49		TOTAL	U-12	12-17	
WAPA	6.9	15.7	1.6	10.8	12.4	14.8	34.1	0.7	7.5	8.2	8.9	3.3	6.6	8.9					
WBPJ	3.5	8.0	5.8	11.6	13.2		17.5	0.0	1.6	1.6	4.0	0.0	0.0	5.8					
WHCA	0.6	1.4	0.0	1.6	1.6		3.3	0.0	1.6	1.6	1.6	0.0	0.0	0.0					
WJAC	1.3	3.0	0.0	2.4	2.4		6.6	0.0	0.7	0.7	0.7	3.3	0.0	0.0					
WIPR	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJIT	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WKAC	11.8	26.8	5.7	6.5	12.2	21.1	58.0	8.9	7.4	16.3	23.7	4.7	8.2	22.8					
WKVM	16.3	37.0	0.0	14.4	14.4	22.6	80.0	3.2	11.2	14.4	17.7	20.7	18.6	21.8					
WLJZ	1.3	3.0	0.0	1.6	1.6	3.2	6.7	0.0	1.6	1.6	3.2	0.0	0.0	0.0					
WGBS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WRAI	0.3	0.7	0.0	0.0	0.0	0.0	1.6	0.0	1.6	1.6	1.6	0.0	0.0	0.0					
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WUNC	1.7	3.9	1.5	0.7	2.2	2.2	8.6	0.7	0.0	0.7	0.7	2.3	3.1	5.3					
WVCZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
FM	0.3	0.7	0.0	0.7	0.7	0.7	1.5	0.7	0.0	0.7	0.7	0.0	0.0	0.7					
TOTAL	44.0	100.0	14.6	44.5	59.1	81.8	217.9	14.2	33.2	47.4	62.8	34.3	36.5	65.3					

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS					TOTAL LISTENERS	MEN			WOMEN			TOTAL	CHILDREN			ALL 12-29
			LISTENERS AT HOME						18-29			30-49				18-17			
			18-29	30-49	18-49	TOTAL	18-29		30-49	18-49	TOTAL	18-29	30-49	18-49		TOTAL	U-12	12-17	
WAPA	2.1	7.7	2.2	1.9	4.1	5.0	9.0	0.0	0.0	0.0	0.9	2.4	0.4	2.6					
WBPJ	3.9	14.3	2.5	4.5	7.0	8.5	16.6	0.9	2.9	3.8	4.2	2.5	1.1	4.5					
WHCA	0.1	0.4	0.0	0.5	0.5		0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJAC	0.9	3.3	0.4	0.6	1.2	1.6	3.9	0.0	0.9	0.9	0.9	1.2	0.0	0.4					
WIPR	0.1	0.4	0.0	0.4	0.4		0.8	0.0	0.0	0.0	0.0	0.4	0.0	0.0					
WJIT	0.5	1.8	1.1	0.5	1.6	2.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1					
WKAL	6.6	24.3	3.6	6.2	9.8	15.4	28.5	1.2	7.3	8.5	9.3	1.4	2.1	6.9					
WKVP	3.4	12.5	2.5	2.5	5.0	7.9	14.6	0.8	2.1	2.9	3.3	2.2	0.9	4.2					
WLJZ	1.9	7.0	0.4	4.2	4.6	6.4	8.1	0.0	1.2	1.2	1.6	0.0	0.0	0.4					
WGBS	0.0	0.0	0.4	0.0	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4					
WRAI	0.3	1.1	0.0	1.1	1.1		1.7	0.0	0.5	0.5	0.5	0.0	0.0	0.0					
WRSJ	0.1	0.4	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.5	0.5	0.0	0.0	0.5					
WUNC	4.5	18.0	2.8	5.6	8.4	11.3	20.5	2.8	1.8	4.6	6.1	1.5	1.7	7.3					
WVCZ	1.8	6.6	2.8	1.4	4.2	5.1	7.7	0.4	0.4	0.8	0.8	1.6	0.0	3.2					
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
FM	0.6	2.2	0.5	1.1	1.6	1.6	2.8	0.0	0.5	0.5	0.5	0.5	0.0	0.5					
TOTAL	27.2	100.0	15.2	30.7	49.9	67.3	118.2	6.6	17.6	24.2	28.6	13.7	6.2	32.0					



STATION	RTG.	SHARE	TOTAL LISTENERS	MCMEN				TOTAL	CHILDREN		ALL 12-29			
				18-29	30-49	18-49	18-49		U-12	12-17				
WAPA	0.6	4.7	2.5	2.5	0.0	2.5	0.0	0.0	0.0	0.0	2.5			
WPMJ	0.3	2.4	1.6	0.4	0.0	0.4	0.0	0.0	0.0	0.0	1.6			
WHCA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WIAC	1.3	10.2	5.5	0.0	1.7	1.7	0.0	1.2	1.2	2.5	0.0			
WIPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WJIT	1.0	7.9	4.2	0.0	2.5	2.5	0.0	0.0	0.0	1.2	0.0			
WKAC	0.8	6.3	3.7	0.4	0.8	1.2	0.8	0.4	1.2	0.4	0.0			
WKVM	2.0	15.7	8.8	0.4	1.6	2.0	0.0	1.2	2.0	0.4	1.6			
WLUZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WCBS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WRAI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WUNC	4.2	33.1	17.8	3.8	2.9	6.7	5.2	4.2	4.6	1.6	2.0			
WVCZ	0.5	3.9	2.5	0.0	0.4	0.4	0.4	0.4	0.4	0.4	1.2			
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
FM	2.0	15.7	8.4	0.4	1.7	2.1	2.1	0.0	1.2	2.5	2.9			
TOTAL	12.7	100.0	55.0	7.9	11.6	19.5	25.7	5.4	2.8	8.2	10.6	9.0	8.5	21.8

STATION	RTG.	SHARE	TOTAL LISTENERS	MCMEN				TOTAL	CHILDREN		ALL 12-29			
				18-29	30-49	18-49	18-49		U-12	12-17				
WAPA	0.5	2.5	3.0	0.3	0.7	1.0	1.6	0.0	1.1	1.1	0.0	0.0	0.3	
WPMJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHCA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIAC	1.7	8.6	9.1	1.4	0.7	2.1	4.0	0.3	1.0	1.3	4.3	0.0	0.3	2.0
WIPR	0.1	0.5	0.6	0.0	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	1.9	9.6	10.0	1.3	2.3	3.6	3.9	0.0	1.8	1.8	2.1	2.6	1.0	2.3
WKAC	8.8	44.7	45.7	4.2	8.7	12.9	18.4	1.4	8.8	10.2	16.0	4.6	6.3	11.9
WKVM	1.6	8.1	8.3	0.7	1.4	2.1	2.4	0.0	1.8	1.8	2.5	1.5	1.4	2.1
WLUZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCBS	0.6	3.0	3.3	0.0	0.6	0.6	0.6	0.0	0.6	0.6	0.6	1.9	0.0	0.0
WRAI	1.4	7.1	7.4	0.6	2.7	3.3	4.3	1.3	0.0	1.3	1.6	0.3	0.7	2.6
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNC	2.6	13.2	13.7	2.2	2.7	4.9	5.9	1.3	1.3	2.6	2.9	3.4	1.1	4.6
WVCZ	0.4	2.0	2.3	0.3	0.0	0.3	0.3	1.1	0.3	1.4	1.4	0.0	0.3	1.7
OTHER AM	0.1	0.5	0.6	0.0	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	19.7	100.0	104.0	11.0	21.0	32.0	42.6	5.4	16.7	22.1	32.5	14.3	11.1	27.5

M-F 7:00-10:00 PM SAN JUAN, PUERTO RICO LISTENERS AT HOME JAN 1972 CLAPP AND MAYNE, INC.  
 AUDIENCE COMPOSITION IN THOUSANDS -9-

STATION	RTG.	SHARE	TOTAL LISTENERS			WOMEN			MEN			CHILDREN		ALL 12-29
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	12-17	12-29			
WAPA	0.1	1.5	C.C	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WPMJ	0.9	13.4	1.5	0.0	1.5	3.0	1.5	0.0	1.5	3.0	0.6	0.0	0.0	3.0
WHQA	0.0	0.0	C.C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIAC	1.4	20.9	0.0	0.6	0.6	2.7	0.0	0.0	0.0	1.2	2.1	4.5	4.5	4.5
WIPR	0.2	3.0	0.0	1.5	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	0.7	10.4	C.C	0.6	0.6	1.8	0.6	0.6	1.2	1.8	1.2	0.0	0.0	0.6
WKAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKVP	0.2	3.0	C.C	0.6	0.6	0.6	0.0	0.0	0.0	0.6	0.0	0.6	0.0	0.6
WLJZ	0.0	0.0	C.C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCBS	1.0	14.9	0.6	0.6	1.2	1.2	0.0	0.0	0.6	0.6	2.7	0.0	3.6	4.2
WRAI	0.0	0.0	C.C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRSJ	0.0	0.0	C.C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNC	1.4	20.9	2.1	2.1	4.2	4.8	0.0	1.5	1.5	2.1	2.1	1.5	3.6	3.6
WVCZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTHER AM	0.2	3.0	0.6	0.6	1.2	1.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.6
FM	0.6	9.0	1.5	0.0	1.5	1.5	1.5	0.0	1.5	1.5	1.5	0.0	0.0	3.0
<b>TOTAL</b>	<b>6.7</b>	<b>100.0</b>	<b>6.3</b>	<b>7.2</b>	<b>13.5</b>	<b>18.9</b>	<b>3.6</b>	<b>2.7</b>	<b>6.3</b>	<b>13.5</b>	<b>7.5</b>	<b>10.8</b>	<b>20.7</b>	<b>20.7</b>

M-S 6:00 AM-10:00 PM SAN JUAN, PUERTO RICO LISTENERS AT HOME JAN 1972 CLAPP AND MAYNE, INC.  
 AUDIENCE COMPOSITION IN THOUSANDS

STATION	RTG.	SHARE	TOTAL LISTENERS			WOMEN			MEN			CHILDREN		ALL 12-29
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	12-17	12-29			
WAPA	1.4	7.6	1.1	1.9	3.0	3.8	0.1	0.9	1.0	1.3	0.9	0.9	2.1	
WPMJ	1.4	7.6	1.3	1.7	3.0	3.8	0.8	0.9	1.7	2.1	0.5	0.5	2.6	
WHQA	0.2	1.1	0.0	0.2	0.2	0.3	0.0	0.1	0.1	0.4	0.3	0.0	0.0	
WIAC	1.1	6.0	0.4	0.8	1.3	1.9	0.9	0.6	1.5	2.0	1.2	0.8	2.2	
WIPR	0.1	0.5	0.0	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
WJIT	0.7	3.8	0.4	1.1	1.5	1.9	0.1	0.4	0.5	0.6	1.0	0.2	0.7	
WKAC	4.3	23.4	2.3	3.7	6.0	5.0	1.8	3.5	5.3	7.4	1.8	3.2	7.3	
WKVP	3.5	19.0	0.8	3.4	4.2	6.6	0.7	2.4	3.1	4.5	3.5	2.8	4.3	
WLJZ	0.5	2.7	0.1	1.0	1.1	1.5	0.0	0.4	0.4	0.7	0.0	0.0	0.1	
WCBS	0.3	1.6	0.2	0.4	0.6	0.7	0.0	0.4	0.4	0.8	0.3	0.5	0.7	
WRAI	0.3	1.6	0.2	0.6	0.7	0.9	0.3	0.2	0.5	0.5	0.0	0.1	0.5	
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	
WUNC	3.4	16.5	3.0	3.4	6.4	8.0	2.4	0.8	3.2	4.3	2.7	2.5	7.9	
WVCZ	0.6	3.3	0.7	0.4	1.1	1.4	0.6	0.1	0.7	0.7	0.4	0.3	1.6	
OTHER AM	0.0	0.0	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	
FM	0.7	3.6	0.4	0.8	1.2	1.4	0.3	0.1	0.4	0.7	0.7	0.8	1.4	
<b>TOTAL</b>	<b>16.4</b>	<b>100.0</b>	<b>10.5</b>	<b>20.0</b>	<b>31.0</b>	<b>41.6</b>	<b>8.0</b>	<b>10.7</b>	<b>18.7</b>	<b>26.4</b>	<b>13.5</b>	<b>12.6</b>	<b>31.5</b>	



SAT-SUN 6:00-12:00 AM SAN JUAN, PUERTO RICO LISTENERS AT HOME JAN 1972 CLAPP AND MAYNE, INC. -10-

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS						TOTAL LISTENERS	CHILDREN			ALL 12-29		
			WOMEN			MEN				U-12	12-17	17-29			
			18-29	30-49	18-49	18-29	30-49	18-49							
WAPA	1.0	7.1	0.0	4.2	4.2	5.8	0.0	0.9	0.9	0.9	0.5	0.0	0.0	0.0	0.0
WPMJ	0.9	6.4	0.0	1.6	1.6	3.2	3.2	0.0	3.2	3.2	3.2	0.0	0.0	0.0	0.0
WMOA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	1.2	8.5	1.6	0.0	1.6	1.6	6.5	0.0	6.5	6.5	6.5	0.0	0.0	0.0	0.0
WIPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	0.2	1.4	0.0	1.9	1.9	1.9	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMA6	3.3	23.4	0.9	4.2	5.1	6.0	0.9	1.6	2.5	4.4	4.4	0.9	10.8	12.6	1.8
WVNH	2.7	19.1	0.9	5.9	6.8	7.7	0.9	3.9	4.8	4.8	4.8	5.5	0.0	0.0	0.0
WLUZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCBS	0.8	5.7	0.9	1.9	2.8	3.7	0.0	1.9	1.9	1.9	1.9	0.0	0.0	0.0	0.0
WRAI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNO	2.9	20.6	0.0	3.2	3.2	4.8	1.6	0.0	1.6	3.2	3.2	4.9	6.5	8.1	0.0
WVCZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	1.1	7.8	0.0	0.9	0.9	2.5	0.0	0.0	0.0	1.6	1.6	0.0	3.2	3.2	0.0
TOTAL	14.1	100.0	4.3	27.8	28.1	37.2	13.1	8.3	21.4	26.5	26.5	11.3	20.5	37.9	0.0

SAT-SUN 12:00-6:00 PM SAN JUAN, PUERTO RICO LISTENERS AT HOME JAN 1972 CLAPP AND MAYNE, INC.

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS						TOTAL LISTENERS	CHILDREN			ALL 12-29	
			WOMEN			MEN				U-12	12-17	17-29		
			18-29	30-49	18-49	18-29	30-49	18-49						
WAPA	0.7	4.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	1.6	1.6	0.0
WPMJ	0.4	2.7	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.8	0.8	0.0	0.8	2.4
WMOA	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	0.2	1.4	0.0	0.0	0.0	0.0	1.6	0.0	1.6	1.6	1.6	0.0	0.0	0.0
WIPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8	0.0	0.8	0.8
WKAG	2.3	15.8	4.0	1.6	5.6	7.2	3.2	0.0	3.2	6.4	6.4	0.0	0.0	7.2
WKVP	4.9	33.6	0.8	4.9	5.7	10.6	1.6	1.6	3.2	9.8	9.8	4.0	4.1	6.5
WLUZ	0.2	1.4	0.0	0.8	0.8	0.8	0.0	0.0	0.0	0.8	0.8	0.0	0.0	0.0
WCBS	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.6	0.0	0.0	0.0
WRAI	0.2	1.4	0.0	0.0	0.0	0.8	0.8	0.0	0.8	0.8	0.8	0.0	0.0	1.6
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNC	3.9	26.7	2.4	3.3	5.7	8.1	2.4	0.8	3.2	5.6	5.6	4.1	5.0	9.8
WVCZ	1.1	7.5	1.6	0.8	2.4	3.2	3.2	0.0	3.2	3.2	3.2	0.0	0.0	4.8
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.2	1.4	0.0	1.6	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	14.6	100.0	10.4	13.0	23.4	33.9	13.6	3.2	16.8	32.2	32.2	9.7	12.3	36.3

STATION	RTG.	SHARE	TOTAL LISTENERS		WOMEN				MEN				CHILDREN		ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17			
WAPA	0.4	3.8	1.3	0.0	1.3	1.3	0.0	1.3	0.0	0.0	0.0	1.3	0.0	0.0	1.3
WENJ	6.9	8.7	0.0	2.9	2.9	2.9	0.0	2.9	2.9	0.0	2.9	0.0	0.0	0.0	0.0
WQCA	1.3	12.5	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	2.9	4.0	0.0	0.0
WJAC	0.4	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	2.6
WJPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	0.6	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0
WKAC	1.5	14.4	0.0	1.3	1.3	1.3	0.0	1.3	1.3	1.3	1.3	1.3	5.3	1.3	1.3
WKVP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLUZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRAI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNC	5.3	51.0	11.3	6.9	18.2	18.2	6.9	0.0	6.9	9.8	9.8	18.2	4.0	0.0	18.2
WVCZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	10.4	100.0	12.6	11.1	23.7	25.0	6.9	4.2	11.1	18.2	17.3	3.9	3.9	23.4	

STATION	RTG.	SHARE	LISTENERS				TOTAL	MEN				TOTAL	CHILDREN			ALL
			18-29	30-49	18-49	TOTAL		18-29	30-49	18-49	TOTAL		U-12	12-17	12-29	
WAPA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBMJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHCA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	2.1	15.0	0.0	2.7	2.7	3.2	0.0	2.1	2.1	2.6	2.6	4.3	0.0	0.0	0.0	0.0
WJPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	2.4	17.1	3.2	2.1	5.3	5.3	0.5	2.1	2.6	3.6	3.6	2.1	0.5	0.0	4.2	0.0
WJVM	1.5	10.7	1.0	1.5	2.5	3.5	0.0	1.0	1.0	2.0	2.0	1.5	0.0	1.0	1.0	0.0
WLUZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBS	0.9	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0
WRAI	0.7	5.0	0.0	1.0	1.0	1.5	0.0	0.0	0.0	0.5	0.5	1.0	1.0	1.0	1.0	0.0
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJMC	5.2	37.1	4.2	3.7	7.9	12.2	7.0	0.0	7.0	7.5	7.5	3.7	1.5	12.7	0.0	0.0
WVZ	1.2	8.6	0.5	0.5	1.0	1.0	2.1	0.5	2.6	2.6	2.6	0.5	1.5	4.1	0.0	0.0
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	14.0	100.0	68.4	8.9	11.5	20.4	26.7	9.6	5.7	15.3	18.8	16.9	4.5	23.0		

STATION	RTG.	SHARE	LISTENERS				TOTAL	MEN				TOTAL	CHILDREN			ALL
			18-29	30-49	18-49	TOTAL		18-29	30-49	18-49	TOTAL		U-12	12-17	12-29	
WAPA	0.5	2.5	1.8	0.0	1.8	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
WBMJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHCA	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	0.3	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJPR	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	2.3	11.3	1.8	2.7	4.5	5.4	0.0	1.8	1.8	1.8	1.8	3.6	0.9	2.7	0.0	0.0
WJAC	9.5	46.6	7.3	5.5	12.8	20.1	5.5	6.4	11.9	19.2	19.2	2.7	6.4	19.2	0.0	0.0
WJVM	2.0	9.8	0.0	1.8	1.8	2.7	0.0	0.9	0.9	0.9	0.9	1.8	4.6	4.6	0.0	0.0
WLUZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRAI	0.3	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJMC	3.6	17.6	4.5	2.7	7.2	5.9	0.0	0.9	0.9	2.7	2.7	2.7	2.7	7.2	0.0	0.0
WVZ	1.6	7.8	1.8	0.9	2.7	3.6	3.6	0.0	3.6	3.6	3.6	0.0	0.9	6.3	0.0	0.0
OTHER AM	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	20.4	100.0	106.3	18.1	15.4	33.5	48.0	10.0	10.0	20.0	30.9	10.8	15.5	43.6		



MC/TU/TH 2:30-5:30 PM

SAN JUAN, PUERTO RICO LISTENERS AT HOME

JAN 1972

CLAPP AND MAYNE, INC. -12-

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS					TOTAL LISTENERS	CHILDREN			ALL 12-29		
			WOMEN		MEN				U-12	12-17	18-29			
			18-29	30-49	18-49	TOTAL	18-49						18-49	TOTAL
WAPA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBMJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMOA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	2.1	15.0	0.0	2.7	2.7	3.2	0.0	2.1	2.1	2.6	4.3	0.0	0.0	0.0
WIPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKAQ	2.4	17.1	3.2	2.1	5.3	5.3	0.5	2.1	2.6	3.6	2.1	0.5	4.2	0.0
WKVA	1.5	10.7	1.0	1.5	2.5	3.5	0.0	1.0	1.0	2.0	1.5	0.0	1.0	0.0
WLZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBS	0.9	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0
WRAI	0.7	5.0	0.0	1.0	1.0	1.5	0.0	0.0	0.0	0.5	0.5	1.0	1.0	0.0
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNG	5.2	37.1	4.2	3.7	7.9	12.2	7.0	0.0	7.0	7.5	3.7	1.5	12.7	0.0
WVZ	1.2	8.6	0.5	0.5	1.0	1.0	2.1	0.5	2.6	2.6	0.5	1.5	4.1	0.0
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	14.0	100.0	8.9	11.5	20.4	26.7	9.6	5.7	15.3	18.8	16.9	4.5	23.0	

W/F/SUN 2:30-5:30 PM

SAN JUAN, PUERTO RICO LISTENERS AT HOME

JAN 1972

CLAPP AND MAYNE, INC.

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS					TOTAL LISTENERS	CHILDREN			ALL 12-29		
			WOMEN		MEN				U-12	12-17	18-29			
			18-29	30-49	18-49	TOTAL	18-49						18-49	TOTAL
WAPA	0.5	2.5	1.8	0.0	1.8	2.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
WBMJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMOA	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	0.3	1.5	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
WIPR	0.1	0.5	0.0	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJIT	2.3	11.3	1.8	2.7	4.5	5.4	0.0	1.8	1.8	1.8	3.6	0.9	2.7	0.0
WKAQ	9.5	46.6	7.3	5.5	12.8	20.1	5.5	6.4	11.9	19.2	2.7	6.4	19.2	0.0
WKVA	2.0	5.8	0.0	1.8	1.8	2.7	0.0	0.9	0.9	0.9	1.8	4.6	4.6	0.0
WLZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRAI	0.3	1.5	0.9	0.0	0.9	0.9	0.9	0.0	0.9	0.9	0.0	0.0	1.8	0.0
WRSJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNG	3.6	17.6	4.5	2.7	7.2	5.9	0.0	0.9	0.9	2.7	2.7	2.7	7.2	0.0
WVZ	1.6	7.8	1.8	0.9	2.7	3.6	3.6	0.0	3.6	3.6	0.0	0.9	6.3	0.0
OTHER AM	0.1	0.5	0.0	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	20.4	100.0	18.1	15.4	33.5	48.0	10.0	10.0	20.0	30.9	10.8	15.5	43.6	



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PART 3  
LISTENERS IN AUTOMOBILES



STATION	RIG.	SHARE	LISTENERS				TOTAL LISTENERS	AUDIENCE COMPOSITION IN THOUSANDS				TOTAL	CHILDREN		ALL 12-29
			18-29	30-49	18-29	30-49		18-49	18-49	18-49	18-49		U-12	12-17	
WAPA	5.8	8.7	3.3	0.7	4.0	4.2	3.5	2.3	5.8	6.4	0.3	0.0	6.8		
WEPJ	3.4	5.1	2.2	0.0	2.2	2.2	3.3	0.9	4.2	4.2	0.0	0.0	5.5		
WRCA	1.2	1.8	0.3	0.3	0.6	0.6	0.0	1.3	1.3	1.3	0.2	0.0	0.3		
WJAC	1.8	2.7	0.0	1.7	1.7	1.7	0.8	0.7	1.5	1.7	0.0	0.0	0.8		
WIPR	1.5	2.3	0.0	0.0	0.0	0.0	1.2	0.9	2.1	2.8	0.0	0.0	1.2		
WJIT	0.9	1.4	0.5	0.0	0.5	0.5	1.2	0.0	1.2	1.2	0.0	0.0	1.7		
WKAG	20.1	30.3	7.5	2.1	9.6	9.6	10.3	13.9	24.2	27.0	1.7	0.2	18.0		
WKVH	6.2	9.4	2.0	0.5	2.5	2.5	2.8	5.8	8.6	9.1	0.2	0.0	4.8		
WLUZ	2.4	3.6	0.6	0.3	0.9	0.9	1.4	1.4	2.8	2.8	0.7	0.0	2.0		
WQBS	2.1	3.2	0.0	0.6	0.6	0.6	0.9	2.2	3.1	3.1	0.3	0.0	0.9		
WRAI	2.3	3.5	0.0	0.0	0.0	0.0	1.5	2.7	4.2	4.4	0.0	0.0	1.5		
WRSJ	2.4	3.6	0.7	0.0	0.7	1.0	1.2	1.2	2.4	2.7	0.7	0.0	1.9		
WUNC	14.3	21.6	6.4	1.9	8.3	8.3	11.9	3.9	15.8	16.3	2.7	0.0	18.3		
WVQZ	1.3	2.0	0.0	0.0	0.0	0.0	1.1	1.4	2.5	2.5	0.0	0.0	1.1		
CTHER AM	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.0	0.0	0.0		
FM	0.3	0.5	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.4	0.0	0.0	0.2		
TOTAL	66.3	100.0	23.7	8.1	31.8	32.3	41.1	39.5	80.6	86.6	6.8	0.2	65.0		

STATION	RIG.	SHARE	LISTENERS				TOTAL LISTENERS	AUDIENCE COMPOSITION IN THOUSANDS				TOTAL	CHILDREN		ALL 12-29
			18-29	30-49	18-29	30-49		18-49	18-49	18-49	U-12		12-17		
WAPA	3.3	6.1	0.3	0.1	0.4	0.4	0.3	0.9	1.2	1.3	0.0	0.0	0.6		
WEPJ	4.0	7.3	0.5	0.0	0.5	0.5	1.1	0.5	1.6	1.6	0.0	0.2	1.8		
WRCA	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0		
WJAC	0.7	1.3	0.0	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.0	0.0	0.1		
WIPR	0.7	1.3	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.3	0.0	0.0	0.1		
WJIT	1.0	1.8	0.3	0.0	0.3	0.3	0.1	0.1	0.2	0.2	0.0	0.0	0.4		
WKAG	11.4	20.9	1.0	0.5	1.5	1.5	2.0	2.7	4.7	4.8	0.2	0.0	3.0		
WKVH	8.6	15.8	0.3	0.2	0.5	0.7	1.2	1.8	3.0	3.1	1.0	0.0	1.5		
WLUZ	2.6	4.8	0.6	0.1	0.7	0.7	0.5	0.0	0.5	0.5	0.2	0.0	1.1		
WQBS	4.8	8.8	0.6	0.3	0.9	1.0	1.0	0.6	1.6	1.6	0.0	0.0	1.6		
WRAI	1.9	3.5	0.2	0.2	0.4	0.5	0.0	0.3	0.3	0.3	0.1	0.0	0.2		
WRSJ	2.9	5.3	0.0	0.2	0.2	0.2	0.4	0.9	1.3	1.4	0.0	0.0	0.4		
WUNC	7.5	13.8	1.0	0.7	1.7	1.8	1.6	0.8	2.4	2.5	0.0	0.0	2.6		
WVQZ	4.2	7.7	0.3	0.4	0.7	0.7	0.8	0.5	1.3	1.4	0.1	0.0	1.1		
CTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
FM	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.0		
TOTAL	54.5	100.0	5.2	2.8	8.0	8.5	9.1	10.1	19.2	19.8	1.6	0.2	14.5		

STATION	RTG.	SHARE	TOTAL LISTENERS			AUDIENCE COMPOSITION IN THOUSANDS			JAN 1972			CHILDREN ALL								
			18-29			30-49			18-29			U-12			12-17			12-29		
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	30-49	18-49	18-29	30-49	18-49	U-12	12-17	12-29			
WAPA	4.1	8.0	0.6	0.3	0.9	0.9	0.4	1.6	2.0	2.0	0.1	0.0	0.1	0.0	1.0					
WBMJ	1.3	2.5	0.0	0.0	0.0	0.7	0.2	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.7					
WMOA	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0					
WJAC	0.8	1.6	0.0	0.0	0.0	0.2	0.3	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.2					
WIPR	0.6	1.2	0.1	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1					
WJIT	1.8	3.5	0.2	0.1	0.3	0.3	0.4	0.5	0.9	0.9	0.0	0.0	0.0	0.0	0.6					
WKAC	12.9	25.2	1.4	1.6	3.0	3.0	2.7	3.2	5.9	6.4	0.5	0.2	0.5	0.2	4.3					
WKVM	7.2	14.1	0.4	0.5	0.9	0.9	1.2	2.7	3.9	4.2	0.5	0.0	0.5	0.0	1.6					
WLUZ	2.4	4.7	0.1	0.2	0.3	0.3	0.7	0.7	1.4	1.4	0.1	0.0	0.1	0.0	0.8					
WGBS	2.4	4.7	0.6	0.2	0.8	0.8	0.3	0.6	0.9	0.9	0.0	0.0	0.0	0.0	0.9					
WRAI	2.0	3.9	0.0	0.2	0.2	0.2	0.2	0.9	1.1	1.1	0.0	0.0	0.0	0.0	0.2					
WRSJ	3.0	5.9	0.2	0.0	0.2	0.2	0.2	0.6	0.8	0.8	1.1	0.0	1.1	0.0	0.4					
WUNO	8.3	16.2	0.9	1.0	1.9	1.9	2.0	1.7	3.7	3.7	0.8	0.0	0.8	0.0	2.5					
WVOZ	3.4	6.7	0.2	0.1	0.3	0.3	1.0	1.0	2.0	2.0	0.0	0.0	0.0	0.0	1.2					
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
FM	0.6	1.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0					
TOTAL	51.1	100.0	41.2	4.4	9.1	9.1	10.0	14.2	24.2	25.0	3.1	0.2	3.1	0.2	14.9					

STATION	RTG.	SHARE	TOTAL LISTENERS			AUDIENCE COMPOSITION IN THOUSANDS			JAN 1972			CHILDREN ALL								
			18-29			30-49			18-29			U-12			12-17			12-29		
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	30-49	18-49	U-12	12-17	12-29						
WAPA	4.5	8.0	0.0	0.6	0.6	0.6	1.0	2.7	3.7	4.5	1.7	0.0	1.7	0.0	1.0					
WBMJ	3.3	5.9	0.2	0.5	0.7	0.9	2.5	0.8	3.3	3.4	0.5	0.0	0.5	0.0	2.7					
WMOA	1.3	2.3	0.2	0.0	0.2	0.2	0.6	1.0	1.6	1.6	0.0	0.0	0.0	0.0	0.8					
WJAC	0.9	1.6	0.2	0.8	1.0	1.0	0.0	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.2					
WIPR	0.6	1.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.7	0.0	0.0	0.0	0.0	0.0					
WJIT	2.1	3.8	0.9	0.4	1.3	1.3	1.0	0.4	1.4	1.5	0.2	0.0	0.2	0.0	1.9					
WKAC	6.7	12.0	0.6	2.1	2.7	2.8	1.7	4.8	6.5	6.7	0.5	0.0	0.5	0.0	2.3					
WKVM	3.7	6.6	0.6	0.8	1.4	1.4	1.4	2.0	3.4	3.4	0.5	0.2	0.5	0.2	2.2					
WLUZ	2.3	4.1	0.2	0.5	0.7	0.9	0.1	2.1	2.2	2.2	0.2	0.0	0.2	0.0	0.3					
WGBS	1.4	2.5	0.0	0.5	0.5	0.5	0.5	1.0	1.5	1.5	0.0	0.0	0.0	0.0	0.5					
WRAI	5.2	9.3	1.4	1.4	2.8	2.8	1.4	2.5	3.9	4.1	0.8	0.0	0.8	0.0	2.8					
WRSJ	5.3	9.5	0.5	0.9	1.4	1.4	1.7	2.5	4.2	5.0	1.3	0.2	1.3	0.2	2.4					
WUNO	11.6	20.7	3.6	1.9	5.5	5.6	4.2	4.3	8.5	8.5	2.3	1.3	2.3	1.3	9.1					
WVOZ	5.2	9.3	1.0	1.6	2.6	2.7	1.3	2.0	3.3	3.7	1.3	0.1	1.3	0.1	2.4					
OTHER AM	0.4	0.7	0.0	0.0	0.0	0.0	0.5	0.1	0.6	0.6	0.0	0.0	0.0	0.0	0.5					
FM	1.5	2.7	0.0	0.5	0.5	0.5	0.6	0.9	1.5	1.7	0.0	0.0	0.0	0.0	0.6					
TOTAL	56.0	100.0	86.8	9.4	12.6	22.0	22.7	18.5	27.7	46.2	9.3	1.8	9.3	1.8	29.7					

STATION	RTG.	SHARE	TOTAL LISTENERS				WOMEN				MEN				CHILDREN		ALL
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	2.0	3.3	0.0	0.3	0.3	0.4	0.3	0.8	1.1	1.2	0.0	0.0	0.0	0.0	0.0	0.3	
WBMJ	3.2	5.2	0.5	0.0	0.5	0.5	1.5	0.8	2.3	2.3	0.1	0.0	0.0	0.0	0.0	2.0	
WQCA	0.9	1.5	0.0	0.0	0.0	0.0	0.7	0.1	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.7	
WJAC	0.8	1.3	0.0	0.1	0.1	0.3	0.0	0.3	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WIPR	1.1	1.8	0.0	0.0	0.0	0.0	0.1	0.9	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.1	
WJIT	1.1	1.8	0.0	0.0	0.0	0.0	0.3	0.6	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.3	
WKA4	14.9	24.4	1.5	1.6	3.1	3.2	2.5	5.2	7.7	7.8	2.1	0.3	0.0	0.0	0.0	4.3	
WKVP	4.9	8.0	0.3	0.3	0.6	0.8	1.0	1.8	2.8	2.9	0.3	0.2	0.0	0.0	0.0	1.5	
WLUZ	0.8	1.3	0.1	0.0	0.1	0.2	0.0	0.4	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.1	
WGBS	6.1	10.0	0.4	0.3	0.7	0.7	1.3	2.5	3.8	3.9	0.4	0.3	0.0	0.0	0.0	2.0	
WRAI	6.5	10.7	0.5	0.8	1.3	1.4	1.2	1.8	3.0	3.5	0.9	0.0	0.0	0.0	0.0	1.7	
WRSJ	1.7	2.8	0.1	0.2	0.4	0.4	0.1	0.7	0.8	0.8	0.2	0.1	0.0	0.0	0.0	0.3	
WUNC	13.6	22.3	1.5	2.5	4.0	4.5	2.8	2.8	5.6	5.7	1.6	0.4	0.0	0.0	0.0	4.7	
WVCZ	2.7	4.4	0.5	0.1	0.6	0.8	0.7	0.6	1.3	1.4	0.0	0.0	0.0	0.0	0.0	1.2	
CTHER AM	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
FM	0.6	1.0	0.0	0.1	0.1	0.1	0.0	0.3	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
TCIAL	61.0	100.0	5.4	6.4	11.8	13.3	12.5	19.7	32.2	33.6	5.6	1.3	5.6	1.3	19.2		

STATION	RTG.	SHARE	TOTAL LISTENERS				WOMEN				MEN				CHILDREN		ALL
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	3.5	6.1	0.5	0.4	0.9	1.0	0.8	1.5	2.3	2.5	0.4	0.0	0.0	0.0	0.0	1.3	
WBMJ	4.2	7.4	1.1	0.3	1.3	1.4	2.1	0.8	2.8	2.9	0.3	0.1	0.0	0.0	0.0	3.2	
WQCA	0.8	1.4	0.1	0.1	0.2	0.2	0.2	0.4	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.3	
WJAC	0.9	1.6	0.0	0.3	0.4	0.4	0.2	0.3	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.2	
WIPR	0.7	1.2	0.0	0.0	0.1	0.1	0.1	0.3	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.2	
WJIT	1.4	2.5	0.3	0.1	0.4	0.4	0.5	0.4	0.9	0.9	0.1	0.0	0.0	0.0	0.0	0.8	
WQAC	12.2	21.4	1.9	1.5	3.4	3.5	3.4	4.6	8.0	8.6	1.1	0.3	0.0	0.0	0.0	5.6	
WKVP	5.5	10.3	0.6	0.6	1.2	1.3	1.3	2.4	3.8	4.0	0.5	0.1	0.0	0.0	0.0	2.1	
WLUZ	1.8	3.2	0.3	0.2	0.5	0.6	0.4	0.7	1.1	1.1	0.2	0.0	0.0	0.0	0.0	0.7	
WGBS	4.2	7.4	0.5	0.6	1.0	1.1	0.9	1.5	2.4	2.5	0.5	0.1	0.0	0.0	0.0	1.6	
WRAI	3.2	5.6	0.4	0.5	0.8	0.9	0.6	1.5	2.0	2.2	0.3	0.0	0.0	0.0	0.0	0.9	
WRSJ	3.1	5.4	0.3	0.5	0.7	0.7	0.6	1.2	1.8	2.0	0.7	0.0	0.0	0.0	0.0	0.9	
WUNC	10.6	18.6	2.5	1.5	4.0	4.3	3.6	2.6	6.3	6.4	1.3	0.3	0.0	0.0	0.0	6.4	
WVCZ	3.6	6.3	0.4	0.5	0.8	0.9	0.9	1.1	2.0	2.2	0.4	0.1	0.0	0.0	0.0	1.4	
CTHER AM	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.1	
FM	1.0	1.8	0.1	0.2	0.3	0.3	0.1	0.4	0.6	0.7	0.2	0.0	0.0	0.0	0.0	0.2	
TCIAL	57.1	100.0	8.5	7.2	16.1	17.1	15.8	19.9	35.7	38.1	5.9	1.1	25.8	1.1	25.8		



STATION	RTG.	SHARE	TOTAL LISTENERS				MEN				WOMEN				CHILDREN		ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	3.2	5.5	0.4	0.2	0.6	0.7	0.5	1.8	2.3	2.5	0.2	0.0	0.0	0.0	0.0	0.9	
WBNJ	5.4	16.1	3.3	0.8	4.1	4.1	4.0	1.7	5.7	5.8	0.8	0.0	0.0	0.0	7.3		
WHCA	0.6	1.0	0.1	0.0	0.1	0.1	0.2	0.2	0.4	0.4	0.0	0.0	0.0	0.0	0.3		
WIAC	0.7	1.2	0.1	0.1	0.2	0.2	0.1	0.4	0.5	0.5	0.0	0.0	0.0	0.0	0.2		
WIPR	0.4	0.7	0.0	0.0	0.0	0.0	0.1	0.3	0.4	0.5	0.0	0.0	0.0	0.0	0.1		
WJIT	1.6	2.7	0.0	0.3	0.3	0.3	0.2	1.2	1.4	1.4	0.0	0.0	0.0	0.0	0.2		
WRAG	11.2	19.2	1.6	1.6	3.2	3.7	3.8	3.4	7.2	7.4	1.1	0.4	0.0	0.0	5.8		
WRVA	5.0	8.6	0.3	1.1	1.4	1.5	0.6	2.6	3.2	3.6	0.4	0.0	0.0	0.0	0.9		
WLUZ	0.3	0.5	0.3	0.0	0.3	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.3		
WCBS	2.7	4.6	0.7	0.3	1.0	1.0	0.5	1.3	1.8	1.8	0.1	0.0	0.0	0.0	1.2		
WRAI	2.0	3.4	0.1	0.4	0.5	0.6	0.0	0.9	0.9	1.3	0.1	0.0	0.0	0.0	0.1		
WRSJ	2.4	4.1	0.0	0.5	0.5	0.5	0.1	1.3	1.4	1.4	0.8	0.0	0.0	0.0	0.1		
WUNC	11.6	19.9	2.8	2.3	5.1	5.1	2.5	3.9	6.4	6.5	1.2	0.3	0.0	0.0	5.6		
WVZ	5.0	8.6	0.1	0.3	0.4	0.4	1.2	2.4	3.6	3.6	1.6	0.0	0.0	0.0	1.3		
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
FM	2.3	3.9	0.2	0.5	0.7	0.7	0.1	0.8	0.9	0.9	0.8	0.1	0.0	0.0	0.4		
TOTAL	58.4	100.0	10.0	8.4	18.4	19.2	13.9	22.3	36.2	37.7	7.1	0.8	0.8	24.7			

STATION	RTG.	SHARE	TOTAL LISTENERS				MEN				WOMEN				CHILDREN		ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	3.1	5.0	0.2	0.8	1.0	1.0	0.8	1.5	2.3	2.5	0.3	0.0	0.0	0.0	1.0		
WBNJ	7.3	11.9	2.4	1.1	3.5	3.8	2.9	1.3	4.2	4.3	0.8	0.4	0.0	0.0	5.7		
WHCA	1.4	2.3	0.3	0.4	0.7	0.8	0.3	0.3	0.6	0.6	0.2	0.0	0.0	0.0	0.6		
WIAC	1.2	1.9	0.1	0.2	0.3	0.4	0.6	0.2	0.8	1.1	0.0	0.0	0.0	0.0	0.7		
WIPR	0.6	1.0	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.4	0.2	0.0	0.0	0.0	0.1		
WJIT	1.3	2.1	0.2	0.0	0.2	0.3	0.5	0.1	0.6	0.8	0.3	0.1	0.0	0.0	0.8		
WRAG	9.8	15.9	1.6	1.3	2.9	3.2	2.7	3.6	6.3	7.7	1.3	0.3	0.0	0.0	4.6		
WRVA	4.9	8.0	0.7	0.7	1.4	1.5	1.8	2.0	3.8	4.4	0.3	0.1	0.0	0.0	2.6		
WLUZ	0.8	1.3	0.0	0.2	0.2	0.2	0.3	0.3	0.6	0.7	0.0	0.0	0.0	0.0	0.3		
WCBS	5.7	9.3	0.7	0.9	1.6	1.6	1.8	2.5	4.3	4.4	1.1	0.1	0.0	0.0	2.6		
WRAI	2.8	4.5	0.2	0.4	0.6	1.3	0.3	1.6	1.9	2.1	0.0	0.0	0.0	0.0	0.5		
WRSJ	4.5	7.3	0.4	1.2	1.6	1.8	0.8	1.5	2.3	2.7	1.0	0.0	0.0	0.0	1.2		
WUNC	13.0	21.1	4.3	1.7	6.0	7.0	3.8	3.6	7.4	8.1	1.7	0.1	0.0	0.0	8.2		
WVZ	3.8	6.2	0.4	0.9	1.3	1.4	0.8	0.8	1.6	2.0	0.5	0.6	0.0	0.0	1.8		
CTHER AM	0.2	0.3	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0		
FM	1.2	1.9	0.2	0.2	0.4	0.5	0.3	0.3	0.6	0.9	0.0	0.0	0.0	0.0	0.5		
TOTAL	61.6	100.0	11.8	10.1	21.9	25.0	17.7	19.9	37.6	42.8	7.8	1.7	0.8	31.2			



STATION	RTG.	SHARE	TOTAL LISTENERS	AUDIENCE COMPOSITION IN THOUSANDS				CHILDREN		ALL 12-29
				18-29	30-49	18-49	18-49	U-12	12-17	
WAPA	1.5	2.8	2.1	0.4	0.2	0.6	0.6	0.8	0.8	0.0
WBMJ	3.7	7.0	5.3	1.0	0.2	1.2	2.5	2.9	3.1	0.4
WAGA	0.3	0.6	0.4	0.0	0.2	0.2	0.2	0.2	0.2	0.0
WJAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIPR	0.3	0.6	0.4	0.0	0.0	0.0	0.0	0.2	0.4	0.0
WJIT	0.7	1.3	1.0	0.2	0.2	0.4	0.4	0.6	0.6	0.0
WKAG	12.9	24.3	18.5	2.6	1.5	4.1	5.3	8.8	9.4	2.8
WKVM	4.3	8.1	6.2	0.9	1.1	2.0	1.1	2.6	2.6	0.6
WLUZ	2.6	4.9	3.7	0.0	0.9	0.9	0.0	0.8	1.4	0.2
WGBS	10.9	20.5	15.5	1.0	2.4	3.4	1.7	3.2	4.9	3.9
WRAI	3.0	5.6	4.3	0.4	0.4	0.8	0.2	2.2	2.6	0.8
WRSJ	2.3	4.3	3.2	0.4	1.0	1.4	0.4	1.1	1.5	0.2
WUNO	7.3	13.7	10.4	1.5	0.8	2.7	4.1	1.3	5.4	1.5
WVOZ	1.2	2.3	1.7	0.4	0.2	0.6	0.6	0.2	1.0	0.0
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	2.1	4.0	3.0	0.4	0.2	0.6	0.0	1.0	1.0	1.0
TOTAL	53.1	100.0	75.7	9.6	9.3	18.9	16.9	16.0	32.9	12.0
										5.1
										31.6

MO/TL/TH 2:30-5:30 PH SAN JUAN, PUERTO RICO LISTENERS IN AUTOMOBILES JAN 1972 CLAPP AND MAYNE, INC. -18-

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS					TOTAL LISTENERS	CHILDREN		ALL 12-29		
			18-29	30-49	18-49	18-29	30-49		18-49	U-12		12-17	
WAPA	3.9	7.4	0.3	0.7	1.0	1.0	0.1	3.0	3.1	3.1	0.5	0.0	0.4
WBJJ	1.4	2.7	0.0	0.0	0.0	0.0	1.1	0.7	1.8	1.8	0.0	0.0	1.1
WROA	0.9	1.7	0.1	0.0	0.1	0.1	0.5	0.5	1.0	1.0	0.0	0.0	0.6
WJAC	0.7	1.3	0.0	0.3	0.3	0.3	0.3	0.1	0.4	0.4	0.0	0.0	0.3
WIPR	0.4	0.8	0.0	0.3	0.3	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0
WJIT	2.8	5.3	0.5	0.5	1.4	1.4	1.1	0.9	2.0	2.0	0.0	0.0	2.0
WKAG	11.6	22.1	1.7	3.5	5.2	5.2	3.7	4.6	8.3	8.3	0.7	0.3	5.7
WKVN	5.3	10.1	0.5	0.8	1.7	1.7	1.4	2.3	3.7	3.7	1.1	0.0	2.3
WLUZ	2.2	4.2	0.1	0.5	0.6	0.7	0.6	0.9	1.5	1.5	0.3	0.0	0.7
WCBS	2.5	4.8	0.8	0.5	1.3	1.3	0.5	1.2	1.7	1.7	0.0	0.0	1.3
WRAI	2.9	5.5	0.1	0.9	1.0	1.0	0.3	1.8	2.1	2.2	0.0	0.1	0.5
WRSJ	3.0	5.7	0.3	0.0	0.3	0.3	0.7	1.8	2.5	3.0	0.3	0.0	1.0
WUNC	9.3	17.7	2.7	1.4	4.1	4.1	2.7	4.3	7.0	7.0	0.3	0.1	5.5
WVCZ	5.0	9.5	0.7	0.9	1.6	1.6	2.2	1.3	3.5	3.8	0.7	0.0	2.9
CTHER AM	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
FM	0.6	1.1	0.0	0.1	0.1	0.1	0.3	0.1	0.4	0.4	0.0	0.0	0.3
TOTAL	52.6	100.0	8.6	10.4	19.0	19.1	15.5	23.6	39.1	40.1	3.9	0.5	24.6

W/F/SUN 2:30-5:30 PH SAN JUAN, PUERTO RICO LISTENERS IN AUTOMOBILES JAN 1972 CLAPP AND MAYNE, INC.

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS					TOTAL LISTENERS	CHILDREN		ALL 12-29		
			18-29	30-49	18-49	18-29	30-49		18-49	U-12		12-17	
WAPA	4.1	6.6	0.2	1.3	1.5	1.5	0.2	2.1	2.3	3.3	0.2	0.0	0.4
WBJJ	6.6	10.6	1.8	1.0	2.8	3.2	2.5	0.8	3.3	3.3	0.8	0.6	4.9
WROA	1.5	2.4	0.6	0.0	0.6	0.8	0.4	0.6	1.0	1.0	0.0	0.0	1.0
WJAC	1.0	1.6	0.2	0.6	0.8	0.8	0.2	0.2	0.4	0.4	0.0	0.0	0.4
WIPR	1.0	1.6	0.0	0.2	0.2	0.2	0.0	0.6	0.6	1.0	0.0	0.0	0.0
WJIT	1.5	2.4	0.4	0.0	0.4	0.6	0.0	0.2	0.2	0.4	0.6	0.2	0.6
WKAG	9.2	14.8	0.8	1.5	2.3	2.5	1.2	5.0	6.2	7.3	1.3	0.2	2.2
WKVP	5.0	8.1	1.2	1.0	2.2	2.4	1.3	1.1	2.4	3.0	0.6	0.0	2.5
WLUZ	1.2	1.9	0.0	0.4	0.4	0.4	0.4	0.6	1.0	1.0	0.0	0.0	0.4
WCBS	3.0	4.8	0.2	0.6	0.8	0.8	0.6	1.7	2.3	2.3	0.6	0.0	0.8
WRAI	4.3	6.9	0.8	0.6	1.4	2.4	0.6	1.9	2.5	2.7	0.0	0.0	1.4
WRSJ	3.9	6.3	0.2	1.2	1.4	1.6	1.0	0.6	1.6	2.0	1.0	0.0	1.2
WUNC	13.0	20.9	4.0	3.4	7.4	8.0	2.6	2.1	4.7	4.9	2.8	0.2	6.8
WVCZ	5.0	8.1	0.2	0.6	0.8	1.2	1.9	2.1	4.0	4.6	0.0	0.2	2.3
CTHER AM	0.5	0.8	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.0	0.0
FM	1.3	2.1	0.6	0.4	1.0	1.2	0.2	0.2	0.4	0.4	0.0	0.0	0.8
TOTAL	62.1	100.0	11.2	13.0	24.2	27.8	13.1	20.0	33.1	37.8	8.1	1.4	25.7



PART 4

LISTENERS - HIGH ECONOMIC LEVEL



M-F 6:00-8:00 AM SAN JUAN, PUERTO RICO HIGH ECONOMIC LEVEL JAN 1972 CLAPP AND MAYNE, INC. -19-

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS				TOTAL LISTENERS	WOMEN			MEN			CHILDREN		
			18-29	30-49	18-49	TOTAL		18-29	30-49	18-49	TOTAL	U-12	12-17	12-29	ALL	
WAPA	10.2	18.3	5.0	9.1	14.1	15.7	2.5	8.6	11.1	11.4	3.7	5.0	12.5			
WBMJ	5.6	10.1	5.8	5.0	10.8	12.4	3.3	2.4	5.7	7.3	0.0	0.0	9.1			
WRCA	1.4	2.5	0.3	2.0	2.3	2.3	0.0	2.7	2.7	0.0	0.0	0.0	0.3			
WIAC	1.9	3.4	0.0	2.4	2.4	2.4	0.3	0.7	1.0	1.0	3.3	0.0	0.3			
WIPR	0.6	1.1	0.0	0.0	0.0	0.0	0.7	0.7	1.4	2.1	0.0	0.0	0.7			
WJIT	0.2	0.4	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.7	0.0	0.0	0.7			
WKAG	16.2	29.1	8.9	4.4	13.3	18.3	12.4	13.1	25.5	32.4	1.4	5.0	26.3			
WKVA	9.9	17.8	0.0	5.0	5.0	10.0	2.0	5.9	7.9	11.2	5.0	8.4	10.4			
WLUZ	2.9	5.2	0.3	2.0	2.3	3.9	0.7	3.1	3.8	5.4	0.7	0.0	1.0			
WGOS	0.8	1.4	0.0	0.3	0.3	0.3	0.7	1.4	2.1	2.1	0.3	0.0	0.7			
WRAI	0.8	1.4	0.0	0.0	0.0	0.0	0.0	3.1	3.1	3.1	0.0	0.0	0.0			
WRSJ	1.0	1.8	0.7	0.0	0.7	1.0	0.7	0.7	1.4	1.7	0.7	0.0	1.4			
WUNC	3.5	6.3	3.6	0.7	4.3	4.3	5.8	1.4	7.2	7.2	0.7	0.0	9.4			
WVZ	0.5	0.9	0.0	0.0	0.0	0.0	1.1	0.7	1.8	1.8	0.0	0.0	1.1			
OTHER AM	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.0	0.0	0.0			
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
TOTAL	55.7	100.0	24.6	30.9	55.5	70.6	30.9	45.2	76.1	90.8	15.8	18.4	73.9			

M-F 8:00-12:00 AM SAN JUAN, PUERTO RICO HIGH ECONOMIC LEVEL JAN 1972 CLAPP AND MAYNE, INC.

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS				TOTAL LISTENERS	WOMEN			MEN			CHILDREN		
			18-29	30-49	18-49	TOTAL		18-29	30-49	18-49	TOTAL	U-12	12-17	12-29	ALL	
WAPA	1.8	4.4	0.5	1.1	1.6	2.1	0.0	0.5	0.5	1.0	1.1	0.0	0.5			
WBMJ	4.1	14.6	1.8	2.8	4.6	5.7	1.4	0.0	1.4	1.4	1.7	1.3	4.5			
WRCA	0.2	0.7	0.0	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WIAC	0.4	1.4	0.0	0.1	0.1	0.1	0.1	0.7	0.8	0.8	0.0	0.0	0.1			
WIPR	0.1	0.4	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.3	0.0	0.0	0.1			
WJIT	1.0	3.6	1.1	0.5	1.6	2.1	0.1	0.1	0.2	0.2	0.0	0.0	1.2			
WKAG	6.9	24.6	1.3	3.1	4.4	6.6	0.7	7.2	7.9	7.9	0.7	1.7	3.7			
WKVA	2.0	7.1	0.1	0.2	0.3	2.1	0.9	0.6	1.5	1.5	0.6	0.5	1.5			
WLUZ	1.9	6.8	0.2	3.4	3.6	4.1	0.3	0.0	0.3	0.3	0.2	0.0	0.5			
WGOS	0.2	0.7	0.2	0.0	0.2	0.2	0.4	0.0	0.4	0.4	0.0	0.0	0.6			
WRAI	0.6	2.1	0.0	1.1	1.1	1.1	0.0	0.5	0.5	0.5	0.0	0.0	0.0			
WRSJ	0.7	2.5	0.0	0.2	0.2	0.2	0.9	0.5	1.4	1.5	0.0	0.0	0.9			
WUNC	5.8	20.7	1.8	4.4	6.2	7.9	1.4	1.1	2.5	3.7	1.1	1.7	4.9			
WVZ	1.1	3.9	1.3	0.7	2.0	2.5	0.2	0.0	0.2	0.2	0.0	0.0	1.5			
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
FM	1.2	4.3	0.5	1.1	1.6	1.6	0.0	0.7	0.7	0.7	0.5	0.0	0.5			
TOTAL	28.0	100.0	8.9	19.2	28.1	36.9	6.4	12.2	18.6	20.4	5.9	5.2	20.5			

STATION	RTG.	SHARE	TOTAL LISTENERS					AUDIENCE COMPOSITION IN THOUSANDS					TOTAL	CHILDREN			ALL			
			MEN		WOMEN			HIGH ECONOMIC LEVEL						U-12				12-17		
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49		18-49	TOTAL	U-12		12-17	12-29	
WAPA	2.1	11.2	5.3	3.6	0.3	3.3	3.3	0.2	1.3	1.5	1.5	1.5	0.1	0.1	0.0	3.2				
WOMJ	0.2	1.1	0.5	0.0	0.0	0.0	0.0	0.1	0.2	0.3	0.3	0.3	0.0	0.0	0.0	0.1				
WMOA	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WJAC	2.2	11.7	5.5	0.0	1.3	1.3	1.3	0.0	1.5	1.5	1.5	1.5	2.5	0.0	0.0	0.0				
WIPR	0.1	0.5	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WJIT	2.0	10.6	4.9	0.1	2.7	2.8	2.8	0.2	0.5	0.7	0.7	0.7	1.2	0.0	0.0	0.3				
WRAQ	2.2	11.7	5.5	0.6	0.7	1.3	1.3	1.8	1.7	3.5	3.5	3.5	0.3	0.1	0.0	2.5				
WVNH	0.5	2.7	1.4	0.0	0.0	0.0	0.0	0.6	0.3	0.9	0.9	0.9	0.3	0.0	0.0	0.6				
WLUZ	0.3	1.6	0.9	0.0	0.0	0.0	0.0	0.2	0.3	0.5	0.5	0.5	0.1	0.0	0.0	0.2				
WQBS	0.4	2.1	1.0	0.2	0.0	0.2	0.2	0.2	0.2	0.4	0.4	0.4	0.0	0.0	0.0	0.4				
WRAI	0.5	2.7	1.3	0.0	0.2	0.2	0.2	0.0	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0				
WRSJ	0.0	4.3	2.0	0.1	0.0	0.1	0.1	0.1	0.5	0.6	0.6	0.6	1.1	0.0	0.0	0.2				
WVNG	5.1	27.1	12.7	2.8	2.8	5.6	6.8	4.8	0.7	5.5	5.5	5.5	0.0	0.0	0.0	7.6				
WVZG	0.7	3.7	1.8	0.1	0.1	0.2	0.2	0.6	0.6	1.2	1.2	1.2	0.0	0.0	0.0	0.7				
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
FM	1.7	9.0	4.3	0.0	1.3	1.3	1.3	0.0	0.1	0.1	0.1	0.1	0.0	0.0	1.2	1.2				
TOTAL	18.8	100.0	47.4	6.9	9.5	16.4	17.6	8.8	8.5	17.3	18.5	18.5	5.6	1.3	17.0	17.0				

STATION	RTG.	SHARE	TOTAL LISTENERS					AUDIENCE COMPOSITION IN THOUSANDS					TOTAL	CHILDREN			ALL			
			MEN		WOMEN			HIGH ECONOMIC LEVEL						U-12				12-17		
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49		18-49	TOTAL	U-12		12-17	12-29	
WAPA	1.6	5.8	5.5	0.0	0.5	0.5	1.1	0.5	1.9	2.4	2.6	2.6	1.6	0.0	0.0	0.5				
WOMJ	1.0	3.6	3.5	0.2	0.2	0.4	0.6	1.9	0.2	2.1	2.1	2.1	0.5	0.0	0.0	2.1				
WMOA	0.4	1.4	1.6	0.2	0.0	0.2	0.2	0.5	0.8	1.3	1.3	1.3	0.0	0.0	0.0	0.7				
WJAC	0.9	3.2	3.0	0.9	0.5	1.4	1.4	0.0	0.9	0.9	1.5	1.5	0.0	0.0	0.0	0.9				
WIPR	0.3	1.1	1.2	0.0	0.6	0.6	0.6	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0				
WJIT	2.6	9.4	8.9	1.8	2.2	4.0	4.0	0.5	0.9	1.4	1.4	1.4	2.6	0.6	0.0	2.9				
WRAQ	3.3	11.9	11.4	0.9	3.3	4.2	4.2	1.2	4.3	5.5	6.4	6.4	0.6	0.0	0.0	2.1				
WVNH	1.6	5.8	5.5	0.2	1.2	1.4	1.4	1.0	1.7	2.7	2.7	2.7	0.5	0.6	1.8	1.8				
WLUZ	0.9	3.2	3.2	0.2	0.5	0.7	0.9	0.0	1.9	1.9	1.9	1.9	0.2	0.0	0.0	0.2				
WQBS	1.3	5.4	5.2	0.0	1.2	1.2	1.2	0.5	1.4	1.9	1.9	1.9	1.9	0.0	0.0	0.5				
WRAI	3.3	11.9	11.1	2.0	3.3	5.3	5.9	2.6	1.6	4.2	4.2	4.2	0.8	0.0	0.0	4.8				
WRSJ	1.8	6.5	6.2	0.5	0.8	1.3	1.3	1.3	1.9	3.2	3.7	3.7	1.0	0.0	0.0	1.8				
WVNG	6.2	22.3	21.1	3.3	3.3	6.6	7.2	4.3	4.3	8.6	8.6	8.6	4.8	0.2	0.0	7.8				
WVZG	1.7	6.1	5.7	0.8	1.3	2.1	2.1	0.8	1.0	1.8	2.0	2.0	1.3	0.0	0.0	1.6				
OTHER AM	0.3	1.1	1.2	0.0	0.6	0.6	0.6	0.5	0.0	0.5	0.5	0.5	0.0	0.0	0.0	0.5				
FM	0.4	1.4	1.6	0.0	0.2	0.2	0.2	0.5	0.5	1.0	1.2	1.2	0.0	0.0	0.0	0.5				
TOTAL	27.8	100.0	95.9	11.0	19.7	30.7	32.9	16.1	23.3	39.4	42.5	42.5	15.8	1.4	28.5	28.5				

SAN JUAN, PUERTO RICO HIGH ECONOMIC LEVEL  
AUDIENCE COMPOSITION IN THOUSANDS  
JAN 1972

M-F 7:00-10:00 PM

STATION	RIG.	SHARE	WOMEN				MEN				TOTAL	CHILDREN		ALL
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL		U-12	12-17	
WAPA	0.2	1.4	C.C	C.2	0.2	0.2	0.2	0.4	0.6	0.7	0.0	0.0	0.0	0.2
WEMJ	1.8	12.2	1.7	C.0	1.7	3.2	2.6	0.1	2.7	4.2	0.1	0.0	4.3	
WPCA	0.1	0.7	0.0	0.0	0.0	0.0	0.4	0.1	0.5	0.5	0.0	0.0	0.4	
WJAC	2.0	13.5	0.0	0.1	0.1	1.8	0.0	0.3	0.3	0.4	1.5	4.5	4.5	
WIPR	0.4	2.7	C.0	1.5	1.5	1.5	0.0	0.2	0.2	0.2	0.0	0.0	0.0	
WJIT	0.0	0.0	C.C	0.0	0.0	0.0	0.1	0.2	0.3	0.3	0.0	0.0	0.1	
WKAG	1.7	11.5	0.8	C.9	1.7	1.7	1.2	2.7	3.9	3.9	1.4	0.1	2.1	
WKVP	0.5	3.4	C.3	0.3	0.6	0.6	0.3	0.6	0.9	0.5	0.2	0.2	0.8	
WLUZ	0.1	0.7	0.1	0.0	0.1	0.2	0.0	0.4	0.4	0.5	0.0	0.0	0.1	
WCBS	1.9	12.8	0.3	0.3	0.6	0.6	0.6	1.3	1.9	3.4	0.3	3.3	4.2	
WRAI	0.7	4.7	0.2	0.4	0.6	0.7	0.2	1.1	1.3	1.5	0.5	0.0	0.4	
WRSJ	0.3	2.0	0.1	0.3	0.4	0.4	0.1	0.5	0.6	0.6	0.2	0.1	0.3	
WUNC	3.9	26.4	2.6	3.3	5.9	6.3	1.6	3.2	4.8	4.9	3.1	1.9	6.1	
WVCZ	0.1	0.7	C.0	0.0	0.0	0.1	0.2	0.3	0.5	0.6	0.0	0.0	0.2	
OTHER AM	0.0	0.0	C.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FP	1.1	7.4	1.5	0.1	1.6	1.6	1.5	0.2	1.7	1.8	1.5	0.0	3.0	
TOTAL	14.8	100.0	63.9	7.6	15.0	18.9	9.0	11.6	20.6	24.4	8.8	10.1	26.7	

SAN JUAN, PUERTO RICO HIGH ECONOMIC LEVEL  
AUDIENCE COMPOSITION IN THOUSANDS  
JAN 1972

M-S 6:00 AM-10:00 PM

STATION	RIG.	SHARE	WOMEN				MEN				TOTAL	CHILDREN		ALL
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL		U-12	12-17	
WAPA	2.2	8.3	1.1	1.6	2.7	3.3	0.4	1.6	2.1	2.2	0.8	0.4	2.0	
WEMJ	2.6	5.8	1.8	1.5	3.3	4.1	2.4	0.8	3.2	3.6	0.6	0.4	4.5	
WPCA	0.4	1.5	0.1	0.3	0.4	0.4	0.2	0.4	0.6	0.9	0.0	0.0	0.3	
WJAC	1.3	4.9	0.3	0.5	0.9	1.1	0.8	0.7	1.4	1.6	0.9	0.6	1.7	
WIPR	0.2	0.8	C.C	0.3	0.3	0.3	0.1	0.2	0.3	0.4	0.0	0.0	0.1	
WJIT	1.0	3.8	0.5	C.9	1.4	1.5	0.3	0.5	0.8	0.8	C.6	0.2	1.0	
WKAG	5.2	19.6	2.1	2.3	4.4	5.6	2.9	4.5	7.3	8.5	0.9	1.9	6.5	
WKVP	2.3	8.7	0.2	1.1	1.4	2.3	0.7	1.5	2.2	2.9	1.4	1.0	2.0	
WLUZ	0.5	3.4	0.1	1.0	1.1	1.3	0.2	0.7	0.9	1.1	0.1	0.0	0.3	
WCBS	1.1	4.2	C.3	0.4	0.7	C.7	0.6	0.9	1.5	2.0	0.6	0.5	1.4	
WRAI	1.0	3.8	0.4	0.8	1.2	1.4	0.5	1.1	1.6	1.7	0.2	0.0	0.9	
WRSJ	0.8	2.0	0.2	0.4	0.6	0.7	0.5	0.8	1.3	1.4	0.6	0.0	0.7	
WUNC	5.5	20.8	3.2	3.3	6.5	7.7	3.6	2.0	5.6	6.5	2.4	1.3	8.1	
WVCZ	1.0	3.8	0.6	0.5	1.1	1.2	0.9	0.5	1.4	1.5	0.4	0.0	1.5	
OTHER AM	0.1	C.4	C.C	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	
FP	1.0	3.8	0.4	0.5	0.9	1.1	0.3	0.4	0.7	1.2	0.4	0.6	1.2	
TOTAL	26.5	100.0	89.1	11.3	15.7	27.0	32.8	14.4	16.6	31.0	10.0	7.0	32.7	





STATION	RTG.	SHARE	TOTAL LISTENERS		MCMEN				MEN				CHILDREN		ALL 12-29
			18-29	30-49	18-29	30-49	18-29	30-49	18-49	TOTAL	U-12	12-17			
WAPA	1.7	6.4	7.2	0.3	3.4	3.7	5.5	0.4	0.9	1.3	1.4	0.0	0.0	0.0	0.7
WBMJ	4.0	15.2	16.5	2.7	2.4	5.1	6.7	6.8	1.7	8.5	8.6	0.8	0.0	0.0	5.5
WJGA	0.1	0.4	0.4	0.1	0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.2
WJAC	2.1	6.0	0.0	1.8	0.0	1.0	1.8	6.7	0.3	7.0	7.0	0.0	0.0	0.0	6.5
WJPR	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.0	0.0
WJIT	0.3	1.1	1.4	0.0	0.3	0.3	0.3	0.1	0.9	1.0	1.0	0.0	0.0	0.0	0.1
WKAG	5.9	22.3	23.9	1.1	4.2	5.3	5.7	2.6	4.0	6.6	6.6	0.9	10.3	14.0	14.0
WKVM	1.0	3.6	4.2	0.1	0.4	0.5	0.5	0.3	1.1	1.4	1.7	1.8	0.0	0.4	0.4
WLJZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCBS	0.5	1.9	2.2	0.6	0.3	0.9	0.9	0.4	0.8	1.2	1.2	0.0	0.0	0.0	1.0
WRAI	0.5	1.9	2.2	0.1	0.3	0.4	0.5	0.0	0.9	0.9	1.3	0.1	0.0	0.1	0.1
WRSJ	0.4	1.5	1.7	0.0	0.4	0.4	0.4	0.0	0.8	0.8	0.8	0.4	0.0	0.0	0.0
WUNC	6.0	25.8	27.5	2.1	4.4	6.5	8.1	3.1	1.9	5.0	6.8	5.5	6.9	12.1	12.1
WVOZ	1.1	4.2	4.5	0.1	0.3	0.4	0.4	1.1	1.4	2.5	2.5	1.4	0.0	1.2	1.2
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	2.0	7.6	8.3	0.1	0.3	0.4	2.0	0.0	0.6	0.6	2.2	0.4	3.4	3.5	3.5
TOTAL	26.4	100.0	109.1	9.1	16.7	25.8	32.9	21.6	15.7	37.3	41.6	11.3	20.6	51.3	51.3

STATION	RTG.	SHARE	TOTAL LISTENERS		WOMEN				MEN				CHILDREN		ALL 12-29
			18-29	30-49	18-29	30-49	18-29	30-49	18-49	TOTAL	U-12	12-17			
WAPA	0.9	3.0	3.2	0.1	0.5	0.6	1.4	0.3	0.9	1.2	1.4	0.2	0.0	0.4	0.4
WBMJ	2.8	9.2	10.2	2.8	0.8	3.6	3.9	3.0	1.0	4.0	4.1	0.8	1.2	7.0	7.0
WJGA	0.7	2.3	2.6	0.3	0.4	0.7	0.8	0.3	0.3	0.6	1.4	0.2	0.0	0.6	0.6
WJAC	0.2	0.7	0.0	0.1	0.0	0.1	0.2	0.2	0.1	0.3	0.5	0.0	0.0	0.3	0.3
WJPR	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0
WJIT	0.9	3.0	3.2	0.2	0.0	0.2	0.3	0.5	0.9	1.4	1.5	0.3	0.9	1.6	1.6
WKAG	5.6	18.5	20.4	5.1	1.8	6.9	8.7	5.1	1.9	7.0	10.6	0.8	0.0	10.2	10.2
WKVM	5.1	16.8	18.3	1.2	3.6	4.8	6.4	0.4	2.5	2.9	6.4	4.4	0.8	2.4	2.4
WLJZ	0.6	2.0	2.3	0.0	0.9	0.9	0.9	0.2	0.2	0.4	1.3	0.0	0.0	0.2	0.2
WCBS	1.0	5.9	6.6	0.5	0.5	1.0	1.0	1.6	1.1	2.7	4.3	0.9	0.1	2.2	2.2
WRAI	1.1	3.6	3.9	0.5	0.1	1.0	1.4	0.9	1.2	2.1	2.3	0.0	0.0	1.8	1.8
WRSJ	1.2	4.0	4.5	0.2	1.1	1.3	1.5	0.2	1.1	1.3	1.7	1.0	0.0	0.4	0.4
WUNC	6.8	22.4	24.7	5.1	3.2	8.3	11.4	3.5	2.8	6.3	9.3	3.7	0.1	8.7	8.7
WVOZ	2.2	7.3	8.1	1.8	1.0	2.8	3.6	3.6	0.1	3.7	3.9	0.4	0.0	5.4	5.4
OTHER AM	0.0	0.0	0.3	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0
FM	0.4	1.3	1.5	0.2	0.2	0.4	0.5	0.3	0.3	0.6	0.8	0.0	0.0	0.5	0.5
TOTAL	30.3	100.0	110.7	18.5	14.2	32.7	42.1	20.1	14.6	34.7	49.7	12.8	3.1	41.7	41.7

STATION	RTG.	SHARE	TOTAL LISTENERS	WOMEN				MEN				CHILDREN		ALL 12-29
				18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	0.4	2.0	1.5	0.2	0.2	0.4	0.4	0.2	0.4	0.6	0.6	0.4	0.0	0.4
WPHJ	2.9	14.7	11.1	1.0	3.2	4.2	4.2	2.3	3.4	5.7	5.9	0.4	0.4	3.7
WHGA	0.9	4.6	3.4	0.0	0.2	0.2	0.2	0.2	0.0	0.2	3.1	0.0	0.0	0.2
WJAC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIPR	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0
WJIT	0.2	1.0	1.0	0.2	0.2	0.4	0.4	0.4	0.2	0.6	0.6	0.0	0.0	0.6
WKAC	2.8	14.2	10.7	1.0	1.0	2.0	2.6	2.5	1.9	4.4	4.8	2.5	0.4	3.9
WKVM	0.8	4.1	3.0	0.2	0.4	0.6	0.6	0.4	1.2	1.6	1.6	0.6	0.0	0.6
WLUZ	0.4	2.0	1.5	0.0	0.2	0.2	0.2	0.0	0.4	0.4	0.6	0.0	0.0	0.6
WQBS	2.8	14.2	10.7	0.8	1.5	2.3	2.7	1.5	2.1	3.6	4.6	2.5	0.6	2.9
WRAI	0.8	4.1	3.0	0.2	0.4	0.6	0.6	0.2	1.2	1.4	1.6	0.6	0.0	0.4
WRSJ	0.5	2.5	2.1	0.2	1.0	1.2	1.2	0.2	0.6	0.8	0.8	0.0	0.0	0.4
WUNC	6.0	30.5	22.4	7.4	3.6	11.0	11.2	6.4	0.8	7.2	10.1	0.8	0.0	13.8
WVGZ	0.4	2.0	1.7	0.4	0.2	0.6	0.6	0.6	0.2	0.8	1.0	0.0	0.0	1.0
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.8	4.1	3.0	0.4	0.2	0.6	0.6	0.0	1.0	1.0	1.0	1.0	0.2	0.6
TOTAL	19.7	100.0	75.3	12.0	12.3	24.3	25.5	14.9	13.6	28.5	36.5	8.8	2.2	29.1

SAN JUAN, PUERTO RICO HIGH ECONOMIC LEVEL  
AUDIENCE COMPOSITION IN THOUSANDS  
JAN 1972

MO/TU/TH 2:30-5:30 PM

STATION	RTG.	SHARE	TOTAL LISTENERS				HIGH ECONOMIC LEVEL				CHILDREN		ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	1.4	5.4	4.5	0.3	0.7	1.0	0.1	2.5	2.6	2.6	0.5	0.0	0.4
WBMJ	0.3	1.2	1.1	0.0	0.0	0.0	0.7	0.3	1.0	1.0	0.0	0.0	0.7
WHOA	0.2	0.8	0.7	0.1	0.0	0.1	0.3	0.1	0.4	0.4	0.0	0.0	0.4
WJAC	3.1	12.0	9.4	0.0	2.5	2.5	0.1	2.3	2.4	2.4	4.3	0.0	0.1
WIPR	0.1	0.4	0.5	0.0	0.3	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0
WJIT	0.9	3.5	2.9	0.5	0.5	1.0	0.7	0.9	1.6	1.6	0.0	0.0	1.2
WKAC	4.6	17.8	14.2	3.1	2.5	5.6	2.3	3.3	5.6	5.6	2.5	0.1	5.5
WKVM	1.0	3.9	3.1	0.1	0.2	0.2	1.1	0.7	1.8	1.8	0.7	0.0	1.2
WLUZ	0.5	1.9	1.5	0.0	0.3	0.4	0.0	0.5	0.5	0.5	0.3	0.0	0.0
WQBS	2.0	7.7	6.1	0.3	0.3	0.6	0.3	0.5	0.8	0.8	4.3	0.0	0.6
WRAI	0.9	3.5	2.9	0.1	0.7	0.8	0.3	1.3	1.6	1.6	0.0	0.1	0.5
WRSJ	0.9	3.5	2.9	0.3	0.0	0.3	0.7	1.1	1.8	2.1	0.1	0.0	1.0
WUNC	8.2	31.7	25.1	3.9	2.9	6.8	11.1	8.3	2.7	11.0	2.5	0.1	12.3
WVOZ	1.6	6.2	5.1	0.3	0.7	1.0	1.0	1.5	2.6	2.9	0.7	0.0	1.8
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.2	0.8	0.7	0.0	0.1	0.1	0.3	0.1	0.4	0.4	0.0	0.0	0.3
TOTAL	25.9	100.0	80.7	9.0	11.6	20.6	25.0	16.7	34.1	34.8	15.9	0.3	26.0

SAN JUAN, PUERTO RICO HIGH ECONOMIC LEVEL  
AUDIENCE COMPOSITION IN THOUSANDS  
JAN 1972

W/F/SUN 2:30-5:30 PM

STATION	RTG.	SHARE	TOTAL LISTENERS				HIGH ECONOMIC LEVEL				CHILDREN		ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	1.7	5.9	5.4	2.0	0.6	2.6	3.5	0.2	1.2	1.4	1.8	0.0	2.2
WBMJ	2.1	7.2	6.7	1.8	0.8	2.6	3.0	1.6	0.4	2.0	2.0	0.8	4.0
WHOA	0.8	2.8	2.8	0.6	0.0	0.6	0.8	0.4	0.6	1.0	1.9	0.0	1.0
WJAC	0.1	0.3	0.4	0.2	0.2	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.2
WIPR	0.4	1.4	1.5	0.0	0.9	0.9	0.9	0.0	0.2	0.2	0.6	0.0	0.0
WJIT	3.7	12.8	11.9	2.2	2.7	4.9	5.1	0.0	1.1	1.1	1.3	4.2	3.3
WKAC	6.0	20.7	19.4	4.0	3.1	7.1	8.9	3.5	2.1	5.6	9.4	0.6	7.7
WKVM	0.8	2.8	2.7	0.8	0.4	1.2	1.2	0.4	0.0	0.4	0.8	0.6	1.2
WLUZ	0.3	1.0	1.0	0.0	0.2	0.2	0.2	0.4	0.4	0.8	0.8	0.0	0.4
WQBS	0.9	3.1	2.9	0.2	0.4	0.6	0.6	0.6	1.0	1.6	1.6	0.6	0.8
WRAI	1.6	5.5	5.1	1.5	0.6	2.1	2.9	1.1	0.8	1.9	2.1	0.0	2.6
WRSJ	1.3	4.5	4.2	0.2	1.2	1.4	1.6	0.6	0.6	1.2	1.4	1.0	0.8
WUNC	5.4	18.6	17.5	5.2	5.0	10.2	10.6	1.0	1.7	2.7	4.7	1.9	6.2
WVZ	3.0	10.3	9.8	2.0	1.3	3.3	4.2	4.4	0.8	5.2	5.4	0.0	6.4
OTHER AM	0.4	1.4	1.5	0.0	1.1	1.1	1.1	0.0	0.2	0.2	0.2	0.2	0.0
FM	0.5	1.7	1.6	0.6	0.4	1.0	1.2	0.2	0.2	0.4	0.4	0.0	0.8
TOTAL	29.0	100.0	94.4	21.3	18.9	40.2	46.2	14.4	11.3	25.7	34.4	9.9	37.6



PART 5

LISTENERS - LOW ECONOMIC LEVEL







STATION	RTG.	SHARE	TOTAL LISTENERS		WOMEN		MEN		TOTAL		CHILDREN		ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	0.2	1.1	0.5	0.1	0.1	0.1	0.2	0.2	0.4	0.4	0.0	0.0	0.3
WBMJ	0.8	4.3	2.2	0.0	0.4	0.4	0.5	0.0	0.5	0.5	0.0	1.2	2.1
WHOA	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
WIAC	0.2	1.1	0.6	0.4	0.4	0.4	0.1	0.1	0.2	0.2	0.0	0.0	0.1
WIPR	0.0	0.0	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
WJIT	0.3	1.6	0.7	0.0	0.1	0.5	0.2	0.0	0.2	0.2	0.0	0.0	0.3
WKAC	3.4	18.3	8.7	1.6	2.8	3.6	1.7	1.9	3.6	4.0	0.6	0.1	3.0
WKVH	5.1	27.4	13.1	0.7	2.2	2.9	0.5	3.6	4.1	5.1	0.6	1.6	2.8
WLUZ	0.4	2.2	1.0	0.1	0.2	0.2	0.4	0.3	0.7	0.7	0.0	0.0	0.5
WCBS	0.3	1.6	0.9	0.1	0.4	0.4	0.1	0.3	0.4	0.4	0.0	0.0	0.4
WRAI	0.1	0.5	0.3	0.0	0.0	0.0	0.1	0.2	0.3	0.3	0.0	0.0	0.1
WRSJ	0.1	0.5	0.3	0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.2
WUNC	4.6	24.7	11.9	1.9	3.1	4.3	1.4	0.9	2.3	2.7	2.5	2.0	5.3
WVDZ	1.3	7.0	3.4	0.1	0.4	0.5	0.8	0.3	1.1	1.1	0.4	1.2	2.1
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	1.8	9.7	4.6	0.4	0.4	0.8	0.0	0.0	0.0	0.0	2.5	1.2	1.6
TOTAL	18.6	100.0	48.5	5.5	12.0	16.9	6.1	8.0	14.1	15.9	6.6	7.3	18.9

M-F 4:00- 7:00 PM

SAN JUAN, PUERTO RICO

LOW ECONOMIC LEVEL

AUDIENCE COMPOSITION IN THOUSANDS

JAN 1972

CLAPP AND MAYNE, INC.

STATION	RTG.	SHARE	TOTAL LISTENERS		WOMEN		MEN		TOTAL		CHILDREN		ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	U-12	12-17	
WAPA	1.3	4.7	4.5	0.9	1.2	1.2	0.5	2.0	2.5	3.0	0.1	0.0	0.8
WBMJ	0.4	1.4	1.6	0.2	0.2	0.2	0.6	0.5	1.1	1.2	0.0	0.0	0.6
WHOA	0.1	0.4	0.4	0.0	0.0	0.0	0.1	0.2	0.3	0.3	0.0	0.0	0.1
WIAC	2.2	7.9	7.5	1.0	1.7	3.6	0.3	0.5	0.8	3.1	0.0	0.3	1.3
WIPR	0.1	0.4	0.4	0.1	0.1	0.1	0.0	0.2	0.2	0.2	0.0	0.0	0.0
WJIT	1.3	4.7	4.4	0.5	0.9	1.2	0.5	1.3	1.8	2.3	0.2	0.3	1.2
WKAC	13.2	47.5	44.7	3.9	11.4	17.0	2.0	9.4	11.4	16.5	4.5	6.3	12.2
WKVH	2.5	9.0	8.6	1.2	2.2	2.5	0.4	2.1	2.5	3.2	1.5	1.0	2.6
WLUZ	0.1	0.4	0.4	0.0	0.0	0.0	0.1	0.2	0.3	0.3	0.0	0.0	0.1
WCBS	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0
WRAI	1.3	4.7	4.4	0.9	1.0	1.3	0.1	0.9	1.0	1.6	0.3	0.7	0.9
WRSJ	0.6	2.2	2.0	0.1	0.1	0.1	0.4	0.6	1.0	1.2	0.2	0.2	0.6
WUNC	3.1	11.2	10.5	1.3	3.8	4.3	1.2	1.3	2.5	2.8	0.9	2.2	5.5
WVDZ	1.4	5.0	4.8	0.6	0.8	0.9	1.7	1.3	3.0	3.1	0.0	0.5	2.8
OTHER AM	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
FM	0.2	0.7	0.8	0.0	0.2	0.2	0.1	0.4	0.5	0.5	0.0	0.0	0.1
TOTAL	27.8	100.0	95.3	9.7	13.9	23.6	32.6	8.0	21.2	29.2	7.7	11.5	29.2

M-F 7:00-10:00 PM

STATION	RTG.	SHARE	TOTAL LISTENERS	WOMEN				MEN				CHILDREN U-12	ALL 12-29	
				18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL			
WAPA	0.5	4.7	2.1	0.0	0.7	0.7	0.8	0.1	0.4	0.5	0.5	0.0	0.6	0.7
WBMJ	0.5	4.7	2.0	0.2	0.0	0.2	0.0	0.4	0.7	1.1	1.1	0.6	0.0	0.6
WHOA	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.2
WJAC	0.8	7.5	3.2	0.0	0.6	0.6	1.2	0.0	0.0	0.0	1.2	0.6	0.0	0.0
WIPR	0.2	1.9	0.8	0.0	0.0	0.0	0.0	0.1	0.7	0.8	0.8	0.0	0.0	0.1
WJIT	1.4	13.2	5.8	0.0	0.6	0.6	1.8	0.9	1.0	1.9	2.5	1.2	0.0	0.9
WKAQ	1.6	15.1	6.5	0.7	0.7	1.4	1.5	1.2	2.5	3.7	3.8	0.7	0.2	2.1
WKVH	1.0	9.4	4.3	0.0	0.6	0.6	0.8	0.7	1.1	1.8	2.5	0.1	0.6	1.3
WLUZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGBS	1.3	12.3	5.4	0.7	0.6	1.3	1.3	0.7	1.7	2.4	3.1	0.1	0.6	2.0
WRAI	0.7	6.6	3.1	0.2	0.4	0.6	0.6	0.9	0.7	1.6	1.8	0.4	0.0	1.1
WRSJ	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
WUNC	1.7	16.0	6.8	1.0	1.3	2.3	3.0	1.2	1.1	2.3	2.9	0.6	0.0	2.2
WVGZ	0.4	3.8	1.6	0.5	0.1	0.6	0.7	0.5	0.2	0.7	0.7	0.0	0.0	1.0
CTHER AM	0.5	4.7	2.0	0.6	0.6	1.2	1.2	0.0	0.1	0.1	0.7	0.0	0.0	0.6
FM	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
TOTAL	10.6	100.0	44.0	3.9	6.2	10.1	13.1	6.9	10.4	17.3	22.0	4.3	2.0	12.8

M-S 6:00 AM-10:00 PM

STATION	RTG.	SHARE	TOTAL LISTENERS	WOMEN				MEN				CHILDREN U-12	ALL 12-29	
				18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL			
WAPA	1.3	5.7	4.0	0.5	0.7	1.3	1.4	0.4	0.8	1.2	1.5	0.5	0.5	1.4
WBMJ	1.1	4.8	3.1	0.6	0.4	1.0	1.1	0.5	0.8	1.3	1.4	0.2	0.2	1.3
WHOA	0.1	0.4	0.6	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.2	0.3	0.0	0.1
WJAC	0.9	3.9	2.9	0.2	0.6	0.8	1.2	0.3	0.2	0.6	1.1	0.3	0.2	0.7
WIPR	0.1	0.4	0.5	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0.1	0.0	0.1
WJIT	0.6	2.6	2.2	0.2	0.4	0.5	0.8	0.3	0.3	0.6	0.8	0.5	0.0	0.5
WKAQ	5.8	25.4	18.3	2.1	2.8	4.9	6.9	2.3	3.6	5.9	7.5	1.9	1.5	6.0
WKVH	5.1	22.4	16.0	1.1	2.9	4.0	5.5	1.3	3.3	4.7	5.6	2.6	1.9	4.4
WLUZ	0.5	2.2	1.4	0.2	0.2	0.4	0.7	0.2	0.3	0.5	0.6	0.0	0.0	0.4
WGBS	0.8	3.5	2.8	0.4	0.5	0.9	1.0	0.3	1.0	1.2	1.3	0.1	0.1	0.8
WRAI	0.5	2.2	1.8	0.1	0.3	0.4	0.4	0.3	0.5	0.8	0.9	0.1	0.1	0.5
WRSJ	0.2	0.9	0.8	0.1	0.0	0.1	0.1	0.2	0.3	0.5	0.6	0.1	0.0	0.3
WUNC	3.9	17.1	12.2	2.2	1.7	3.9	4.5	2.4	1.4	3.8	4.1	1.7	1.5	6.1
WVGZ	1.2	5.3	3.3	0.5	0.4	0.9	1.0	0.7	0.6	1.3	1.4	0.4	0.3	1.5
CTHER AM	0.1	0.4	0.3	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1
FM	0.5	2.2	1.6	0.1	0.5	0.6	0.6	0.1	0.1	0.2	0.2	0.5	0.2	0.4
TOTAL	22.8	100.0	71.7	8.5	11.5	19.9	25.6	9.4	13.7	23.1	27.6	9.4	6.7	24.6



STATION	RTG.	SHARE	TOTAL LISTENERS		WOMEN				MEN				CHILDREN		ALL
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	30-49	18-49	U-12	12-17	12-29	
WAPA	0.8	5.8	0.1	1.0	1.1	1.1	0.1	1.8	1.9	2.0	0.2	0.0	0.2	0.0	0.2
WBMJ	0.2	1.4	0.5	0.0	0.5	0.5	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.9
WMOA	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1
WJAC	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
WIPR	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1
WJIT	0.6	4.3	0.0	1.9	1.9	1.9	0.1	0.3	0.4	0.4	0.0	0.0	0.0	0.0	0.1
WKAG	3.0	21.6	1.5	1.6	3.1	4.1	2.2	0.9	3.1	5.2	1.1	0.9	1.1	0.9	4.6
WKVA	5.1	36.7	1.1	6.5	7.6	8.6	1.3	5.4	6.7	6.8	4.2	0.0	4.2	0.0	2.4
WLUZ	0.1	0.7	0.3	0.0	0.3	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.3
WQBS	1.7	12.2	1.0	1.9	2.9	3.8	0.1	2.4	2.5	2.5	0.1	0.0	0.1	0.0	1.1
WRAI	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRSJ	0.2	1.4	0.0	0.1	0.1	0.1	0.1	0.5	0.6	0.6	0.3	0.0	0.3	0.0	0.1
WUNO	1.4	10.1	0.7	1.1	1.8	1.8	1.0	2.0	3.0	3.0	0.6	0.0	0.6	0.0	1.7
WVOZ	0.3	2.2	0.0	0.0	0.0	0.0	0.1	0.9	1.0	1.0	0.2	0.0	0.2	0.0	0.1
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.5	3.6	0.1	1.1	1.2	1.2	0.1	0.2	0.3	0.3	0.3	0.0	0.3	0.0	0.2
TOTAL	13.9	100.0	5.3	15.4	20.7	23.6	5.7	14.7	20.4	22.6	7.0	0.9	7.0	0.9	11.9

STATION	RTG.	SHARE	TOTAL LISTENERS		WOMEN				MEN				CHILDREN		ALL
			18-29	30-49	18-49	18-29	30-49	18-49	18-29	30-49	18-49	U-12	12-17	12-29	
WAPA	1.4	8.5	0.1	0.2	0.3	0.3	0.5	0.6	1.1	1.1	1.6	1.6	1.6	1.6	2.2
WBMJ	0.5	3.0	0.5	0.3	0.8	0.8	0.7	0.2	0.9	0.9	0.0	0.0	0.0	0.0	1.2
WMOA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAC	0.7	4.2	0.0	0.2	0.2	0.2	2.0	0.1	2.1	2.2	0.0	0.0	0.0	0.0	2.0
WIPR	0.2	1.2	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.3	0.2	0.0	0.2	0.0	0.1
WJIT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
WKAG	1.8	10.9	0.6	1.1	1.7	1.8	0.8	1.6	2.4	3.5	0.5	0.3	0.5	0.3	1.7
WKVA	4.8	29.1	0.2	2.0	2.2	5.6	3.0	1.1	4.1	7.6	0.0	3.4	0.0	3.4	6.6
WLUZ	0.1	0.6	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1
WQBS	0.7	4.2	0.1	0.3	0.4	0.4	0.2	1.3	1.5	1.6	0.2	0.0	0.2	0.0	0.3
WRAI	0.3	1.8	0.1	0.3	0.4	0.6	0.2	0.3	0.5	0.5	0.0	0.0	0.0	0.0	0.3
WRSJ	0.3	1.8	0.2	0.1	0.3	0.3	0.6	0.3	0.9	0.9	0.0	0.0	0.0	0.0	0.8
WUNO	4.3	26.1	1.6	1.8	3.4	3.7	2.8	1.6	4.4	4.5	2.1	5.0	2.1	5.0	9.4
WVOZ	0.9	5.5	0.2	0.7	0.9	1.0	0.5	0.7	1.2	1.4	0.1	0.6	0.1	0.6	1.3
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FM	0.5	3.0	0.0	1.6	1.6	1.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
TOTAL	16.5	100.0	3.7	8.7	12.4	16.5	11.4	8.0	19.4	25.1	4.9	10.9	4.9	10.9	26.0

STATION	RTG.	SHARE	AUDIENCE COMPOSITION IN THOUSANDS										CHILDREN		ALL					
			TOTAL LISTENERS					WOMEN					MEN					U-12	12-17	
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL		0-6	7-11	12-17	12-29	
WAPA	0.8	4.7	1.5	0.0	1.5	1.5	0.2	0.0	0.2	1.5	0.2	0.0	0.0	0.2	0.0	0.0	1.7			
WBMJ	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.2			
WMOA	1.4	8.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0			
WIAC	0.7	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	2.6			
WIPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WJIT	1.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0			
WKAG	4.5	26.6	1.6	1.7	3.3	3.3	2.7	2.9	5.6	5.8	5.8	5.8	5.8	5.5	2.2	2.2	6.5			
WKVM	0.8	4.7	0.6	0.6	1.2	1.2	0.6	0.2	0.8	0.8	0.8	0.8	0.8	0.0	0.9	0.9	2.1			
WLUZ	0.6	3.6	0.0	0.6	0.6	1.0	0.0	0.4	0.4	0.8	0.8	0.8	0.8	0.2	0.0	0.0	0.0			
WQBS	1.2	7.1	0.2	0.9	1.1	1.3	0.2	1.1	1.3	1.3	1.3	1.3	1.3	1.3	0.6	0.6	1.0			
WRAI	0.3	1.8	0.2	0.0	0.2	0.2	0.0	0.9	0.9	0.9	0.9	0.9	0.9	0.2	0.0	0.0	0.2			
WRSJ	0.3	1.8	0.2	0.0	0.2	0.2	0.2	0.4	0.6	0.6	0.6	0.6	0.6	0.2	0.0	0.0	0.4			
WUNO	5.3	31.4	5.7	4.2	9.9	9.9	4.6	0.4	5.0	5.0	5.0	5.0	5.0	4.6	0.4	0.4	10.7			
WVOZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
TOTAL	16.9	100.0	65.6	10.0	8.0	18.0	19.9	8.7	6.3	15.0	17.1	20.2	6.7	25.4	25.4	25.4	25.4			

SAN JUAN, PUERTO RICO LOW ECONOMIC LEVEL  
AUDIENCE COMPOSITION IN THOUSANDS  
JAN 1972

MO/TU/TH 2:30-5:30 PM

STATION	RTG.	SHARE	WOMEN				MEN				TOTAL	CHILDREN U-12 12-17	ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL			
WAPA	0.1	0.6	0.0	0.0	0.0	0.0	0.4	0.4	0.4	0.4	0.0	0.0	
WBRJ	0.2	1.1	0.0	0.0	0.0	0.3	0.3	0.6	0.6	0.6	0.0	0.3	
WROA	0.1	0.6	0.0	0.0	0.0	0.1	0.3	0.4	0.4	0.4	0.0	0.1	
WIAC	0.5	2.9	0.0	0.5	1.0	0.1	0.0	0.1	0.6	0.6	0.0	0.1	
WIPR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJIT	0.2	1.1	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.3	0.0	0.6	
WKAY	4.0	23.0	1.8	3.0	4.8	1.9	3.3	5.2	6.2	6.2	0.3	4.3	
WKVM	3.6	20.7	1.8	2.2	4.0	0.3	2.6	2.9	3.9	3.9	1.8	2.1	
WLUZ	0.4	2.3	0.1	0.1	0.2	0.6	0.3	0.9	0.9	0.9	0.0	0.7	
WQBS	0.4	2.3	0.4	0.1	0.5	0.1	0.6	0.7	0.7	0.7	0.0	0.5	
WRAI	1.4	8.0	0.0	1.2	1.7	0.0	0.4	0.4	1.0	1.0	0.5	1.0	
WRSJ	0.3	1.7	0.0	0.0	0.0	0.0	0.6	0.6	0.7	0.7	0.1	0.0	
WUNC	3.9	22.4	3.0	2.2	5.2	1.4	1.5	2.9	3.4	3.4	1.5	5.9	
WVOZ	2.3	13.2	0.8	0.6	1.4	2.7	0.6	3.3	3.3	3.3	0.5	5.0	
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
TOTAL	17.4	100.0	8.2	9.9	18.1	20.1	7.8	11.0	18.8	22.5	4.7	20.6	

SAN JUAN, PUERTO RICO LOW ECONOMIC LEVEL  
AUDIENCE COMPOSITION IN THOUSANDS  
JAN 1972

W/F/SUN 2:30-5:30 PM

STATION	RTG.	SHARE	WOMEN				MEN				TOTAL	CHILDREN U-12 12-17	ALL 12-29
			18-29	30-49	18-49	TOTAL	18-29	30-49	18-49	TOTAL			
WAPA	0.7	2.3	0.0	0.6	0.6	0.6	0.8	0.8	1.4	1.4	0.2	0.0	
WBRJ	0.4	1.4	0.0	0.2	0.2	0.8	0.4	1.2	1.2	1.2	0.0	0.8	
WROA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIAC	0.8	2.9	0.0	0.4	0.4	1.3	0.2	0.4	1.3	1.3	0.0	0.2	
WIPR	0.2	0.7	0.0	0.2	0.2	0.2	0.4	0.4	0.4	0.4	0.0	0.0	
WJIT	0.5	1.8	0.0	0.0	0.0	0.9	0.9	0.9	0.9	0.9	0.0	0.0	
WKAY	13.0	46.8	4.1	3.9	8.0	13.7	3.2	9.4	12.6	17.2	3.4	13.7	
WKVM	4.3	15.5	0.4	2.5	2.9	4.0	0.8	2.0	2.8	3.0	1.8	5.8	
WLUZ	0.1	0.4	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.0	0.0	
WQBS	0.2	0.7	0.0	0.2	0.2	0.2	0.0	0.6	0.6	0.6	0.0	0.0	
WRAI	0.6	2.2	0.2	0.0	0.2	0.4	1.1	1.5	1.5	1.5	0.0	0.6	
WRSJ	0.2	0.7	0.0	0.0	0.0	0.0	0.4	0.4	0.6	0.6	0.0	0.4	
WUNC	5.4	19.4	3.4	1.1	4.5	7.5	1.5	1.3	2.8	2.8	3.6	7.9	
WVOZ	1.4	5.0	0.0	0.2	0.2	0.6	1.1	1.3	2.4	2.8	0.0	1.1	
OTHER AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
TOTAL	27.8	100.0	8.1	9.5	17.6	29.8	8.4	18.6	27.0	33.9	9.0	31.6	



PART 6  
APPENDICES





APPENDIX A  
SCOPE AND METHODOLOGY



## SCOPE AND METHODOLOGY

### Coverage

This survey of the Radio Audience Profiles refers to the population of the "San Juan Metropolitan" area defined as the area consisting of the following municipalities:

1. Bayamón
2. Carolina
3. Cataño
4. Guaynabo
5. San Juan - Río Piedras
6. Toa Baja
7. Trujillo Alto

The total population of the above defined area was estimated by Clapp and Mayne, Inc. to be 931,000 as of December 31, 1971. <sup>1/</sup>

The universe referred to in the survey was the total number of persons living in the San Juan Metropolitan area as defined above, who were at home or in auto. Persons "away from home (including those not in auto)" are not considered in the universe.

The survey was conducted during the three-week period starting January 10 and ending January 30, 1972. For the purpose of this survey, the radio audience was considered to be composed of two segments or areas of listening, namely:

1. In-home audience; and
2. Car (auto) audience

The above two types of listeners were selected through a scientifically prepared probability sample planned to yield a minimum of 500 persons to represent the population of each of the two kinds of listeners for every period (time slot) for which the radio audience measurement was desired. The actual number of persons covered in the sample for the two types of listeners was 16,130.

### Time Coverage

The survey covered the time period between 6:00 A.M. and 10:00 P.M., which was divided into eight separate weekly slots, distributed as follows:

	<u>Time Slot</u>
1. Monday through Friday (repeated programs)	6:00 A.M. to 8:00 A.M.
2. " " " " "	8:00 A.M. to 12:00 Noon
3. " " " " "	12:00 Noon to 4:00 P.M.
4. " " " " "	4:00 P.M. to 7:00 P.M.
5. " " " " "	7:00 P.M. to 10:00 P.M.
6. Saturday and Sunday (combined)	6:00 A.M. to 12:00 Noon
7. " " " " "	12:00 Noon to 6:00 P.M.
8. " " " " "	6:00 P.M. to 10:00 P.M.

<sup>1/</sup> Based on the P. R. Planning Board's estimate of population for the Island adjusted for the 1970 Population Census.

In addition to the audience measurements for each of the above time slots, the audience profile was also obtained for the horse-racing period, that is, the time slot consisting of Wednesday-Friday-Sunday between 2:30 P.M. to 5:30 P.M., and the non-racing days except Saturday, that is, the time slot consisting of Monday-Tuesday-Thursday between 2:30 P.M. to 5:30 P.M.

### Sampling Procedure

The sample for the radio audience consisted of two independent samples representing two types of listeners as indicated above. The sampling technique used in each case was a stratified Multistage Cluster Sampling Method. The procedure in detail is as follows:

1. In-home Listeners: The sample was drawn from the Clapp and Mayne, Inc. Master Sample of households of the municipalities covered in the survey. The households in the universe are grouped and identified by residential areas (primary units) such as barrios, suburban housing developments, public housing projects, condominiums and slums. In total, the number of primary units in the surveyed area amounted to 765. Each of these were then classified according to its socio-economic level. These primary units were used as the sampling frame to select at random blocks or segments of households from each in proportion to the size of the unit within the socio-economic classification (strata) making the sample estimates self-weighting.

The sample of blocks or segments of households from the primary unit for each time slot was selected independently and assigned at random<sup>2/</sup> within each week and over the entire period of the survey so as to replicate the sample in order to represent the characteristics of the area. Within each block, the household to start the interview was preselected at random. The other households for the time slot were then interviewed in a pre-determined random direction within and around the block in order to introduce heterogeneity in the "cluster" formed within the primary unit, thus reducing the clustering effect to a minimum. Eight independent samples, one for each time slot, were thus prepared for each week from the sampling frame. The number of clusters needed for the total sample was 51 and distributed by time slots and days of the week at random in such a way as to obtain equal efficiency of estimates for each slot.

The information on radio listening at home was obtained by personal coincidental technique, through a questionnaire. (See Appendix B - Questionnaire 1)

For computing the audience measurements, however, necessary weighting factors for strata were used to obtain the best estimates, depending upon the sampling fraction with the universe of the number of persons in the population.

2. Auto Radio Audience Sample: The sample of the radio audience in the car was obtained by a random selection of the intersections of the survey area based on the information obtained from the Puerto Rico Highway Authority and the Department of Public Works. Over the period of the survey, 46 intersections were sampled, which yielded 3,776 cars interviewed. The socio-economic level of the owner of the car was determined by asking him the question about his residential place.

<sup>2/</sup>For randomization, A Million Random Digits, published by Rand Corporation, was used.

The driver of the car, when stopped at the intersection by the signal light, was asked if the car had a radio, and if on, what station was being listened to. Also noted was his residence and the number of persons in the car by age and sex (See Appendix B - Questionnaire 2)

For each time slot, again, appropriate weighting factors were applied based on the probability in the universe of the population estimated of the car passengers for each time slot. (See Preparatory Survey)

### Preparatory Survey

In order to obtain the population estimates for the two kinds of listeners for each time slot in the universe, it was necessary to know the proportion of the population (a) in home; (b) in cars; and (c) at other places, away from home- for each time slot in the universe as these proportions do not remain constant for different periods of time. Hence, a preparatory survey was carried out to estimate these proportions using questionnaire 3. An independent sample of households of the survey area was prepared using a stratified multistage cluster probability sample. From the data obtained, the estimates were prepared for the population proportion for each time slot, which was (a) in home; and, (b) car. The population estimates for the two types of listeners for each time slot are given in the following table.

Population Estimate of the San Juan Metropolitan Area  
By Time Slot  
(as of December 31, 1971)

	<u>Average Number During Time Period</u>		
	<u>Total</u>	<u>In Home</u>	<u>In Auto</u>
Monday through Friday			
6:00 - 8:00 A.M.	681,380	488,890	192,490
8:00 - 12:00 M	486,320	427,070	59,250
12:00 - 4:00 P.M.	504,360	423,230	81,130
4:00 - 7:00 P.M.	672,240	517,660	154,580
7:00 - 10:00 P.M.	813,240	720,880	92,360
Saturday and Sunday			
6:00 - 12:00 M	790,240	674,660	115,580
12:00 - 6:00 P.M.	713,900	582,510	131,390
6:00 - 10:00 P.M.	750,590	608,020	142,570
Race Day(Wed.-Fri.-Sun.)			
2:30 - 5:30 P.M.	634,760	510,000	124,760
Non-racing Day, except Saturday (Monday-Tuesday-Thursday)			
2:30 - 5:30 P.M.	605,970	479,750	126,220

The estimates of these proportions were used to compute the weighting factors needed to project the sample results to the entire survey universe for the two areas of listening.

## Interviewing Procedure

All interviewers were given training for the interviewing of each of the three questionnaires. The interviewers were accompanied by the supervisor on their first visit to the field. Supervision was carried through continuously throughout the survey. Verification was conducted on a 10% basis of actual interviewing in such a way that every interviewer's work was verified to a satisfactory extent.

The interviewing aids consisted of:

1. a transistor radio for station and program verification
2. diagram of radio dials - AM and FM
3. demographic group flash card
4. radio station identification flash card specifying call letters, dial position and station slogans
5. interviewers manual of instructions for each questionnaire
6. map identifying area where interview work was to be carried out.

## Organization of the Survey

The survey staff consisted of 41 members and was organized as follows:

- 1 Principal
- 1 Project Director
- 1 Statistical Expert
- 1 Statistical Assistant
- 1 Field Manager
- 2 Area Supervisors
- 23 Interviewers
- 5 Editing and Coding Technicians
- 2 Computing Experts
- 4 Administrative Assistants

## Data Processing

The results of the sample data were processed on the computer IBM type 360/30. The questionnaire information, after editing and coding, was directly punched on the IBM cards. Several programs for the Computer were specially prepared for the data of this survey. The tabulations from the print-out of the machines were used to prepare the printed report directly.

## The Sampling Errors

As the survey is based on a sample, the estimates presented in this report are subject to sampling variation. In the following table this variation is presented in form of standard error of the rating based on total listeners.

## Standard Error for Radio Audience Ratings

Rating (Per Cent)	Standard Error (Per Cent)
1	0.32
2	0.44
3	0.54
4	0.63
5	0.70
6	0.75
8	0.86
10	0.95
12	1.03
15	1.13
20	1.27
25	1.37
30	1.45
35	1.51
40	1.55
45	1.57
50	1.58
55	1.57
60	1.55
65	1.51
70	1.45

The ratings are estimates and should generally be interpreted along with its standard error. In a simple random sample, for example, a true rating based on a 10% estimate would fluctuate between 9.05 and 10.95 per cent ( $10 \pm .95$ ) with an approximate probability of 68 per cent. The fluctuations with a probability of 95 per cent, for example, are between limits which are 1.96 times the corresponding standard error away on both sides. Thus, a true rating, if based on 10 per cent estimate, would be between 8.14 per cent and 11.86 per cent (that is, 1.96 times 0.95, the standard error away) for a confidence probability of 95 per cent.





APPENDIX B  
QUESTIONNAIRES - INTERVIEWING AIDS



CLAPP AND MAYNE, INC.

Radio Audience Survey - January 1972

Household Questionnaire

8. Hora en que empezó la entrevista \_\_\_\_\_ ( ) ( ) 11-12  
 Hora Minutos
9. ¿Hay alguien en la casa (No vive nadie-0; No hay nadie en la casa en este momento-1; Si hay pero no contesta-2; Si hay, pero no informa-3; Si hay, y se entrevistó-4) Si marca 0, 1, 2 ó 3 pase a la A. ( ) 13
10. ¿Tiene algún radio en la casa que funcione? (No-0; Sí-1)(Si contesta que no, pase a la Pregunta 14) ( ) 14
11. ¿Está prendido algún radio ahora en la casa? Marque Sí \_\_\_\_; No \_\_\_\_ (Si contesta que sí, continúe con pregunta 12; si contesta que no, pase a la Pregunta 14)
12. ¿En que estación? (Verificar con Tarjeta A o B) ( ) ( ) 15-16
13. (Tarjeta C) ¿Cuántas personas miembros de la familia, están oyendo radio ahora? (Solamente marque número de personas miembros de la familia, que están oyendo radio, no las que componen la familia.)
- | Mujeres |       |          | Hombres |       |          | Niños            |       |
|---------|-------|----------|---------|-------|----------|------------------|-------|
| 18-29   | 30-49 | 50 ó más | 18-29   | 30-49 | 50 ó más | Menos de 12 años | 12-17 |
| ( )     | ( )   | ( )      | ( )     | ( )   | ( )      | ( )              | ( )   |
| 17      | 18    | 19       | 20      | 21    | 22       | 23               | 24    |
14. Número de personas miembros de la familia que están en la casa en este momento. (Total de personas de todas las edades, aunque estén o no oyendo el radio) ( ) ( ) 25-26

A. _____				
Calle	Número o Buzón	Urbanización o Barrio	Pueblo	
B. Firma de entrevistador _____				Núm. _____ ( ) ( ) 28-29

- C. ¿Podría usted confirmar que se efectuó la entrevista en la dirección indicada en A?
- |  |    |        |
|--|----|--------|
| No pudo confirmar                          | -0 |        |
| Confirmó que se llevó a cabo la entrevista | -1 | ( ) 30 |
| No se llevó a cabo ninguna entrevista      | -2 |        |
- (Si marca 2 notifique la oficina inmediatamente)

Si marcaron 1 en parte C pregunte...

- D. ¿Podría usted confirmar que se marcó correctamente la pregunta 9?
- E. ¿Podría usted confirmar que se marcó correctamente la pregunta 12?
- F. ¿Podría usted confirmar que se marcó correctamente la pregunta 13?

Col.	31	32	33
	<u>D-Preg. 9</u>	<u>E-Preg. 12</u>	<u>F-Preg. 13</u>

- (0) No pudo confirmar
- (1) Confirmó se marcó correctamente ( ) ( ) ( )
- (2) Confirmó hay diferencias en las respuestas

Si en las preguntas anteriores se marcó el 2, determine a qué se deben las diferencias entre las contestaciones marcadas por el entrevistador y las reportadas por el(ia) entrevistado(a) antes de entregar el trabajo y llene el espacio a continuación:

\_\_\_\_\_  
 Hora supervisión \_\_\_\_\_ ( ) ( ) Firma Supervisor \_\_\_\_\_  
 Col. 34-35

( ) 36







CLAPP AND MAYNE, INC.

Radio Audience Survey - January 1972

Preparatory Questionnaire

1. Identificación:

( ) 01	( ) ( ) 02-03	( ) 04	( ) 05	( ) 06	( ) ( ) 07-08
Area	Pueblo o Municipio	Zona	Semana	Día	Núm. Cluster

2. ¿Me puede decir cuántas personas viven en esta casa? \_\_\_\_\_
3. ¿Me puede decir la edad y el sexo de ellos? (Muestre tarjeta demográfica.)

Mujeres			Hombres			Niños	
18-29	30-49	50 ó más	18-29	30-49	50 ó más	Menos de 12 años	12-17
( )	( )	( )	( )	( )	( )	( )	( )
1	2	3	4	5	6	7	8

4. Hágame el favor de decirme, para la semana pasada, cuándo los miembros de la familia estuvieron en casa, en el automóvil o en otros sitios que no sean ni una casa, ni un carro en tránsito (fuera de la casa). Voy a leer el periodo de tiempo y me dice para cada persona. (Preferible que cada persona conteste por sí misma.)

Clave de la Edad y Sexo				Clave de sitio	
1- Mujeres 18-29	5- Hombres 30-49	7- Niños menos de 12 años		Casa - C	
2- Mujeres 30-49	6- Hombres 30-49	8- Niños 12-17		Auto - A	
3- Mujeres 50 ó más				Fuera de la casa - F	

(Para cada time slot la persona puede estar en más de un sitio.)

Edad y Sexo (Use la Clave 1 al 8)	sitio	Personas									
		1ra.	2da.	3ra.	4ta.	5ta.	6ta.	7ma.	8va.	9na.	10ma.
L-V		( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
6-8 AM	sitio										
8-12 AM	sitio										
12-4 PM	sitio										
4-7 PM	sitio										
7-10 PM	sitio										
SAB											
6-12 AM	sitio										
12-6 PM	sitio										
6-10 PM	sitio										
DOM											
6-12 AM	sitio										
12-6 PM	sitio										
6-10 PM	sitio										

5. Una última pregunta: ¿Cuántos carros tiene Ud. en la familia (Haga un círculo.)

0 1 2 3 4 5

6. Y, ¿Cuántos de estos tiene un radio que funcione? (Haga un círculo.)

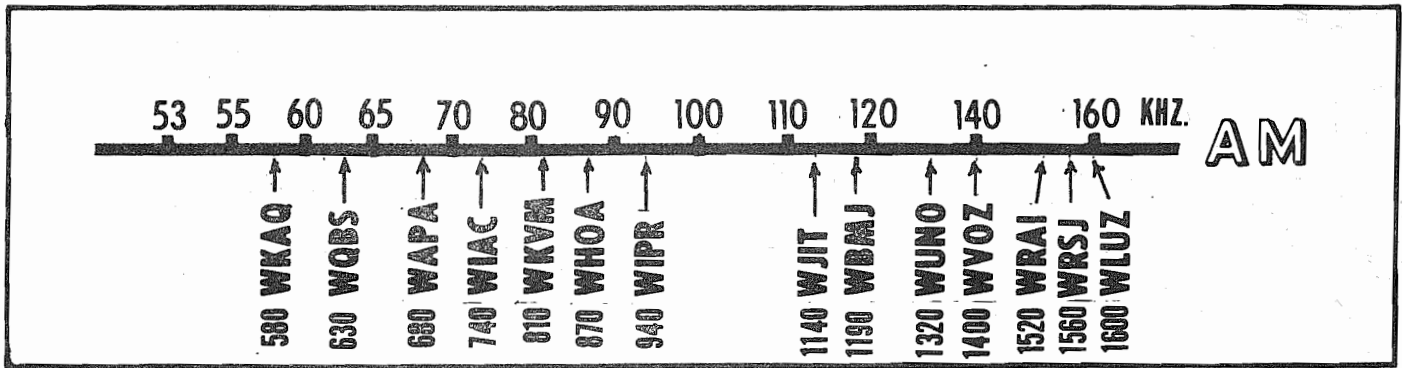
0 1 2 3 4 5

Gracias.





CLAPP AND MAYNE, INC.  
**RADIO AUDIENCE PROFILE SURVEY**  
**RADIO DIAL DIAGRAM**





Clapp and Mayne, Inc.  
 RADIO AUDIENCE PROFILE SURVEY  
 Radio Stations Identifications

Code Number	Call Letters	Dial Position	Station Slogans
01	WAPA	680	La Voz del Caribe Patrulla "Seis Ochenta" Wahpah, Wahpah, Wahpah
02	WBMJ	1190	WBMJ, where your friends are; The super-Jocks at WBMJ; WBMJ-1190; Qué Pasa; Radio Man; More-Music; A Bob Hope Station; 20-20 News; San Juan-Der-Ful; Black Jack; Los Chéveres; Community Feed Back; Heavy Hit Survey; American Top 40
03	WHOA	870	WHOA—Radio Capital-870-San Juan WHOA in San Juan(sung) Capital Time Check
04	WIAC	740	WIAC Radio Internacional Noti Reloj (para noticias)
05	WIPR	940	Estas son las radioemisoras del pueblo de Puerto Rico: WIPR AM y WIPR FM en San Juan
06	WJIT	1140	Radio JIT Once Cuarenta Mana-Mana Radio JIT San Juan El Hit Musical del Momento
07	WKAQ	580	Más Música Radio Reloj La Buena Vida El Loco Loco Hits, Hits, Hits WKAQ, San Juan Arriba, Arriba, Arriba
08	WKVM	810	KVM La Grande; KVM con sabor a pueblo; La hora cantada; Más Potente, Popular y Complaciente
09	WLUZ	1600	El Mejor Sonido a su Alrededor Radio Luz
10	WQBS	630	La más importante en música; Tan puertorriqueña como el coquí; WQBS-Cadena Radio Puerto Rico; La del Coquí; QBS-donde nacen los éxitos; El Maratón del Siglo
11	WRAI	1520	Alrededor del mundo transmite Radio Aeropuerto Internacional Frecuencia de Oro; Cositas que Nadie Tiene; Aerojet de Noticias; Theme Music: Around the World
12	WRSJ	1560	Radio San Juan, "La Primera en su Clase"
13	WUNO	1320	Radio UNO 1320 Buena Gente
14	WVOZ	1400	Radio Voz; El 14 Que se Escucha; La Emisora que Alegra la Capital; La Onda de la Alegría
15	Otras AM		
16	FM		



APPENDIX C  
PROMOTIONAL EFFORTS



February 9, 1972

Dear

In order to comply with approved standards of the Federal Trade Commission with reference to the Radio Audience Profile Survey which we are at present conducting in the San Juan Metropolitan Area covering the period from January 10 to January 30, 1972, we request from you the following information:

1. Are you conducting a promotional activity for your radio station during the period covered by the Radio Audience Survey?
2. If so, when was the promotional activity initiated?
3. What is the expected termination date of the promotional activity.
4. What is the nature of the promotional activity? Please describe the nature of the activity as completely as possible, including any prizes or awards which are to be given. Include copies of any announcements made over the air or passed out as printed material.

We would appreciate your prompt attention to this matter since this information should be in our hands prior to the publication of our report.

Cordially yours,

Alvin Mayne

AM:ts

Letter sent to: WAPA WBMJ  
                  WHOA WIAC  
                  WIPR WJIT  
                  WKAQ WKVM  
                  WLUZ WQBS  
                  WRAI WRSJ  
                  WUNO WVOZ

c-1







February 18, 1972



Clapp and Mayne, Inc.  
1606 Ponce de Leon Avenue  
San Juan, Puerto Rico 00909


Dear Mr. Mayne:

In response to your letter I wish to inform you that WAPA is not conducting any contests in connection with the rating now being undertaken. We have been running two promotions for sometime, the Discodromo and the Astro WAPA. We have no termination dates in mind for these promotions.

The Discodromo is a horse race type of game in which listeners win money by selecting the winning records played each day on the station. The Astro WAPA involves a mythical astronaut who lands in various areas of the island. If the person living where he lands calls WAPA, he wins a prize.

Thank you for your inquiry.

Best regards,

  
Ray Owen  
Vice-President &  
General Manager

RO/ahr

c-2



February 15, 1972

Mr. Alvin Mayne  
Clapp and Mayne, Inc.  
1606 Ponce de Leon Avenue  
San Juan, Puerto Rico 00909

Dear Alvin:

This is in response to your letter of February 9 in regard to the Radio Audience Profile Study recently completed by your firm.

WBMJ ran two (2) on-air promotions during the period January 10 to January 30, 1972.

One contest--American Top 40 Giveaway--started in early December and is still continuing at this time. This is a write-in contest requiring listeners to skillfully guess the top five (5) records in order on the American Top 40 program which is run each Sunday from 3 to 6PM. The prize consists of a copy of the program itself.

The other contest--Madame Zodiac--began on January 3, and terminated January 17 due to cut telephone lines during the recent strike. Listeners were asked to identify their birth "sign" and if it matched the "sign" appearing on a rotating cartridge, they won the prize. The jackpot was ascending in nature ... that is, increasing by \$5.00 each time there was no winner.

We have not enclosed copies of the announcements run over the air since there were quite a few different ones. We would, however, be happy to provide this information if you find it essential.

Best regards,

MID-OCEAN BROADCASTING, INC.

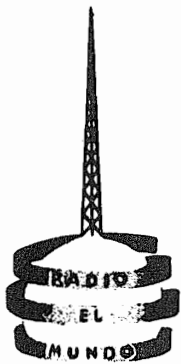


Robert L. Bennett  
Vice President, General Manager

RLB/jeg

c-3

www.americanradiohistory.com



EL MUNDO BROADCASTING CORP.

February 14, 1972

Mr. Alvin Mayne  
Clapp and Mayne, Inc.  
1606 Ponce de León Avenue  
San Juan, Puerto Rico 00909

Dear Mr. Mayne:

In reply to your letter of February 9 concerning promotional activities during the last survey, I can state the following:

During the dates of the survey the station did not engaged in any promotional activity different from the station's regular programming throughout the whole year.

The promotions which took place can be described as follows:

1. "Pregunta de la Hora"- The disc jockey reads a question on the microphone and the first listener who replies with the correct answer is entitled to a ticket for a local movie.
2. "Gane con su Apellido"- Every hour our disc jockey calls over the telephone a specific number and if the person called knows the amount of the jackpot, he wins such amount. The last name of the person to be called changes every hour and the jackpot increases every hour when the person does not answer correctly.

As I mentioned to you before, the station has been engaged in this promotion for a long time and does not envision terminating either one during the near future.

Cordially,

WKAQ RADIO 58

Reinaldo Royo, Jr.  
General Manager

imr

c-4



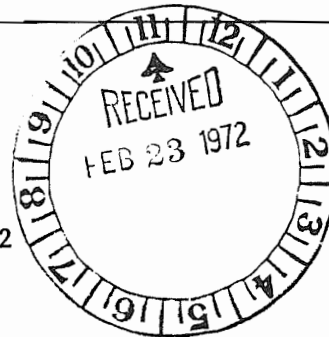
U. S. REPRESENTATIVES: INTER-AMERICAN PUBLICATIONS, INC. 41 EAST 42ND ST. NEW YORK 17, N.Y.



WQBS AM 630  
FM 99.9

SAN JUAN, PUERTO RICO

Box 9986, Santurce, P.R. 00908 • Tel. 725-4020 Area Code: 809



February 21, 1972

Mr. Alvin Mayne  
Clapp & Mayne  
1606 Ponce de León Avenue  
Cobian Center Building  
Santurce, Puerto Rico 00909

Dear Mr. Mayne:

In answer to your letter of February 9, please be advised that WQBS is presently conducting four promotions, all of which commenced prior to the survey in question. These are the following:

1. Willard and Cuantos coquís tengo en la mano

These two promotions involve the award of the theater tickets to listeners first calling the Station after a given announcement and who correctly answers whatever question is asked. In the case of Willard the listeners have to catch a little mouse called Ben, the star of the film Willard. These two promotions are keyed to the running of a film in the area and its beginning and ending dates are determined by the booking runs of the film in question. Both promotions started on January 2, one of them is still carried on, and the other one, Willard, terminated on February 17. However, we wish to stress the point that the Station commenced the award of theater tickets on June 1971.

2. Péguese a QBS

Mr. Coquí is a roving representative who awards such prize as airlines tickets, radios, etc., to those found listening to WQBS. This promotion was started nine months ago and it is still carried on.

cadena radio puerto rico

WQBS-AM/San Juan • WPRP-AM/Ponce • WORA-AM/Mayagüez

radio puerto rico fm network

WQBS-FM/San Juan • WPRP-FM/Ponce • WORA-FM/Mayagüez

c-5



CUBRIENDO A PUERTO RICO COMO EL COQUÍ





Mr. Alvin Mayne  
Second Page  
February 21, 1972

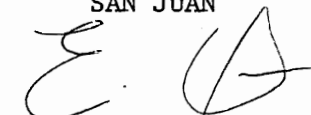
3. La Piñata de la Plata

This is a "jackpot" contest wherein listeners win the jackpot if they are able to guess the amount thereof upon random calls by the Station. This started about two years ago and it is still carried on.

Please advise if we can be of further assistance in this regard.

Cordially,

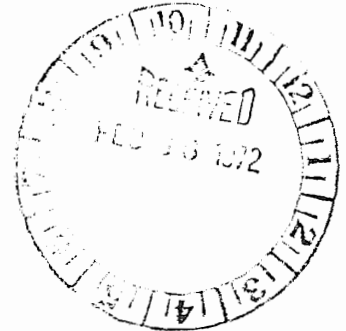
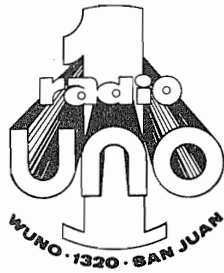
QUALITY BROADCASTING CORPORATION OF  
SAN JUAN

A handwritten signature in black ink, appearing to be 'E. Vega', written over the printed name.

Eleuterio Vega  
General Manager

EV-rs





February 14, 1972

Mr. Alvin Mayne  
Clapp & Mayne, Inc.  
1606 Ponce de Leon Avenue  
San Juan, P.R. 00909

Dear Mr. Mayne:

In reply to your letter of February 9, during the period of January 10 to January 30, the only promotion we had on the air was our Jackpot Call (Llamada de la Suerte). This contest has been a regular feature on Radio UNO for the past year and a half.

Cordially yours,  
SAN JUAN BROADCASTING CORP.

  
David F. Gleason  
Vice President & General Manager

DFG/vm

c-6

**san JUAN BROADCASTING CORPORATION**

P.O. BOX Q, HATO REY, PUERTO RICO 00919 • (809) 765-4720





