



## **CUSTOM RESEARCH**

**ASESORES INC.**  
**MARKETING RESEARCH & CONSULTING**

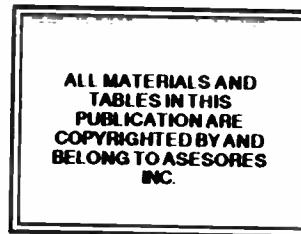


RADIO AUDIENCE ESTIMATES  
6 REGIONS  
JAN-FEB-MARCH 1989



# **RADIO AUDIENCE ESTIMATES**

**JAN./FEB./MAR. 1989**



**ASEORES, INC.**

**CALL BOX 8316, SAN JUAN, P.R. 00910**

**(809) 723-8322 / 723-8321**

**IMPORTANT NOTICE:**

THIS REPORT ON RADIO AUDIENCE ESTIMATES IS TO BE USED EXCLUSIVELY BY EXECUTIVE AND SALES PERSONNEL OF SUBSCRIBING RADIO STATIONS, ADVERTISING AGENCIES, AND/OR OTHER AUTHORIZED COMPANIES. THE REPORT IS NOT TO BE LENT, COPIED OR OTHERWISE UTILIZED BY ANY STATION OR INDIVIDUAL NOT EXPRESSLY ENTITLED TO DO SO BY THE TERMS OF THE AGREEMENT BETWEEN ASEORES INC. AND THE SUBSCRIBING STATIONS. ANY VIOLATION OF THIS COPYRIGHT WILL SUBJECT THE VIOLATOR TO CIVIL DAMAGES AND/OR IMPRISONMENT PERSUANT TO SECTIONS 504 AND 506 OF THE FEDERAL COPYRIGHT ACT OF 1976.

## **I N T R O D U C T I O N**

### **SURVEY ATTRIBUTES**

#### **CONSOLIDATED REPORT**

The "ALL REGIONS" consolidated report treats the island as one radio market.

This report is based on a sample of approximately 6,000 (six thousand) interviews conducted in 77 municipalities of Puerto Rico.

Only one interview is conducted per household and an average of 10 interviews per cluster sample.

Weighting is employed on a municipality level to insure that all municipalites were represented on a precise proportional basis.

#### **SAN JUAN METRO REPORT**

The San Juan Metro report, for estimated audience from Monday through Friday, is based on a sample of approximately 1,300 (one thousand three hundred) interviews.

The estimated audience for Saturday and Sunday is obtained from a sample of approximately 1,000 (one thousand) interviews . The same procedure described in the aforementioned subject is used in this one.

## **REGIONAL REPORT**

This analysis is structured using the same data obtained for the Consolidated Report (ALL REGIONS). The Regional Report indicated listening habits on a local level. The island is divided into six (6) regions, officially known as "Retail Areas". These are identified in the following way:

**1-SAN JUAN METRO, 2-NORTH EAST, 3-EAST, 4-SOUTH, 5-WEST, 6-NORTH**

## **SPECIAL REPORTS - PRIMARY LISTENING AREA**

Some radio station (subscribed to our service) will count on this type of report. The data will be obtained from the same survey, with the only difference that it will be tabulated for a specific area different to the regions reported in our standard presentation.

## **POPULATION**

Estimated 1984 population figures are used in our reports. Based on an up-date of the 1980 Federal Census Data, they reflect shifts in percentages by age group as median age increases, population grows older.

## **SOCIO-ECONOMIC LEVEL**

The San Juan Metro and Consolidated Radio Audience Estimates Reports reflects data by two (2) different socio-economic levels. These levels are: "Upper", which includes the High/Middle-High, Middle groups and the "Lower", which includes the Middle Low and Low groups.

**Characteristics of the different socio-economic levels are included in the Appendix.**

## **CRITERIA FOR REPORTING STATIONS**

Only those stations with a rating of 0.1 or more total audience, 6 a.m. to 12 midnight, are included in the listing.

## **SCHEDULE AND REPORT FORMAT**

### **TIMETABLE (Approximate)**

<b><u>FIELD WORK</u></b>	<b><u>REPORT DELIVERY</u></b>	<b><u>TYPE OF REPORT</u></b>
JAN. 10 - FEB./MAR. 13	APRIL 15	<ul style="list-style-type: none"><li>■ CONSOLIDATED: MONDAY-FRIDAY</li><li>■ 6 REGIONS: MONDAY-FRIDAY</li></ul>
APR. 7 - MAY/JUNE 15	JULY 15	<ul style="list-style-type: none"><li>■ CONSOLIDATED: MONDAY-FRIDAY</li><li>■ S.J. METRO: MONDAY-FRIDAY</li></ul> SATURDAY-SUNDAY
AUG. 12 - SEPT./OCT. 19	NOVEMBER 15	<ul style="list-style-type: none"><li>■ CONSOLIDATED: MONDAY-FRIDAY</li><li>■ 6 REGIONS: MONDAY-FRIDAY</li></ul>
OCT. 11 - NOV./DEC. 9	JANUARY 15	<ul style="list-style-type: none"><li>■ CONSOLIDATED: MONDAY-FRIDAY</li><li>■ S.J. METRO: MONDAY-FRIDAY</li></ul> SATURDAY-SUNDAY

### **POSSIBLE CIRCUMSTANCES AFFECTING INDIVIDUAL STATION RATINGS**

Included in this listing are stations that suffered technical difficulties during the rating period that could have adversely affected their rating as well as stations with major changes in transmitting power that also could affect their ratings. Program changes are not considered in this listing which only includes those stations who responded to our request for information concerning such difficulties or changes. Any other circumstances having a bearing on rating will be noted at the discretion of Asesores Inc.

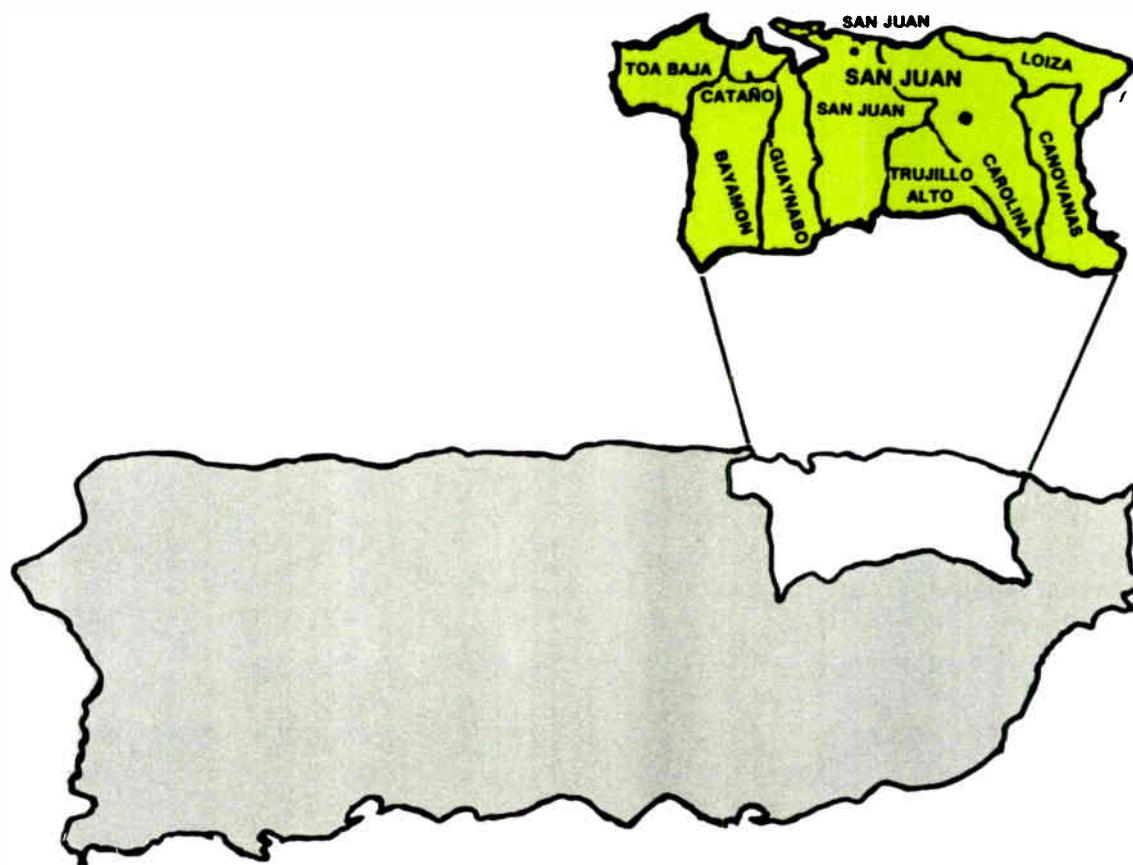
No circumstances that could have affected the results of this survey were reported officially.

### **CAVEAT**

Although the audience figures are presented in this report with mathematical precision, they remain, nevertheless, just estimates of the audience enjoyed by each station and its own particular listener profile. Due to any number of human or other factors, the data in this report cannot be warranted by Asesores Inc., to be free of any inaccuracies or bias which may distort any rating estimate provided by this company.

Because this is not a true probability sample, no standard error can be computed for the results. (**See Methodology in the Appendix**).

**SAN JUAN METRO AREA**  
Municipios Included Proportionately in Radio Audience Estimates Survey



POPULATION BY MUNICIPIOS  
Estimated 1984 total Population 12 +: 876,800

San Juan	318,300	Trujillo Alto	47,300
Bayamón	161,400	Canóvanas	26,800
Carolina	148,000	Cataño	19,700
Toa Baja	72,300	Loíza	17,700
Guaynabo	65,300		

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

PERSONS 12 +  
POP. 8768 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	3.8	122	383	1.2	3.6	105	405	1.1	4.2	99	340	.2	1.7	16	131
WBMJ	.2	.5	16	47	.1	.2	6	28	.5	1.9	43	262	.2	1.9	18	150
WBHQ-FM	.7	1.8	58	240	.7	2.1	62	277	.8	3.1	71	651	.5	5.0	48	611
WCAD-FM	.6	1.5	49	427	.7	2.1	61	492	.4	1.4	32	193	.2	2.0	19	162
WCRP-FM	.5	1.4	45	224	.6	1.9	54	224	1.5	5.8	135	910	.6	5.1	49	704
WDY-FM	1.0	2.6	86	583	1.4	4.1	120	664	.2	.6	15	193	.1	1.2	11	137
WEER-FM	.6	1.5	49	259	.4	1.1	33	203	1.1	4.2	99	589	.7	6.8	65	492
WFID-FM	1.2	3.1	102	474	1.1	3.4	99	449	1.8	6.9	161	997	1.1	9.6	92	854
WGXS-FM	1.4	3.8	125	757	1.6	4.8	141	661	.6	2.3	55	271	.2	2.2	21	193
WIAC	1.2	3.2	105	371	.9	2.6	76	284	.9	3.3	77	474	.4	4.0	38	368
WIAC-FM	1.1	3.1	100	514	1.2	3.7	106	411	1.2	4.4	103	633	.4	3.5	34	259
WIDA	.7	1.9	61	337	.8	2.3	68	327	.8	3.1	72	523	.3	2.3	22	337
WIOA-FM	1.5	3.9	128	586	1.4	4.1	120	517	3.1	11.7	275	1916	1.2	10.9	104	1359
WKAQ	3.3	8.9	291	1034	1.5	4.5	131	604	.2	.8	19	109	.1	.8	7	72
WKAQ-FM	2.8	7.5	244	1489	3.5	10.6	306	1514	.1	.4	10	100	.1	.5	5	50
WKVM	.8	2.1	67	234	.4	1.2	35	128	.1	.3	6	128	.1	.7	7	128
WLuz	.8	2.1	68	181	.3	.8	22	103	.6	2.1	50	299	.3	2.3	22	218
WNRT-FM	.4	1.0	34	153	.4	1.2	35	150	.1	.5	12	56	.0	.1	1	25
WORO-FM	1.0	2.6	83	368	1.0	2.9	83	246	1.4	5.2	122	801	.4	3.7	36	517
WOSO	.3	.9	28	69	.2	.7	21	47	.7	2.7	64	389	.1	1.2	12	255
WPRM-FM	2.1	5.6	182	676	2.0	6.0	172	770	.3	1.2	28	125	.1	.7	6	78
WQBS	1.4	3.8	125	411	1.2	3.8	109	393	.3	1.1	25	112	.1	1.0	9	62
WQII	.7	1.9	61	171	.3	1.0	29	156	.3	1.0	25	100	.1	1.0	10	81
WRSJ	.3	.8	27	128	.4	1.3	37	103	.3	1.2	29	162	.2	1.7	16	90
WRTU-FM	.2	.5	17	115	.3	.8	24	112	.3	1.0	25	100	.1	1.0	10	81
WSRA-FM	.4	1.2	38	134	.6	1.8	51	146	.7	2.6	62	405	.8	7.1	68	477
WUNO	3.0	8.1	266	742	1.5	4.4	128	449	.7	2.5	59	280	.1	1.3	13	206
WVJP-FM	.8	2.3	74	274	.8	2.4	70	218	.7	2.5	19	72	.1	.9	9	53
WVOZ	.2	.6	20	93	.2	.7	21	100	.4	1.6	39	271	.1	.7	7	174
WVOZ-FM	.4	1.2	39	259	.5	1.6	46	252	2.5	9.4	220	1178	1.0	9.3	89	838
WXYX-FM	1.6	4.2	138	879	2.0	6.1	176	960	3.0	11.4	267	1056	.7	6.5	62	623
WZNT-FM	4.2	11.2	365	1334	3.5	10.6	307	1072	.3	1.0	24	100	.0	.1	1	56
WZOL-FM	.2	.5	16	81	.4	1.1	32	103								
TOTAL	37.2	100.0	3262	7400	33.1	100.0	2899	6652	26.7	100.0	2341	7126	10.9	100.0	956	5456

SAN JUAN METRO  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

PERSONS 12 +  
POP. 8768 (00) 2

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WAPA	.9	3.6	83	567	WKL				.8	3.5	71	470	.6	3.4	53	361		
WBMJ	.1	.2	5	50		.1	3	7	50		.0	.1	2	34			19	
WBRQ-FM	.5	1.9	45	446		.6	1.9	55	418		.5	2.0	41	396	.3	1.9	29	293
WCAD-FM	.7	2.5	57	910		.7	2.1	61	823		.7	2.9	59	854	.7	3.7	58	788
WCRP-FM	.4	1.6	37	262		.5	1.6	44	252		.4	1.7	35	255	.3	1.6	25	215
WDY-FM	1.1	4.1	96	1218		1.3	4.0	114	1190		1.1	4.8	99	1140	1.0	5.5	87	1034
WERR-FM	.3	1.1	27	305		.4	1.1	32	293		.2	1.0	20	277	.1	.8	13	231
WFID-FM	1.0	3.9	90	844		1.1	3.5	100	773		1.0	4.2	87	770	.9	5.1	80	720
WGXS-FM	1.5	5.5	128	1293		1.6	5.0	142	1237		1.5	6.3	129	1196	1.4	7.8	123	1122
WIAC	.7	2.7	62	502		.9	2.8	78	486		.6	2.4	50	377	.4	2.3	36	321
WIAC-FM	.9	3.4	79	785		1.1	3.4	95	732		.8	3.6	74	664	.6	3.5	55	555
WIDA	.5	2.0	46	421		.6	1.8	51	396		.5	2.1	42	393	.3	1.8	28	343
WIOA-FM	1.1	4.1	95	879		1.3	4.1	117	851		1.0	4.1	85	785	.7	4.2	65	704
WKAQ	1.4	5.3	123	1153		1.8	5.7	162	1144		.9	3.7	76	788	.5	2.8	44	573
WKAQ-FM	2.6	9.9	229	2605		3.2	9.8	277	2508		2.6	11.0	225	2424	2.1	11.4	180	2125
WKVM	.4	1.3	31	259		.5	1.4	40	259		.2	1.0	21	159	.1	.8	13	112
WLuz	.3	1.1	25	224		.4	1.1	33	218		.1	.6	12	150	.1	.5	7	112
WNRT-FM	.2	.9	20	215		.3	.9	26	196		.2	.8	17	199	.1	.4	6	162
WORO-FM	.7	2.5	59	536		.8	2.6	73	495		.6	2.5	52	414	.4	2.2	35	365
WOSO	.2	.7	15	81		.2	.7	20	81		.1	.6	11	69	.1	.4	6	56
WPRM-FM	1.4	5.4	125	1053		1.8	5.6	160	1044		1.2	5.3	109	1003	.8	4.7	74	851
WQBS	.9	3.3	76	561		1.1	3.5	100	539		.7	3.0	61	511	.4	2.2	35	436
WQII	.3	1.3	30	246		.4	1.4	39	243		.2	1.0	21	215	.2	1.0	16	143
WRSJ	.3	1.1	24	150		.3	1.1	30	150		.3	1.2	24	131	.2	1.0	16	112
WRTU-FM	.2	.8	19	159		.3	.8	22	159		.2	.9	19	143	.2	1.0	16	115
WSRA-FM	.4	1.4	33	255		.5	1.4	40	243		.4	1.6	32	227	.2	1.4	22	184
WUNO	1.4	5.5	127	953		1.7	5.3	150	860		1.0	4.3	87	723	.7	4.1	65	583
WVJP-FM	.6	2.3	53	411		.8	2.4	68	393		.5	2.3	47	346	.4	2.1	33	318
WVOZ	.2	.7	17	131		.2	.7	20	125		.2	.8	16	115	.2	.9	14	81
WVOZ-FM	.4	1.4	32	418		.5	1.5	41	408		.3	1.5	30	361	.2	1.3	21	296
WXYX-FM	1.7	6.6	153	1533		2.0	6.3	178	1505		1.8	7.7	158	1427	1.7	9.4	147	1268
WZNT-FM	2.8	10.5	243	1739		3.6	11.0	313	1736		2.4	10.2	208	1405	1.8	9.8	153	1140
WZOL-FM	.2	.8	18	109		.3	.9	25	109		.2	.9	19	106	.1	.7	11	103
TOTAL	26.4	100.0	2316	8681		32.4	100.0	2839	8628		23.3	100.0	2046	8167	17	100.0	1572	7547

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

**MONDAY-FRIDAY**

ADULTS 18 + 3  
POP. 7240 (00)

STATION	6 A.M. - 10 A.M.				MUNDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID						
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers			
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)			
	WAPA	1.7	4.2	126	395	WKLY	1.5	4.1	109	417	WKLY	1.4	5.5	103	349	WKLY			
WBMJ	.2	.6	17	49		.1	.2	6	29		.6	2.3	43	256		.2	2.3	17	136
WBRQ-FM	.8	1.9	58	217		.9	2.3	62	265		.7	2.6	48	388		.3	2.6	19	155
WCAD-FM	.5	1.2	36	301		.7	2.0	54	324		.4	1.6	30	175		.5	4.8	35	391
WCRP-FM	.6	1.4	42	214		.7	1.9	50	204		1.2	4.6	85	433		.1	1.2	9	152
WDOY-FM	.6	1.5	45	317		1.1	3.1	82	359		.2	.8	15	184		.4	4.1	30	349
WERR-FM	.7	1.7	51	259		.5	1.3	34	197		1.2	4.7	88	456		.2	1.5	11	139
WFID-FM	1.3	3.2	96	401		1.4	3.7	99	382		1.0	3.9	72	521		.7	7.3	53	414
WGSX-FM	1.2	2.9	87	417		1.3	3.6	96	401		.8	3.1	57	278		.5	5.2	38	440
WIAC	1.5	3.5	106	382		1.1	2.9	78	291		.8	3.1	58	382		.3	2.9	21	197
WIAC-FM	1.4	3.4	101	446		1.4	3.8	100	346		1.4	5.4	100	576		.4	3.8	28	320
WIDA	.8	2.0	61	336		.9	2.5	67	320		1.0	4.0	74	531		.5	4.7	34	265
WIOA-FM	1.7	4.1	123	569		1.6	4.4	116	501		2.2	8.8	162	1135		.5	4.6	34	398
WKAQ	4.0	9.5	288	1026		1.8	5.0	133	605		.1	1.1	21	298		.3	3.2	23	336
WKAQ-FM	2.6	6.3	190	983		3.4	9.3	247	941		.0	.2	3	113		.9	8.9	65	793
WKVM	1.0	2.3	70	243		.5	1.3	36	133		.7	2.8	52	304		.1	1.1	8	74
WLuz	1.0	2.4	71	181		.3	.8	20	100		.2	.7	13	58		.1	.7	5	52
WNRT-FM	.4	.9	28	133		.5	1.3	36	142		.0	.2	3	113		.0	.4	3	100
WORO-FM	1.2	2.9	87	382		1.2	3.2	87	256		.3	1.1	20	113		.3	3.2	23	226
WOSO	.4	1.0	29	71		.3	.8	22	49		.1	.5	10	97		.4	4.0	29	395
WPRM-FM	2.4	5.8	176	602		2.2	5.9	157	631		.1	.5	10	97		.2	1.5	11	233
WQBS	1.7	4.2	126	372		1.4	3.8	103	356		.8	3.1	58	336		.1	.9	6	78
WQII	.8	1.9	58	162		.4	1.1	30	152		.4	1.6	29	126		.1	1.3	10	65
WRSJ	.4	.9	27	126		.5	1.5	39	107		.4	1.4	26	116		.1	.5	4	74
WRTU-FM	.2	.5	17	110		.3	.9	25	116		.4	1.4	25	100		.2	1.9	14	58
WSRA-FM	.4	.9	28	87		.5	1.3	36	107		.3	1.1	20	107		.9	9.3	68	476
WUNO	3.7	8.9	267	741		1.8	4.8	129	459		.8	3.2	59	401		.1	1.4	10	191
WVJP-FM	1.0	2.5	74	269		1.0	2.7	72	210		.8	3.2	60	262		.1	1.2	9	55
WVOZ	.3	.7	21	97		.3	.8	22	100		.3	1.1	20	71		.1	1.0	7	168
WVOZ-FM	.6	1.3	40	265		.7	1.8	48	256		.5	2.1	38	259		.6	5.8	43	430
WXYY-FM	1.2	2.9	87	537		1.7	4.6	124	608		1.3	5.1	95	647		.8	8.0	58	547
WZNT-FM	4.6	11.1	335	1168		4.2	11.5	306	967		3.5	13.6	252	916		.0	.1	1	58
WZOL-FM	.2	.6	17	78		.4	1.1	30	94		.3	1.0	19	87					
TOTAL	41.7	100.0	3017	6360		36.8	100.0	2666	5658		25.6	100.0	1850	5752		10.1	100.0	731	4361

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 18 + 4  
POP. 7240 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.2	4.2	86	582	WKLX				WKLX							
WBMJ	.1	.3	6	52												
WBRQ-FM	.6	2.2	45	424												
WCAD-FM	.6	2.1	43	560												
WCRP-FM	.4	1.6	32	239												
WDOY-FM	.8	3.0	60	641												
WEER-FM	.4	1.3	27	294												
WFID-FM	1.1	4.1	83	670												
WGXS-FM	1.0	3.6	73	708												
WIAC	.9	3.2	64	518												
WIAC-FM	1.0	3.5	71	663												
WIDA	.6	2.3	46	408												
WIOA-FM	1.3	4.5	91	818												
WKAQ	1.7	6.1	124	1139												
WKAQ-FM	2.3	8.2	165	1618												
WKVM	.4	1.6	32	269												
WLuz	.3	1.2	25	226												
WNRT-FM	.2	.9	18	178												
WORO-FM	.8	3.0	61	550												
WOSO	.2	.8	16	84												
WPRM-FM	1.5	5.5	111	886												
WQBS	1.0	3.6	72	488												
WQII	.4	1.4	29	239												
WRSJ	.3	1.2	25	149												
WRTU-FM	.2	.9	17	155												
WSRA-FM	.3	1.2	24	171												
WUNO	1.8	6.3	127	954												
WVJP-FM	.7	2.6	52	391												
WVOZ	.2	.9	18	133												
WVOZ-FM	.5	1.6	33	404												
WXYX-FM	1.2	4.3	87	883												
WZNT-FM	3.2	11.4	232	1488												
WZOL-FM	.2	.8	17	97												
TOTAL	28.0	100.0	2025	7159	34.8	100.0	2523	7114	24.1	100.0	1742	6684	17.0	100.0	1229	6121

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

TEENS 12-17  
POP. 1528 (00) 5

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.1	.4	1	3												
WBMJ																
WBRQ-FM	.1	.4	1	27												
WCAD-FM	.8	4.1	12	117												
WCRP-FM	.3	1.3	4	16												
WDQY-FM	2.3	11.8	36	236												
WEER-FM	.0	.1		8												
WFID-FM	.5	2.6	8	74												
WGSX-FM	2.3	11.6	35	302												
WIAC	.1	.7	2	3												
WIAC-FM	.2	.8	2	72												
WIDA	.2	.8	2	11												
WIOA-FM	.5	2.7	8	32												
WKAQ	.7	3.7	11	40												
WKAQ-FM	3.4	17.2	52	462												
WKVM																
WLuz																
WNRT-FM	.4	2.0	6	21												
WORO-FM																
WOSO																
WPRM-FM	.7	3.5	11	82												
WBBS	.2	1.1	3	45												
WQII	.3	1.5	5	13												
WRSJ	.0	.2	1	5												
WRTU-FM	.0	.2	1	8												
WSRA-FM	.6	3.1	9	42												
WUNO	.5	2.3	7	24												
WVJP-FM	.1	.7	2	13												
WVOZ																
WVOZ-FM																
WXYX-FM	3.1	15.4	47	308												
WZNT-FM	2.3	11.7	36	178												
WZOL-FM																
TOTAL	19.9	100.0	303	1085	18.4	100.0	282	1024	31.2	100.0	476	1350	14.0	100.0	214	1069

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

TEENS 12-17 6  
POP. 1528 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.0	.1		WKLY 5												
WBMJ																
WBRQ-FM	.1	.4	1	32												
WCAD-FM	.9	4.2	13	316												
WCRP-FM	.3	1.7	5	27												
WDOY-FM	2.1	10.4	32	512												
WERR-FM	.0	.1		19												
WFID-FM	.6	2.7	9	170												
WGSX-FM	3.2	16.0	50	520												
WIAC	.0	.1		3												
WIAC-FM	.6	3.0	9	125												
WIDA	.1	.5	1	24												
WIOA-FM	.4	1.8	6	77												
WKAQ	.2	1.1	3	48												
WKAQ-FM	3.9	19.2	60	891												
WKVM																
WLuz	.0	.2	1	5												
WNRT-FM	.2	1.0	3	37												
WORO-FM				5												
WOSO																
WPRM-FM	1.0	5.1	16	170												
WQBS	.3	1.6	5	77												
WQII	.1	.4	1	13												
WRSJ	.0	.0		5												
WRTU-FM	.1	.5	2	8												
WSRA-FM	.6	2.7	8	77												
WUNO	.3	1.3	4	29												
WVJP-FM	.1	.6	2	29												
WVOZ				3												
WVOZ-FM	.0	.1		24												
WXYX-FM	3.9	19.2	60	581												
WZNT-FM	1.1	5.5	17	260												
WZOL-FM	.1	.6	2	13												
TOTAL	20.4	100.0	311	1520	22.8	100.0	348	1512	20.5	100.0	313	1472	21.6	100.0	331	1406

1989

**MONDAY-FRIDAY**

YOUTH 12-24  
POP. 2985 (00)

7

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 M.I.O.				POP. 2985 (00)
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WAPA	.2	.9	7	27													
WBMJ	.1	.3	3	11													
WBRQ-FM	.4	1.6	12	80													
WCAO-FM	1.3	5.0	38	271													
WCRP-FM	.3	1.0	8	37													
WDY-FM	1.7	6.7	51	409													
WEER-FM	.1	.5	4	32													
WFIO-FM	.7	2.6	20	175													
WGDX-FM	3.0	11.7	89	536													
WIAC	.2	.6	5	8													
WIAC-FM	.4	1.7	13	151													
WIDA	.1	.5	4	35													
WIOA-FM	.9	3.5	27	149													
WKAQ	.5	1.9	15	80													
WKAQ-FM	3.7	14.5	110	813													
WKVM	.0	.1	1	11													
WLuz																	
WNRT-FM	.3	1.1	9	35													
WORO-FM	.2	.7	6	42													
WOSO																	
WPRM-FM	2.1	8.3	63	266													
WQBS	.6	2.2	17	82													
WQII	.3	1.0	8	29													
WRSJ	.0	.1	1	5													
WRTU-FM	.0	.1	1	21													
WSRA-FM	.7	2.7	21	69													
WUNO	.4	1.7	13	64													
WVJP-FM	.4	1.6	12	48													
WVOZ	.1	.3	3	5													
WVOZ-FM	.3	1.1	9	53													
WXYX-FM	2.3	9.1	69	544													
WZNT-FM	4.2	16.5	125	478													
WZOL-FM																	
TOTAL	25.4	100.0	759	2252	27.7	100.0	827	2207	31.2	100.0	931	2648	14.0	100.0	417	2095	

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

YOUTH 12-24 8  
POP. 2985 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.1	.5	4	48												
WBMJ	.0	.1	1	11												
WBRQ-FM	.3	1.3	9	120												
WCAD-FM	1.3	5.4	39	600												
WCRP-FM	.2	1.0	7	53												
WDOY-FM	2.0	8.4	61	850												
WERR-FM	.1	.3	2	48												
WFID-FM	.9	3.6	26	366												
WGSX-FM	3.2	13.2	95	914												
WIAC	.1	.3	3	13												
WIAC-FM	.6	2.6	19	282												
WIDA	.1	.5	3	56												
WIOA-FM	.7	2.9	21	252												
WKAQ	.1	.6	4	88												
WKAQ-FM	4.0	16.8	121	1522												
WKVM	.0	.0		11												
WLuz	.0	.1	1	5												
WNRT-FM	.2	.7	5	56												
WORO-FM	.1	.3	2	64												
WOSO				5												
WPRM-FM	1.8	7.5	54	465												
WQBS	.5	2.0	14	143												
WQII	.1	.5	4	50												
WRSJ	.0	.0		5												
WRTU-FM	.1	.3	2	21												
WSRA-FM	.7	2.9	21	141												
WUNO	.2	.9	7	85												
WVJP-FM	.4	1.5	10	74												
WVOZ	.0	.1	1	11												
WVOZ-FM	.3	1.2	9	109												
WXYX-FM	3.3	13.6	98	993												
WZNT-FM	2.5	10.5	76	667												
WZOL-FM	.1	.3	2	40												
TOTAL	24.2	100.0	721	2964	28.1	100.0	838	2948	23.8	100.0	711	2879	21.6	100.0	646	2751

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18-24  
POP. 1457 (00) 9

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.4	1.2	6	24												
WBMJ	.2	.6	3	11												
WBRQ-FM	.8	2.4	11	53												
WCAO-FM	1.8	5.6	26	154												
WCRP-FM	.3	.8	4	21												
WOODY-FM	1.0	3.3	15	173												
WERR-FM	.2	.7	3	24												
WFID-FM	.8	2.6	12	101												
WGSX-FM	3.7	11.8	54	234												
WIAC	.2	.6	3	5												
WIAC-FM	.7	2.3	10	80												
WIDA	.1	.3	1	24												
WIOA-FM	1.3	4.0	18	117												
WKAQ	.2	.7	3	40												
WKAQ-FM	3.9	12.6	57	351												
WKVM	.0	.1	1	11												
WLuz																
WNRT-FM	.2	.6	3	13												
WORO-FM	.4	1.2	6	43												
WOSO																
WPRM-FM	3.6	11.5	53	183												
WQBS	.9	3.0	14	37												
WQII	.2	.7	3	16												
WRSJ																
WRTU-FM																
WSRA-FM	.8	2.5	11	27												
WUNO	.4	1.3	6	40												
WVJP-FM	.7	2.3	10	35												
WVOZ	.2	.6	3	5												
WVOZ-FM	.6	1.9	9	51												
WXYX-FM	1.5	4.8	22	237												
WZNT-FM	6.2	19.7	90	300												
WZOL-FM																
TOTAL	31.3	100.0	456	1167	37.5	100.0	546	1183	31.2	100.0	455	1297	13.9	100.0	203	1026

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-24 10  
POP. 1457 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.2	.8	3	43												
WBMJ	.0	.1	1	11												
WBRQ-FM	.5	1.9	8	88												
WCAD-FM	1.8	6.4	26	284												
WCRP-FM	.1	.4	2	27												
WDOY-FM	2.0	6.9	29	338												
WERR-FM	.1	.5	2	29												
WFID-FM	1.2	4.3	18	197												
WGSX-FM	3.1	11.2	46	393												
WIAC	.1	.5	2	11												
WIAC-FM	.7	2.3	10	157												
WIDA	-.1	-.5	2	32												
WIOA-FM	1.0	3.7	15	175												
WKAQ	-.1	.3	1	40												
WKAQ-FM	4.2	14.9	61	630												
WKVM	-.0	-.0		11												
WLuz																
WNRT-FM	.1	.5	2	19												
WORO-FM	.2	.6	2	58												
WOSO				5												
WPRM-FM	2.6	9.3	38	295												
WQBS	-.6	2.2	9	66												
WQII	.2	.6	3	37												
WRSJ																
WRTU-FM	-.0	.1		13												
WSRA-FM	.8	3.0	12	64												
WUNO	-.2	-.6	3	56												
WVJP-FM	.6	2.1	9	45												
WVOZ	-.0	.1	1	8												
WVOZ-FM	-.6	2.0	8	85												
WXYX-FM	2.6	9.3	38	412												
WZNT-FM	4.1	14.4	59	407												
WZOL-FM	-.0	.1		27												
TOTAL	28.2	100.0	410	1444	33.6	100.0	490	1436	27.3	100.0	397	1406	21.6	100.0	315	1345

1989

MONDAY-FRIDAY

ADULTS 18-34 11  
POP. 3165 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.5	1.3	16	56	WKLY				WKLY				WKLY			
WBMJ	.2	.6	8	22	.0	.1	1	11	.8	2.1	25	137	.8	2.5	24	156
WBRQ-FM	.9	2.4	28	125	1.1	3.0	36	234	1.2	4.0	39	301	1.0	8.0	30	320
WCAO-FM	1.0	2.5	30	223	.5	1.2	15	61	.5	1.5	14	56	.0	.3	1	45
WCRP-FM	.4	1.2	14	64	2.0	5.2	62	295	2.1	6.8	66	337	.8	6.6	25	284
WDOY-FM	1.1	3.0	36	256	.2	.5	6	39	.2	.6	6	42	.0	.2	1	31
WERR-FM	.3	.7	9	53	2.1	5.7	68	284	1.9	6.2	60	323	1.3	10.4	40	279
WFIO-FM	1.9	5.0	59	265	2.6	6.8	82	329	1.9	6.1	59	415	1.0	8.2	31	348
WGSX-FM	2.3	6.1	73	337	.3	.7	9	25	.1	.2	2	31	.1	.4	15	178
WIAC	.4	1.1	13	31	1.6	4.2	51	187	.9	3.0	29	226	.3	2.8	11	61
WIAC-FM	1.0	2.7	32	209	.5	1.4	17	92	.2	.6	6	84	.6	5.1	19	256
WIOA	.3	.9	11	84	1.9	5.1	61	270	1.9	6.2	61	340	.1	1.0	4	50
WIOA-FM	2.2	5.9	71	320	.3	.8	9	86	.2	.6	6	81	1.4	11.6	44	529
WKAQ	1.4	3.6	43	184	4.7	12.4	149	585	3.6	11.9	115	766	.1	.6	2	14
WKAQ-FM	3.4	9.1	108	566	.1	.1	2	22	.0	.0	20		.0	.3	1	17
WKVM	.5	1.3	15	53									.6	5.4	20	298
WLuz	.1	.2	2	11									.1	.4	2	106
WNRT-FM	.2	.6	7	33									.0	.3	1	31
WORO-FM	.7	1.8	22	100									.0	.3	1	6
WOSO	.1	.2	2	17									.0	.3	1	25
WPRM-FM	3.8	10.1	120	418									.3	2.5	9	36
WQBS	1.7	4.5	53	187									.4	3.4	13	95
WQII	.4	1.0	11	56									.1	1.0	4	81
WRSJ	.1	.2	3	11									.1	.7	3	22
WRTU-FM	.2	.6	7	50									.2	1.4	5	103
WSRA-FM	.7	1.7	21	47									.6	1.6	16	64
WUNO	1.5	3.9	47	170									.9	3.1	30	106
WVJP-FM	.9	2.5	30	95									.6	1.8	17	159
WVOZ	.3	.7	8	28									.2	1.4	5	103
WVOZ-FM	.6	1.7	21	156									.2	1.4	5	103
WXYX-FM	1.4	3.7	44	357									.2	1.4	5	103
WZNT-FM	6.8	18.3	217	741									.3	9.7	37	334
WZOL-FM	.0	.1	1	33									.3	10.5	40	365
TOTAL	37.5	100.0	1187	2711	37.8	100.0	1198	2566	30.7	100.0	972	2730	12.0	100.0	380	2098

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-34 12  
POP. 3165 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.4	1.4	13	111	WKL				.4	1.5	12	95	.3	1.5	10	75
WBMJ	.1	.2	2	22					.0	.0		11				11
WBRQ-FM	.7	2.4	22	231					.6	2.4	20	212	.6	2.8	18	176
WCAD-FM	1.1	3.7	34	423					1.1	4.2	35	396	1.1	5.3	34	376
WCRP-FM	.3	1.2	11	72					.3	1.2	10	70	.2	1.1	7	64
WDY-FM	1.5	5.1	47	507					1.6	5.9	50	462	1.4	6.7	43	410
WERR-FM	.2	.6	5	61					.1	.5	4	53	.1	.5	3	50
WFID-FM	1.8	6.1	56	454					1.8	6.6	56	426	1.5	7.6	49	393
WGSX-FM	1.9	6.6	61	549					1.8	6.8	57	504	1.4	6.8	44	465
WIAC	.2	.6	6	47					.1	.4	4	31	.0	.1	1	31
WIAC-FM	1.0	3.5	32	337					1.0	3.8	32	301	.7	3.3	21	259
WIDA	.4	1.3	12	111					.4	1.4	12	109	.3	1.4	9	89
WIOA-FM	1.6	5.6	51	468					1.5	5.5	46	421	1.2	5.9	38	393
WKAQ	.5	1.6	14	201					.2	.7	6	117	.1	.7	5	95
WKAQ-FM	3.3	11.2	103	1000					3.2	12.1	102	931	2.4	11.8	76	844
WKVM	.1	.5	5	59					.0	.2	1	22	.0	.2	1	20
WLuz	.0	.1	1	11								3				
WNRT-FM	.1	.5	4	50					.1	.4	3	45	.0	.2	1	28
WORO-FM	.3	1.0	9	145					.2	.7	6	106	.0	.2	2	89
WOSO	.1	.2	2	22					.0	.2	1	20	.0	.1	1	20
WPRM-FM	2.5	8.6	79	621					2.1	7.9	67	588	1.4	6.7	43	496
WQBS	.9	3.2	29	240					.7	2.6	22	212	.3	1.7	11	184
WQII	.2	.8	7	86					.2	.7	6	67	.2	.8	5	56
WRSJ	.1	.2	2	17					.1	.2	2	11	.1	.5	3	11
WRTU-FM	.2	.6	5	61					.2	.6	5	47	.2	.9	6	36
WSRA-FM	.6	2.0	19	106					.6	2.1	18	95	.4	1.9	12	72
WUNO	.7	2.5	23	223					.5	2.0	17	145	.4	2.2	14	109
WVJP-FM	.7	2.5	23	159					.7	2.4	21	134	.5	2.4	15	128
WVOZ	.2	.6	6	31					.2	.6	5	28	.1	.6	4	25
WVOZ-FM	.6	2.0	18	240					.6	2.1	18	206	.3	1.6	11	173
WXYX-FM	1.8	6.2	57	613					1.9	7.2	61	577	1.7	8.3	53	510
WZNT-FM	4.8	16.6	153	956					4.2	16.0	134	786	3.1	15.3	98	646
WZOL-FM	.1	.4	4	47					.1	.5	5	45	.1	.5	3	45
TOTAL	29.0	100.0	918	3148	35.5	100.0	1125	3140	26.6	100.0	841	3026	20.3	100.0	643	2861

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18-49 13  
POP. 4988 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	3.4	69	201	1.2	3.2	61	221	1.1	3.9	53	165	.2	1.9	10	67
WBMJ	.2	.4	8	28	.0	.1	1	14	.7	2.6	36	201	.3	2.9	15	117
WBRQ-FM	.8	2.1	42	159	.8	2.2	42	196	.8	3.1	42	336	.6	5.8	30	338
WCAD-FM	.6	1.6	31	254	.9	2.5	46	280	.5	1.8	25	115	.1	.9	5	95
WCRP-FM	.6	1.5	29	140	.6	1.7	31	123	1.4	5.2	70	372	.5	5.0	26	302
WOODY-FM	.8	1.9	39	271	1.4	3.6	68	308	.3	1.0	13	129	.1	.6	3	78
WERR-FM	.5	1.3	26	145	.4	1.1	21	123	1.5	5.4	73	389	.9	8.8	46	349
WFID-FM	1.6	4.1	81	341	1.7	4.4	83	322	1.2	4.6	62	450	.7	6.3	33	372
WGSX-FM	1.5	3.8	75	361	1.7	4.4	83	347	.7	2.5	34	162	.3	2.6	13	112
WIAC	1.0	2.5	49	193	.9	2.3	43	154	.7	2.5	35	288	.4	3.5	18	246
WIAC-FM	1.3	3.2	64	322	1.4	3.6	69	249	.3	1.0	14	199	.5	5.1	27	333
WIDA	.6	1.6	32	212	.9	2.3	43	207	1.6	5.9	80	447	.2	2.0	11	182
WIOA-FM	2.0	5.1	101	453	1.9	5.0	94	394	.6	2.1	29	263	1.1	10.3	54	637
WKAQ	2.5	6.3	125	526	1.3	3.4	65	302	2.6	9.7	132	895	.1	1.3	7	45
WKAO-FM	2.9	7.2	142	744	4.1	10.9	204	724	.2	.9	12	62	.5	4.8	25	333
WKVM	.8	1.9	38	131	.4	1.0	19	62	.1	.3	4	28	.1	1.0	5	171
WLZU	.5	1.4	27	67	.1	.2	3	25	.5	2.0	27	176	.0	.3	2	14
WNRT-FM	.5	1.2	24	106	.6	1.6	30	115	.1	.2	3	89	.2	2.1	11	140
WORO-FM	1.0	2.4	48	218	.9	2.3	43	137	.2	.8	11	50	.0	.2	1	22
WOSO	.5	1.2	24	59	.3	.9	16	39	1.6	5.8	78	542	.5	4.8	25	333
WPRM-FM	2.8	7.0	140	498	2.7	7.0	133	526	.9	3.2	43	252	.1	1.0	5	171
WQBS	1.4	3.6	72	268	1.3	3.4	65	254	.4	1.3	17	73	.1	.6	3	48
WQII	.8	2.0	39	112	.3	.8	16	92	.2	.8	11	48	.0	.2	1	31
WRSJ	.2	.5	11	53	.3	.7	13	31	.3	1.1	15	70	.2	2.2	12	56
WRTU-FM	.3	.6	13	78	.2	.6	12	78	.3	1.1	15	81	.7	6.6	34	263
WSRA-FM	.5	1.2	24	67	.6	1.6	30	81	.6	2.1	29	187	.1	.9	4	154
WUNO	2.8	7.1	140	419	1.3	3.4	64	226	.9	3.4	46	185	.2	2.1	12	50
WVJP-FM	1.1	2.8	56	196	1.0	2.6	50	143	.3	1.2	16	50	.2	1.5	8	42
WVOZ	.2	.6	12	62	.3	.8	15	59	.7	2.4	33	212	.1	1.2	6	143
WVOZ-FM	.7	1.6	33	215	.7	2.0	37	204	1.6	6.0	81	551	.7	7.1	37	372
WXYX-FM	1.5	3.8	75	464	2.1	5.6	105	520	4.1	15.1	204	735	1.0	9.7	50	456
WZNT-FM	5.4	13.7	272	934	5.0	13.2	248	772	.2	.8	10	70	.0	.1	1	45
WZOL-FM	.2	.5	10	62	.4	1.1	21	75								
TOTAL	39.9	100.0	1990	4317	37.7	100.0	1883	3940	27.2	100.0	1357	4088	10.5	100.0	522	3140

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-49 14  
POP. 4988 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.9	3.3	47	308												
WBMJ	.0	.2	2	31												
WBRQ-FM	.7	2.3	33	319												
WCAD-FM	.8	2.7	38	478												
WCRP-FM	.4	1.6	22	154												
WDOY-FM	1.0	3.6	50	551												
WERR-FM	.3	1.1	15	168												
WFID-FM	1.4	5.0	70	565												
WGSX-FM	1.3	4.4	63	604												
WIAC	.7	2.4	34	274												
WIAC-FM	.9	3.3	46	484												
WIDA	.6	2.0	28	263												
WIOA-FM	1.5	5.2	74	646												
WKAQ	1.1	3.9	55	590												
WKAQ-FM	2.7	9.4	133	1250												
WKVM	.4	1.3	18	145												
WLuz	.2	.6	8	87												
WNRT-FM	.3	1.0	15	140												
WORO-FM	.6	2.3	32	322												
WOZO	.3	.9	13	70												
WPRM-FM	1.8	6.5	92	741												
WQBS	.9	3.2	45	363												
WQII	.4	1.3	18	151												
WRSJ	.2	.6	9	59												
WRTU-FM	.2	.7	9	103												
WSRA-FM	.4	1.4	20	137												
WUNO	1.3	4.6	65	526												
WVJP-FM	.8	2.7	38	288												
WVOZ	.3	.9	13	87												
WVOZ-FM	.5	1.9	27	333												
WXYX-FM	1.5	5.2	74	755												
WZNT-FM	3.8	13.4	189	1202												
WZOL-FM	.2	.7	11	78												
TOTAL	28.3	100.0	1412	4932	35.2	100.0	1754	4913	25.0	100.0	1247	4672	17.9	100.0	894	4339

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25 + 15  
POP. 5783 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.2	4.8	126	387	1.8	5.1	107	400	1.8	7.8	107	335	.3	3.5	18	130
WBMJ	.3	.6	15	38	.1	.3	7	31	.6	2.7	37	21	.3	3.1	16	110
WBHQ-FM	.8	1.8	48	161	.9	2.4	51	219	.3	1.1	15	198	.0	.5	3	123
WCAD-FM	.1	.2	5	120	.4	1.2	25	140	.5	2.1	29	161	.1	1.5	8	144
WCRP-FM	.7	1.5	39	198	.9	2.5	52	195	.6	2.5	34	157	.1	1.3	7	92
WDY-FM	.5	1.1	29	113	.7	1.9	39	140	.3	1.2	16	175	.2	2.3	12	137
WEER-FM	.9	1.9	49	243	.5	1.4	30	195	1.0	4.3	59	294	.6	6.6	34	260
WFID-FM	1.5	3.3	86	294	1.5	4.0	84	246	1.0	4.4	60	287	.2	2.0	10	123
WGSS-FM	.4	.9	23	140	.3	.9	18	120	1.0	4.0	55	281	.4	4.4	23	202
WIAC	1.9	4.2	109	397	1.3	3.6	76	301	1.0	4.5	21	277	.4	4.1	21	226
WIAC-FM	1.6	3.6	94	370	1.5	4.0	86	274	1.4	6.0	82	441	.6	7.0	36	260
WIDA	1.1	2.4	62	325	1.1	3.1	65	301	1.3	5.6	77	541	.5	5.6	29	284
WIOA-FM	1.8	4.1	107	452	1.7	4.6	98	411	1.3	5.5	75	544	.4	4.8	25	339
WKAQ	5.2	11.5	300	1033	2.4	6.7	141	630	1.3	5.5	75	544	.5	5.9	30	380
WKAQ-FM	2.2	4.9	127	589	2.7	7.3	154	513	.4	1.5	21	113	.1	1.6	8	72
WKVM	1.3	2.8	73	243	.7	1.8	38	133	.2	.8	11	103	.1	1.1	5	55
WLuz	1.3	2.9	75	192	.4	1.0	21	106	.0	.1	2	103	.0	.5	3	96
WNRT-FM	.5	1.0	26	123	.6	1.5	32	127	.9	3.9	53	281	.4	4.8	25	209
WORO-FM	1.5	3.2	84	349	1.5	4.2	88	236	.2	1.0	13	55	.0	.3	1	21
WOSO	.5	1.2	31	68	.4	1.1	23	51	.9	3.8	52	370	.2	2.4	12	222
WPRM-FM	2.1	4.6	119	400	1.7	4.5	96	383	.9	3.6	50	277	.2	2.3	12	209
WQBS	2.0	4.4	116	346	1.6	4.2	90	301	.4	1.7	24	110	.1	.9	5	58
WQII	1.0	2.2	58	151	.5	1.4	30	144	.5	2.0	27	123	.2	2.0	10	68
WRSJ	.5	1.1	29	133	.7	1.9	41	113	.5	2.0	27	96	.1	.8	4	75
WRTU-FM	.3	.7	18	99	.4	1.2	25	106	.5	2.0	27	96	.0	.5	3	24
WSRA-FM	.3	.6	15	58	.3	.7	15	58	.1	.6	9	55	.0	.5	3	24
WUNO	4.8	10.6	275	732	2.3	6.4	135	459	1.0	4.2	58	414	1.2	13.8	71	476
WVJP-FM	1.1	2.5	65	240	1.0	2.8	60	192	.8	3.4	47	233	.2	1.8	9	178
WVOZ	.3	.7	18	96	.4	1.1	23	103	.4	1.6	21	68	.2	1.9	10	51
WVOZ-FM	.5	1.2	32	216	.6	1.6	34	195	.5	2.3	32	192	.0	.3	2	120
WXYX-FM	1.1	2.4	64	263	1.0	2.8	60	260	.7	2.8	38	260	.2	2.2	11	116
WZNT-FM	4.1	9.2	239	849	4.0	10.9	230	681	3.0	12.8	176	602	.8	9.1	47	380
WZOL-FM	.3	.7	18	55	.5	1.5	31	65	.3	1.3	18	58	.0	.1	1	48
TOTAL	45.0	100.0	2605	5225	36.6	100.0	2117	4462	23.7	100.0	1371	4414	8.9	100.0	513	3292

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 25 + 16  
POP. 5783 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
	WAPA	1.5	5.3	86	WKLY	1.9	5.5	113	561	WAPA	1.3	5.6	75	462	1.0	6.4	57	359
WBMJ	.1	.3	5	41	WBRQ-FM	.1	.3	7	41	WBRQ-FM	.0	.2	2	38	.4	2.8	25	222
WCAD-FM	.6	2.3	37	335	WCAD-FM	.8	2.2	46	311	WCAD-FM	.6	2.6	34	308	.1	.9	8	181
WCRP-FM	.2	.8	12	226	WCRP-FM	.3	.8	16	219	WCRP-FM	.2	1.1	14	209	.3	1.9	17	178
WDOY-FM	.6	2.0	32	219	WDOY-FM	.7	2.0	41	216	WDOY-FM	.5	2.2	30	219	.3	2.1	19	181
WERR-FM	.5	1.7	27	243	WERR-FM	.6	1.7	34	240	WERR-FM	.5	2.0	26	222	.2	1.5	14	209
WFID-FM	1.1	4.0	65	455	WFID-FM	1.3	3.8	77	411	WFID-FM	1.0	4.4	59	411	.8	5.0	45	376
WGSX-FM	.3	1.1	18	243	WGSX-FM	.4	1.0	21	233	WGSX-FM	.3	1.2	16	222	.3	1.7	15	181
WIAC	1.1	4.0	65	534	WIAC	1.4	4.0	81	517	WIAC	.9	3.9	52	404	.7	4.4	39	342
WIAC-FM	1.1	3.9	63	500	WIAC-FM	1.4	3.9	79	455	WIAC-FM	.9	4.0	54	397	.6	4.0	36	352
WIDA	.8	2.9	47	390	WIDA	.9	2.5	51	366	WIDA	.7	3.2	42	363	.5	3.3	29	315
WIOA-FM	1.3	4.8	77	640	WIOA-FM	1.7	4.7	96	619	WIOA-FM	1.2	5.2	69	561	.9	5.9	52	493
WKAQ	2.2	8.0	130	1153	WKAQ	2.9	8.4	170	1143	WKAQ	1.4	6.1	81	818	.8	5.4	48	595
WKAQ-FM	1.7	6.0	96	900	WKAQ-FM	2.1	6.0	121	849	WKAQ-FM	1.5	6.6	87	797	.9	5.6	50	626
WKVM	.6	2.1	34	270	WKVM	.8	2.1	43	270	WKVM	.4	1.7	23	168	.2	1.6	14	116
WLuz	.5	1.6	26	240	WLuz	.6	1.7	35	233	WLuz	.2	.9	13	157	.1	.9	8	116
WNRT-FM	.3	1.0	16	164	WNRT-FM	.4	1.0	21	151	WNRT-FM	.2	1.0	13	157	.0	.3	2	127
WORO-FM	1.1	3.8	62	506	WORO-FM	1.3	3.7	76	469	WORO-FM	1.0	4.2	55	394	.6	4.2	37	346
WOSO	.3	1.0	17	82	WOSO	.4	1.1	23	82	WOSO	.2	.9	13	68	.1	.7	7	55
WPRM-FM	1.2	4.2	68	558	WPRM-FM	1.5	4.4	89	551	WPRM-FM	.9	4.0	53	527	.5	3.3	30	407
WQBS	1.1	4.0	65	431	WQBS	1.5	4.2	85	414	WQBS	.9	3.8	50	387	.5	3.2	29	322
WQII	.5	1.7	28	205	WQII	.6	1.8	36	202	WQII	.3	1.4	19	192	.2	1.5	13	120
WRSJ	.5	1.7	27	157	WRSJ	.6	1.6	33	157	WRSJ	.5	2.0	26	144	.3	2.0	18	123
WRTU-FM	.3	1.1	18	147	WRTU-FM	.4	1.1	23	147	WRTU-FM	.3	1.4	18	130	.2	1.6	14	106
WSRA-FM	.2	.6	10	99	WSRA-FM	.2	.6	13	92	WSRA-FM	.2	.7	9	82	.1	.6	5	65
WUNO	2.3	8.1	131	938	WUNO	2.7	7.6	154	845	WUNO	1.6	6.8	90	719	1.1	7.3	65	585
WVJP-FM	.8	2.7	44	356	WVJP-FM	1.0	2.8	58	335	WVJP-FM	.7	2.9	38	298	.5	2.9	26	274
WVOZ	.3	1.1	18	130	WVOZ	.4	1.0	21	123	WVOZ	.3	1.3	18	116	.3	1.7	15	79
WVOZ-FM	.4	1.5	24	318	WVOZ-FM	.6	1.6	33	311	WVOZ-FM	.4	1.6	22	260	.3	1.7	15	212
WXYX-FM	.7	2.6	42	404	WXYX-FM	.9	2.7	54	390	WXYX-FM	.6	2.7	36	370	.4	2.6	23	284
WZNT-FM	2.9	10.5	169	1051	WZNT-FM	3.7	10.6	216	1051	WZNT-FM	2.6	11.2	149	852	1.8	11.6	104	671
WZOL-FM	.3	1.0	17	68	WZOL-FM	.4	1.1	23	68	WZOL-FM	.3	1.2	17	65	.1	.9	8	62
TOTAL	27.9	100.0	1614	5715		35.2	100.0	2038	5677		23.0	100.0	1331	5259	15.5	100.0	894	4743

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

**MONDAY-FRIDAY**

ADULTS 25-34 17  
POP. 1708 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID				POP. 1708 (00)																		
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers																			
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)																			
	WAPA	.6	1.4	10	32	WKL	.6	1.7	11	44	WKL	.9	3.0	16	44	.3	2.7	5	23																
WBHJ	.3	.7	5	12	WBRQ-FM	.1	.2	1	12	WBRQ-FM	1.0	2.3	17	73	.1	5.7	10	64																	
WCAO-FM	.2	.5	3	64	WCRP-FM	.8	2.1	14	90	WCRP-FM	.6	1.6	10	73	.6	2.0	11	99																	
WDOY-FM	.6	1.4	11	44	WDOY-FM	.9	2.2	15	46	WDOY-FM	1.2	2.8	21	78	.7	2.4	13	38																	
WERR-FM	1.2	2.8	21	78	WFIO-FM	1.4	3.8	25	105	WFIO-FM	.3	4.2	21	96	1.3	12.7	22	139																	
WGSX-FM	.3	.7	5	29	WGSX-FM	.1	.1	1	29	WGSX-FM	2.9	6.6	49	166	.3	3.0	5	61																	
WIAC	.6	1.4	10	26	WIAC	.9	2.2	15	84	WIAC	1.0	2.4	17	96	.1	.5	1	23																	
WIAC-FM	1.3	3.0	22	131	WIDA	.2	.5	3	20	WIDA	.6	1.3	10	61	1.3	4.0	7	73																	
WIOA-FM	3.1	7.2	54	206	WIOA-FM	2.1	5.4	35	116	WIOA-FM	2.5	6.5	42	180	1.4	4.8	25	131																	
WKAQ	2.4	5.6	41	148	WKAQ	.6	1.5	10	81	WKAQ	2.9	6.7	49	206	.3	1.0	5	55																	
WKAQ-FM	2.9	6.7	49	206	WKAQ-FM	3.7	9.8	64	200	WKAQ-FM	2.5	8.3	43	212	2.5	8.3	43	212																	
WKVM	.9	2.1	15	44	WKVM	.1	.3	2	17	WKVM	2.2	7.4	38	241	.3	.8	4	67																	
WLuz	.1	.3	2	12	WLuz	.1	.3	2	17	WLuz	.0	.1			.1	1.3	2	9																	
WNRT-FM	.3	.6	5	20	WNRT-FM	.1	.4	2	23	WNRT-FM	1.0	2.3	17	58	.1	.3	1	12																	
WORO-FM	1.0	2.3	17	58	WORO-FM	.6	1.6	11	35	WORO-FM	.2	.4	2	41	.1	.7	1	12																	
WOSO	.1	.3	3	12	WOSO	.2	.4	3	9	WOSO	4.0	9.2	68	235	.0	.1	15	35																	
WPRM-FM	2.4	5.4	40	154	WPRM-FM	3.2	8.3	54	215	WPRM-FM	2.2	7.4	38	212	.3	3.2	6	145																	
WQBS	2.4	5.4	40	154	WQBS	1.6	4.3	28	122	WQBS	1.0	3.2	16	113	.1	.7	1	12																	
WQII	.5	1.2	9	41	WQII	.4	1.2	8	35	WQII	.2	.7	4	23	.2	.7	3	78																	
WRSJ	.2	.4	3	12	WRSJ	.1	.4	2	29	WRSJ	.3	1.1	6	12	.1	.7	1	12																	
WRTU-FM	.4	1.0	7	38	WRTU-FM	.6	1.6	10	23	WRTU-FM	.8	2.5	13	29	.7	7.0	12	76																	
WSRA-FM	.5	1.3	9	20	WSRA-FM	.6	1.6	10	23	WSRA-FM	.3	1.0	5	17	.2	1.7	3	64																	
WUNO	2.5	5.7	42	134	WUNO	1.2	3.2	21	58	WUNO	1.2	3.2	18	73	.2	1.7	3	17																	
WVJP-FM	1.1	2.7	20	61	WVJP-FM	1.0	2.7	18	46	WVJP-FM	1.0	3.4	18	73	.6	5.4	9	61																	
WVOZ	.3	.7	5	23	WVOZ	.5	1.2	8	20	WVOZ	.3	1.0	5	17	.0	.3	1	58																	
WVOZ-FM	.7	1.6	12	107	WVOZ-FM	1.0	2.7	17	93	WVOZ-FM	1.0	4.7	25	134	.6	5.4	9	61																	
WXXY-FM	1.3	2.9	22	113	WXXY-FM	1.0	2.7	17	99	WXXY-FM	7.5	19.7	129	357	5.9	19.7	101	334	1.7	16.4	29	212													
WZNT-FM	7.5	17.3	128	444	WZNT-FM	.4	1.0	6	17	WZNT-FM	.3	1.1	6	15	.0	.3	1	17	TOTAL	43.3	100.0	740	1551	38.2	100.0	652	1383	30.2	100.0	516	1429	10.2	100.0	174	1066

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-34 18  
POP. 1708 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.6	2.0	10	70												
WBMJ	.1	.3	1	12												
WBRQ-FM	.8	2.8	14	145												
WCAD-FM	.4	1.3	7	131												
WCRP-FM	.5	1.8	9	46												
WDOY-FM	1.0	3.5	18	160												
WERR-FM	.2	.6	3	32												
WFID-FM	2.3	7.8	39	259												
WGSX-FM	.8	2.6	13	142												
WIAC	.2	.7	4	38												
WIAC-FM	1.3	4.4	23	180												
WIDA	.6	1.9	10	81												
WIOA-FM	2.2	7.3	37	296												
WKAQ	.8	2.7	14	166												
WKAQ-FM	2.4	8.0	41	354												
WKVM	.3	.9	5	49												
WLuz	.0	.1	1	12												
WNRT-FM	.1	.4	2	32												
WORO-FM	.4	1.4	7	87												
WOSO	.1	.3	2	17												
WPRM-FM	2.4	7.9	40	325												
WQBS	1.2	4.0	20	177												
WQII	.3	.9	5	49												
WRSJ	.1	.4	2	17												
WRTU-FM	.3	1.0	5	49												
WSRA-FM	.4	1.2	6	41												
WUNO	1.3	4.2	21	171												
WVJP-FM	.8	2.8	14	116												
WVOZ	.3	1.1	5	23												
WVOZ-FM	.6	2.0	10	157												
WXYX-FM	1.0	3.5	18	189												
WZNT-FM	5.5	18.6	95	552												
WZOL-FM	.2	.7	4	20												
TOTAL	29.8	100.0	509	1705	37.3	100.0	637	1705	25.9	100.0	443	1618	19.1	100.0	326	1513

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 25-49 19  
POP. 3531 (00)

STATION	MONDAY - FRIDAY								MONDAY - FRIDAY										
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID						
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers			
	%	%	(00)	(00)		%	(00)	(00)		%	(00)	(00)		%	(00)	(00)			
WAPA	1.8	4.1	64	180	WKL	1.6	4.1	55	191	WKL	1.5	5.9	53	140	WKL	.3	3.3	10	57
WBMJ	.2	.4	6	17		.0	.1	1	14		.8	3.3	29	146		.3	3.8	12	74
WBRQ-FM	.9	2.0	31	106		.9	2.3	31	149		.4	1.4	13	131		.1	.7	2	103
WCAD-FM	.1	.3	4	94		.6	1.5	21	117		.7	2.6	23	97		.1	1.3	4	83
WCRP-FM	.7	1.7	26	120		.9	2.3	31	109		.7	2.9	26	129		.2	1.8	6	77
WDY-FM	.7	1.5	23	91		.8	2.2	30	114		.4	1.5	14	114		.1	1.0	3	71
WEER-FM	.7	1.5	23	123		.4	1.2	16	114		1.3	5.1	46	240		.8	8.9	28	209
WFID-FM	2.0	4.6	70	240		1.9	5.1	68	197		.5	2.0	18	134		.2	2.7	9	94
WGDX-FM	.5	1.2	19	117		.4	1.2	15	100		1.0	3.8	34	160		.4	4.3	14	109
WIAC	1.3	3.1	47	191		1.1	2.9	39	151		.9	3.4	30	191		.3	3.6	11	157
WIAC-FM	1.6	3.6	55	243		1.5	4.0	53	177		.4	1.5	13	171		.6	6.4	20	151
WIDA	.9	2.0	32	191		1.1	2.9	38	180		1.7	6.9	62	317		.6	6.9	22	226
WIOA-FM	2.4	5.4	83	337		2.1	5.6	75	303		.8	3.1	28	251		.3	3.4	11	171
WKAQ	3.5	8.1	124	494		1.9	4.9	66	300		1.5	6.0	54	366		.6	7.1	23	269
WKAQ-FM	2.4	5.4	84	383		3.4	8.9	119	337		.4	1.4	13	57		.2	2.2	7	40
WKVM	1.1	2.5	38	123		.6	1.5	20	57		.1	.4	4	29		.0	.5	2	14
WLuz	.8	1.8	28	69		.1	.3	3	26		.0	.2	1	77		.3	3.6	11	117
WNRT-FM	.6	1.4	22	94		.7	1.9	26	97		.7	2.9	26	146		.0	.4	1	17
WORO-FM	1.2	2.8	43	177		1.2	3.1	41	111		.3	1.2	11	46		.1	1.6	5	143
WOSO	.7	1.6	25	54		.5	1.2	17	40		1.2	4.8	44	294		.3	3.2	10	177
WPRM-FM	2.4	5.6	86	311		2.2	5.8	77	300		1.0	3.8	34	191		.1	1.6	5	143
WQBS	1.7	3.8	59	234		1.4	3.8	51	197		.3	1.4	12	54		.0	.5	2	29
WQII	1.0	2.4	37	97		.4	1.1	15	80		.3	1.3	11	49		.0	.4	1	31
WRSJ	.3	.7	11	54		.4	1.0	13	31		.4	1.7	15	63		.3	.8	12	54
WRTU-FM	.4	.9	13	66		.3	.8	11	66		.1	.6	5	34		.1	.7	2	20
WSRA-FM	.3	.8	12	40		.3	.9	12	37		.4	1.7	15	63		.1	1.1	3	137
WUNO	3.9	8.9	137	386		1.8	4.8	64	209		.7	2.9	26	183		1.0	10.8	34	246
WVJP-FM	1.3	3.0	46	163		1.1	2.8	38	120		1.0	3.8	34	151		.1	1.1	3	137
WVOZ	.3	.6	10	57		.4	1.2	15	57		.5	1.9	17	46		.2	2.5	8	37
WVOZ-FM	.7	1.5	24	166		.7	1.8	24	146		.7	2.9	26	149		.0	.5	1	97
WXYY-FM	1.5	3.4	53	220		1.4	3.6	48	211		.9	3.4	31	209		.3	2.9	9	97
WZNT-FM	5.1	11.7	181	631		5.0	13.2	176	503		3.8	14.8	133	446		1.1	12.3	39	300
WZOL-FM	.3	.7	11	40		.6	1.5	21	49		.3	1.0	9	43		.0	.2	1	34
TOTAL	43.7	100.0	1544	3157		37.9	100.0	1337	2754		25.4	100.0	898	2783		8.9	100.0	316	2105

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-49 20  
POP. 3531 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WAPA	1.2	4.4	44	269	WKL	1.6	4.5	57	269	WKL	1.1	4.5	38	211	.8	5.1	29	151
WBMJ	.0	.2	2	20		.1	.2	2	20		.0	.0		20				17
WBRQ-FM	.7	2.5	25	231		.9	2.4	30	214		.7	2.8	24	214	.6	3.4	20	163
WCAD-FM	.3	1.0	10	183		.4	1.0	13	177		.3	1.4	12	174	.2	1.2	7	151
WCRP-FM	.6	2.1	21	129		.8	2.1	27	126		.5	2.3	19	129	.4	2.2	12	109
WDY-FM	.6	2.1	21	200		.8	2.1	27	197		.6	2.4	20	183	.4	2.5	15	149
WEER-FM	.4	1.3	13	140		.5	1.4	17	140		.3	1.3	11	134	.2	1.4	8	120
WFID-FM	1.5	5.3	53	366		1.8	4.9	62	334		1.3	5.6	48	329	1.0	6.3	36	303
WGSX-FM	.4	1.5	15	194		.5	1.4	17	194		.4	1.6	14	177	.4	2.2	13	143
WIAC	.9	3.3	33	269		1.1	3.2	40	260		.8	3.4	28	209	.6	4.0	23	180
WIAC-FM	1.0	3.7	37	326		1.3	3.7	46	297		.9	3.7	32	266	.6	3.4	20	237
WIDA	.7	2.6	26	234		.8	2.3	29	226		.7	2.9	25	217	.5	3.0	17	189
WIOA-FM	1.7	5.9	59	471		2.1	5.8	74	454		1.5	6.2	52	406	1.1	6.9	40	360
WKAQ	1.6	5.5	55	560		2.0	5.7	72	554		1.0	4.2	35	406	.5	3.2	18	291
WKAQ-FM	2.0	7.0	70	600		2.5	7.0	88	563		1.9	7.8	66	531	1.0	6.4	37	426
WKVM	.5	1.9	19	137		.7	1.8	23	137		.4	1.5	13	77	.3	1.6	9	57
WLuz	.2	.8	8	89		.3	.9	11	89		.1	.3	2	43	.0	.3	2	34
WNRT-FM	.4	1.3	13	123		.5	1.3	17	117		.3	1.2	10	117	.0	.3	2	91
WORO-FM	.9	3.0	30	266		1.1	2.9	37	254		.7	3.1	26	206	.5	3.1	18	180
WOSO	.4	1.3	13	66		.5	1.4	17	66		.3	1.1	9	54	.2	1.0	6	46
WPRM-FM	1.5	5.3	53	440		2.0	5.5	70	434		1.2	5.1	44	420	.7	4.3	25	326
WQBS	1.0	3.6	36	300		1.4	3.8	48	286		.8	3.5	30	266	.5	3.1	18	226
WQII	.4	1.5	16	114		.6	1.6	21	114		.3	1.1	9	103	.2	1.1	6	60
WRSJ	.3	.9	9	60		.3	.9	12	60		.2	1.0	8	49	.2	1.0	6	49
WRTU-FM	.3	.9	9	91		.4	1.0	13	91		.2	1.0	8	77	.2	1.2	7	71
WSRA-FM	.2	.8	8	71		.3	.8	10	66		.2	.8	7	57	.1	.6	3	43
WUNO	1.8	6.3	63	477		2.1	5.9	75	423		1.2	5.0	42	343	.9	5.3	30	286
WVJP-FM	.8	2.9	29	246		1.1	3.1	39	229		.7	2.9	24	200	.5	2.9	17	183
WVOZ	.4	1.2	12	80		.4	1.1	14	74		.4	1.6	13	69	.3	2.1	12	54
WVOZ-FM	.5	1.8	18	249		.7	2.0	25	243		.5	2.0	17	200	.4	2.2	13	166
WXYY-FM	1.0	3.4	34	329		1.3	3.5	44	317		.8	3.4	29	300	.5	3.3	19	229
WZNT-FM	3.7	12.9	130	791		4.7	13.0	164	791		3.3	13.6	115	637	2.3	14.1	81	503
WZOL-FM	.3	1.0	10	51		.4	1.1	14	51		.3	1.2	10	49	.1	.8	4	46
TOTAL	28.4	100.0	1002	3488		35.8	100.0	1266	3477		24.0	100.0	847	3262	16.3	100.0	575	2988

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35 + 21  
POP. 4074 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	3.0	6.6	123	377	2.5	7.0	101	377	2.3	11.6	95	307	.3	4.0	13	111
WBMJ	.2	.5	9	26	.1	.4	6	18	.4	2.0	17	85	.1	1.3	4	37
WBRO-FM	.7	1.6	30	81	.9	2.6	37	122	.1	.4	3	44	.2	2.6	9	115
WCAD-FM	.0	.1	1	48	.3	.9	13	59	.4	1.9	16	126	.0	.2	1	22
WCRP-FM	.7	1.6	29	159	.9	2.6	38	152	.2	1.2	10	48	.3	3.5	11	118
WDOY-FM	.1	.2	5	22	.3	.8	11	18	.2	1.2	10	155	.2	2.6	9	104
WERR-FM	1.1	2.5	46	226	.8	2.1	31	174	.5	2.5	20	92	.1	.7	2	41
WFIO-FM	.8	1.7	31	107	.6	1.6	23	59	1.5	7.5	62	277	.6	7.3	24	211
WGXS-FM	.1	.1	2	30	.0	.1	1	22	.7	3.4	28	137	.3	3.6	12	129
WIAC	2.6	5.6	104	396	1.9	5.4	78	299	.4	1.9	16	229	.6	7.5	25	222
WIAC-FM	1.8	3.9	73	233	1.2	3.2	47	148	1.9	9.4	78	499	.3	3.9	13	115
WIDA	1.4	2.9	55	274	1.3	3.7	54	244	.8	4.1	34	207	.5	6.5	21	318
WIOA-FM	1.2	2.5	47	226	1.3	3.6	52	214	1.9	9.4	78	499	.4	4.9	16	203
WKAQ	6.7	14.5	272	928	3.4	9.6	140	577	.8	3.9	32	281	.1	1.8	6	67
WKAQ-FM	1.8	4.0	74	373	2.1	5.8	85	299	.6	2.7	22	104	.1	1.8	6	59
WKVM	1.5	3.2	59	207	1.0	2.7	39	122	.3	1.4	12	111	.1	.9	3	89
WLuz	1.9	4.2	78	192	.6	1.6	23	111	.3	1.4	12	96	.7	8.0	27	181
WNRT-FM	.5	1.2	22	107	.8	2.2	32	107	1.3	6.6	55	251	.1	1.8	6	55
WORO-FM	1.7	3.7	70	303	2.0	5.6	82	211	.3	1.7	14	41	.2	3.8	13	126
WOSO	.7	1.6	30	59	.5	1.5	21	44	.2	1.0	8	129	.1	1.6	5	48
WPRM-FM	1.0	2.2	41	133	.8	2.4	34	140	.8	4.0	33	155	.2	2.0	7	33
WQBS	1.8	3.9	74	177	1.5	4.2	61	170	.5	2.5	21	89	.1	1.3	4	52
WQII	1.3	2.7	51	111	.6	1.5	23	111	.5	2.7	22	118	.2	2.9	10	67
WRSJ	.7	1.5	27	129	1.1	3.0	44	122	.1	.3	3	37	.1	.9	3	18
WRTU-FM	.2	.5	10	59	.6	1.7	24	78	.3	1.5	12	67	.2	1.3	4	52
WSRA-FM	.1	.2	4	37	.1	.2	3	33	.1	.3	3	37	.1	.9	3	18
WUNO	6.0	13.0	243	621	2.9	8.2	119	421	1.2	5.7	47	373	1.5	18.3	61	418
WVJP-FM	1.1	2.4	45	181	1.0	2.9	42	148	.7	3.4	28	159	.2	1.9	6	111
WVOZ	.3	.7	13	74	.4	1.0	15	85	.4	2.0	17	52	.2	2.0	7	33
WVOZ-FM	.5	1.0	19	96	.4	1.0	14	92	.5	2.5	21	85	.0	.3	1	55
WXYX-FM	1.0	2.2	41	140	1.0	2.9	43	155	.2	1.2	10	111	.3	4.2	14	140
WZNT-FM	2.3	5.1	95	351	2.1	5.8	85	281	1.5	7.4	61	226	.3	4.2	14	30
WZOL-FM	.4	.9	18	44	.6	1.8	26	48	.3	1.5	12	44				
TOTAL	46.0	100.0	1872	3671	35.8	100.0	1457	3061	20.2	100.0	825	2950	8.1	100.0	332	2200

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35 + 22  
POP. 4074 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.0	7.3	80	518	2.6	7.6	106	518	1.7	7.8	68	429	1.2	9.0	50	325
WBMJ	.1	.3	4	30	.1	.4	5	30	.1	.2	2	26	.2	1.8	10	96
WBRQ-FM	.5	2.0	22	177	.7	2.1	29	166	.5	2.2	20	159	.0	.3	1	52
WCAD-FM	.1	.4	5	78	.2	.5	7	78	.1	.6	6	67	.3	2.1	12	140
WCRP-FM	.6	2.1	23	177	.7	2.0	28	174	.5	2.4	21	177	.1	.9	5	48
WDOY-FM	.2	.6	6	59	.2	.6	9	59	.2	.8	7	48	.3	2.0	11	189
WERR-FM	.6	2.2	24	255	.7	2.1	29	248	.4	2.1	18	240	.3	2.5	14	129
WFID-FM	.5	1.8	20	163	.6	1.8	25	140	.4	1.9	17	133	.1	.5	3	63
WGSX-FM	.1	.2	2	81	.1	.2	2	70	.1	.3	2	74	1.0	7.5	41	336
WIAC	1.6	6.0	66	529	2.0	5.8	81	510	1.3	6.2	54	403	.5	3.5	19	189
WIAC-FM	1.0	3.6	39	311	1.2	3.6	49	274	.7	3.3	29	222	.5	3.8	21	266
WIDA	.9	3.4	38	318	1.0	3.1	43	296	.8	3.7	33	292	.5	4.0	22	218
WIOA-FM	.9	3.3	36	314	1.1	3.2	45	307	.8	3.8	33	277	1.1	8.4	46	540
WKAQ	3.0	11.2	123	1035	4.0	11.6	162	1024	2.0	9.1	80	750	.6	4.2	23	329
WKAQ-FM	1.3	4.7	52	521	1.6	4.7	65	492	1.1	5.2	45	451	.3	2.4	13	107
WKVM	.7	2.8	31	229	1.0	2.9	40	229	.5	2.6	22	159	.2	1.5	8	126
WLuz	.7	2.5	28	244	.9	2.6	36	237	.3	1.6	14	166	.0	.3	2	118
WNRT-FM	.4	1.3	15	137	.5	1.4	19	122	.3	1.4	12	137	1.0	7.1	39	307
WORO-FM	1.4	5.3	58	436	1.7	5.0	70	403	1.3	6.2	54	344	.2	1.1	6	41
WOSO	.4	1.4	16	67	.5	1.6	22	67	.3	1.3	12	55	.2	1.3	7	129
WPRM-FM	.5	2.0	22	189	.7	2.0	28	189	.4	1.9	17	174	.5	3.9	22	189
WQBS	1.1	4.0	44	240	1.4	4.1	56	222	.9	4.1	36	229	.3	2.2	12	92
WQII	.6	2.2	24	159	.8	2.2	31	155	.4	1.8	16	155	1.3	9.9	55	518
WRSJ	.6	2.4	26	148	.8	2.3	32	148	.6	2.9	26	140	.4	2.8	15	118
WRTU-FM	.3	1.2	13	96	.4	1.2	16	96	.3	1.6	14	96	.2	1.5	8	78
WSRA-FM	.1	.3	3	55	.1	.2	3	52	.1	.3	3	44	.1	.5	3	44
WUNO	2.8	10.4	114	795	3.3	9.7	135	725	1.9	8.9	78	636	1.3	9.9	55	518
WVJP-FM	.7	2.7	30	237	1.0	2.8	39	233	.6	2.9	25	192	.4	2.9	16	174
WVOZ	.3	1.1	13	111	.4	1.1	15	104	.3	1.4	12	96	.3	2.0	11	59
WVOZ-FM	.3	1.2	13	144	.4	1.3	18	144	.3	1.3	11	122	.2	1.8	10	92
WXYX-FM	.6	2.1	23	196	.8	2.3	32	192	.4	2.1	18	181	.1	.8	5	118
WZNT-FM	1.5	5.7	62	433	2.0	5.8	81	433	1.3	6.0	53	344	.9	6.3	35	262
WZOL-FM	.3	1.3	14	48	.5	1.4	19	48	.3	1.4	13	48	.1	1.0	5	44
TOTAL	26.9	100.0	1096	4004	34.1	100.0	1390	3963	21.5	100.0	875	3623	13.5	100.0	551	3198

1989

MONDAY-FRIDAY

ADULTS 35-49 23  
POP. 1823 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MIO			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.9	6.6	53	146	2.4	6.3	43	146	2.0	9.6	37	96	.3	4.0	6	34
WBNI	.0	.1	1	6	.9	2.4	17	59	.6	2.9	11	45	.1	1.6	2	11
WBRQ-FM	.8	1.7	14	34	.6	1.5	10	45	.1	.6	2	34	.2	2.8	4	51
WCAD-FM	.1	.1	1	31	.9	2.4	17	62	.6	2.7	11	59	.0	.4	1	17
WCRP-FM	.8	1.9	15	76	.3	.8	6	11	.3	1.2	5	34	.1	1.6	2	48
WDY-FM	.2	.3	3	14	.8	2.2	15	84	.4	2.0	8	87	.3	4.4	6	70
WERR-FM	1.0	2.2	18	93	.8	2.2	15	37	.7	3.3	13	65	.1	1.2	2	23
WFIO-FM	1.2	2.7	22	76	.1	.2	1	17	.1	.6	2	34	.7	9.5	14	101
WGSM-FM	.1	.2	2	23	1.9	5.1	35	129	.3	1.5	6	62	.2	2.2	3	68
WIAC	2.0	4.6	37	163	1.0	2.6	18	62	.4	2.1	8	115	.5	6.5	9	104
WIAC-FM	1.8	4.0	32	113	1.4	3.7	25	115	1.1	5.0	19	107	.4	5.3	8	76
WIDA	1.2	2.7	22	129	1.8	4.8	33	124	1.3	6.0	23	183	.4	4.7	7	132
WIOA-FM	1.7	3.8	30	132	3.1	8.1	56	217	.9	4.2	16	127	.5	6.7	10	107
WKAQ	4.5	10.3	83	343	3.0	8.1	55	138	.7	3.2	12	42	.2	3.2	5	31
WKAQ-FM	1.9	4.3	35	177	1.0	2.6	18	39	.2	1.0	4	28	.1	1.2	2	14
WKVM	1.3	2.8	23	79	.2	.5	3	23	.2	1.0	4	28	.6	7.9	11	82
WLuz	1.4	3.1	25	56	1.3	3.4	23	73	1.3	6.2	24	104	.3	3.3	5	34
WNRT-FM	.9	2.1	17	73	1.7	4.4	30	76	.6	2.7	11	31	.3	3.6	5	65
WORO-FM	1.4	3.3	26	118	.7	2.0	14	31	.3	1.6	6	84	.1	1.2	2	56
WOSO	1.2	2.7	22	42	1.3	3.4	23	87	1.0	4.7	18	79	.6	7.9	11	82
WPRM-FM	1.0	2.3	19	79	1.3	3.3	23	76	.5	2.2	8	31	.1	1.2	2	17
WQBS	1.1	2.4	19	82	.4	1.1	7	45	.3	1.5	6	37	.1	1.2	2	25
WQII	1.5	3.5	28	56	.7	1.9	13	31	.1	.6	2	34	.3	3.3	5	34
WRSJ	.4	1.0	8	42	.5	1.2	8	37	.3	1.5	6	37	.1	1.2	2	31
WRTU-FM	.3	.7	6	28	.5	1.2	8	37	.1	.6	2	34	.1	1.6	2	14
WSRA-FM	.2	.3	3	20	.1	.2	2	14	.7	3.4	13	124	1.2	15.2	22	169
WUNO	5.2	11.7	94	250	2.3	6.2	43	149	.9	4.2	16	79	.0	.4	1	73
WVJP-FM	1.4	3.2	26	101	1.1	2.9	20	73	.6	3.0	12	28	.3	3.6	5	20
WVOZ	.2	.5	4	34	.4	1.1	7	37	.9	4.1	16	53	.0	.6	1	39
WVOZ-FM	.7	1.5	12	59	.4	1.0	7	53	.4	1.7	7	76	.6	7.5	11	90
WXYX-FM	1.7	3.9	31	107	1.7	4.4	30	113	1.8	8.5	33	115	.2	7.5	11	17
WZNT-FM	3.0	6.8	55	191	2.7	7.1	49	149	.2	.9	4	28	.7	100.0	142	1041
WZOL-FM	.5	1.1	9	28	.8	2.1	14	31	.1	.6	2	34	.1	1.6	2	14
TOTAL	44.1	100.0	804	1606	37.6	100.0	685	1373	21.1	100.0	385	1356	7.8	100.0	142	1041

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-49 24  
POP. 1823 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.8	6.8	34	197	2.4	7.1	44	197	1.5	6.9	28	155	1.1	7.8	20	101
WBMJ	.0	.0		8	.0	.0		8	.5	2.5	10	79	.3	2.5	6	51
WBRQ-FM	.6	2.2	11	87	.8	2.2	14	82	.2	1.1	4	51	.1	.4	1	39
WCAD-FM	.2	.7	4	53	.3	.8	5	53	.6	2.6	10	82	.4	2.8	7	68
WCRP-FM	.6	2.3	11	82	.8	2.3	14	79	.2	.9	4	34	.1	.9	2	34
WDY-FM	.2	.7	3	42	.2	.7	4	42	.5	2.0	8	101	.3	1.9	5	90
WEER-FM	.6	2.1	10	107	.7	2.1	13	107	.6	2.8	11	87	.5	3.6	9	87
WFID-FM	.7	2.8	14	110	.9	2.6	16	98	.1	.4	2	48	.1	.8	2	39
WGSX-FM	.1	.3	2	53	.1	.3	2	53	1.4	6.5	26	180	1.2	8.6	22	152
WIAC	1.6	5.8	29	228	1.9	5.5	34	219	.5	2.2	9	104	.2	1.7	4	87
WIAC-FM	.8	2.9	14	146	1.0	2.9	19	127	.8	3.6	15	138	.5	3.5	9	129
WIDA	.9	3.3	16	152	1.0	3.0	19	146	1.1	4.9	20	149	.7	5.1	13	115
WIOA-FM	1.2	4.5	22	177	1.5	4.4	28	172	1.6	7.1	29	298	.8	5.6	14	208
WKAQ	2.2	8.3	41	391	3.0	8.6	54	385	1.5	6.9	28	211	.7	5.0	13	155
WKAQ-FM	1.6	5.9	29	248	2.0	5.9	37	231	.6	2.8	11	59	.4	3.2	8	42
WKVM	.8	2.8	14	87	1.0	2.8	18	87	.1	.6	2	39	.1	.7	2	34
WLuz	.4	1.5	7	76	.6	1.6	10	76	.5	2.2	9	90	.1	.4	1	76
WNRT-FM	.6	2.2	11	90	.8	2.2	14	84	1.2	5.4	22	141	.9	6.8	17	127
WORO-FM	1.2	4.6	23	177	1.5	4.3	27	172	.4	1.9	8	39	.3	1.9	5	31
WOSO	.6	2.2	11	48	.8	2.4	15	48	.6	2.9	12	113	.6	4.3	11	101
WPRM-FM	.7	2.7	13	118	.9	2.6	17	118	.8	3.7	15	118	.3	2.1	5	84
WQBS	.9	3.2	16	124	1.1	3.2	20	110	.3	1.4	6	62	.3	1.9	5	31
WQII	.6	2.2	11	65	.8	2.2	14	65	.3	1.4	6	37	.1	1.0	3	37
WRSJ	.4	1.3	7	42	.5	1.5	9	42	.2	.9	4	42	.1	.4	1	42
WRTU-FM	.2	.9	4	42	.3	.9	6	42	.1	.3	1	23	.1	.5	1	23
WSRA-FM	.1	.3	2	31	.1	.2	2	28	.7	2.9	12	98	.4	3.0	7	87
WUNO	2.3	8.4	42	304	2.7	7.9	49	273	1.5	6.6	27	231	1.0	7.2	18	194
WVJP-FM	.8	3.0	15	129	1.1	3.3	21	127	.7	2.9	12	98	.4	3.0	7	87
WVOZ	.4	1.4	7	56	.4	1.2	8	51	.4	1.9	8	45	.4	3.2	8	34
WVOZ-FM	.5	1.7	8	93	.6	1.8	11	93	.4	1.8	7	76	.4	3.0	8	59
WXYX-FM	.9	3.4	17	141	1.3	3.7	23	138	.7	3.1	13	129	.2	1.2	3	82
WZNT-FM	2.0	7.3	36	245	2.5	7.2	46	245	1.7	7.5	31	188	1.1	8.2	20	143
WZOL-FM	.4	1.4	7	31	.5	1.5	9	31	.3	1.5	6	31	.1	.6	2	28
TOTAL	27.1	100.0	494	1784	34.5	100.0	629	1772	22.2	100.0	405	1646	13.7	100.0	250	1477

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

ADULTS 35-64 25  
POP. 3149 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	3.0	6.6	95	291	2.5	7.0	78	291	2.3	11.6	74	237	.3	4.0	10	86
WBMJ	.2	.5	7	20	.1	.4	5	14	.4	2.0	13	66	.1	1.3	3	29
WBRQ-FM	.7	1.6	23	63	.9	2.6	29	94	.1	.4	3	34	.2	2.6	7	89
WCAD-FM	.0	.1	1	37	.3	.9	10	46	.4	1.9	12	97	.0	.2	1	17
WCRP-FM	.7	1.6	23	123	.9	2.6	29	117	.2	1.2	8	37	.3	3.5	9	91
WDQY-FM	1.1	2.2	4	17	.3	.8	9	14	.5	2.5	16	71	.2	2.6	7	80
WEER-FM	1.1	2.5	36	174	.8	2.1	24	134	.1	.4	3	34	.1	.7	2	31
WFID-FM	.8	1.7	24	83	.6	1.6	18	46	.7	3.4	22	106	.6	7.3	19	163
WGsx-FM	.1	.1	2	23	.0	.1	1	17	.4	1.9	12	177	.3	3.6	9	100
WIAC	2.6	5.6	81	306	1.9	5.4	60	231	1.5	7.5	48	214	.6	7.5	19	171
WIAC-FM	1.8	3.9	56	180	1.2	3.2	37	114	.8	4.1	26	160	.6	7.5	19	171
WIDA	1.4	2.9	43	211	1.3	3.7	42	189	1.9	9.4	60	386	.3	3.9	10	89
WIOA-FM	1.2	2.5	36	174	1.3	3.6	40	166	.8	3.9	25	217	.5	6.5	17	246
WKAQ	6.7	14.5	210	717	3.4	9.6	108	446	1.9	9.4	60	386	.4	4.9	13	157
WKAQ-FM	1.8	4.0	58	289	2.1	5.8	66	231	.3	1.4	9	86	.1	1.8	5	51
WKVM	1.5	3.2	46	160	1.0	2.7	30	94	.6	2.7	17	80	.1	1.8	5	46
WLuz	1.9	4.2	60	149	.6	1.6	18	86	.3	1.4	9	86	.1	.9	2	69
WNRT-FM	.5	1.2	17	83	.8	2.2	25	83	.3	6.6	42	194	.7	8.0	21	140
WVOR-FM	1.7	3.7	54	234	2.0	5.6	63	163	.2	1.0	6	100	.1	1.8	5	43
WOSO	.7	1.6	23	46	.5	1.5	17	34	.8	4.0	25	120	.3	3.8	10	97
WPRM-FM	1.0	2.2	32	103	.8	2.4	27	109	.5	2.5	16	69	.1	1.6	4	37
WBBS	1.8	3.9	57	137	1.5	4.2	47	131	.5	2.7	17	91	.2	2.9	7	51
WQII	1.3	2.7	40	86	.6	1.5	17	86	.5	2.7	17	91	.1	1.3	3	40
WRSJ	.7	1.5	21	100	1.1	3.0	34	94	.3	1.5	10	51	.1	.9	2	14
WRTU-FM	.2	.5	8	46	.6	1.7	19	60	.1	.3	2	29	.5	18.3	47	323
WSRA-FM	.1	.2	3	29	.1	.2	2	26	.7	3.4	22	123	.2	1.9	5	86
WUNO	6.0	13.0	188	480	2.9	8.2	92	326	1.2	5.7	36	289	.0	.3	1	43
WVJP-FM	1.1	2.4	35	140	1.0	2.9	33	114	.4	2.0	13	40	.2	2.0	5	26
WVOZ	.3	.7	10	57	.4	1.0	12	66	.5	2.5	16	66	.0	.3	1	43
WVOZ-FM	.5	1.0	15	74	.4	1.0	11	71	.2	1.2	8	86	.3	4.2	11	109
WXYX-FM	1.0	2.2	32	109	1.0	2.9	33	120	1.5	7.4	47	174	.3	4.2	11	109
WZNT-FM	2.3	5.1	74	271	2.1	5.8	66	217	.3	1.5	9	34	.2	.9	2	23
WZOL-FM	.4	.9	14	34	.6	1.8	20	37	.8	100.0	637	2280	.8	100.0	257	1700
TOTAL	46.0	100.0	1447	2838	35.8	100.0	1126	2366	20.2	100.0	637	2280	8.1	100.0	257	1700

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-64 26  
POP. 3149 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.0	7.3	62	400												
WBMJ	.1	.3	3	23												
WBRQ-FM	.5	2.0	17	137												
WCAD-FM	.1	.4	4	60												
WCRP-FM	.6	2.1	18	137												
WDOY-FM	.2	.6	5	46												
WERR-FM	.6	2.2	19	197												
WFID-FM	.5	1.8	16	126												
WGSX-FM	.1	.2	2	63												
WIAC	1.6	6.0	51	409												
WIAC-FM	1.0	3.6	30	240												
WIDA	.9	3.4	29	246												
WIOA-FM	.9	3.3	28	243												
WKAQ	3.0	11.2	95	800												
WKAQ-FM	1.3	4.7	40	403												
WKVM	.7	2.8	24	177												
WLuz	.7	2.5	22	189												
WNRT-FM	.4	1.3	11	106												
WORO-FM	1.4	5.3	45	337												
WOSO	.4	1.4	12	51												
WPRM-FM	.5	2.0	17	146												
WQBS	1.1	4.0	34	186												
WQII	.6	2.2	18	123												
WRSJ	.6	2.4	20	114												
WRTU-FM	.3	1.2	10	74												
WSRA-FM	.1	.3	3	43												
WUNO	2.8	10.4	88	614												
WVJP-FM	.7	2.7	23	183												
WVOZ	.3	1.1	10	86												
WVOZ-FM	.3	1.2	10	111												
WXYX-FM	.6	2.1	18	151												
WZNT-FM	1.5	5.7	48	334												
WZOL-FM	.3	1.3	11	37												
TOTAL	26.9	100.0	847	3095	34.1	100.0	1075	3063	21.5	100.0	676	2800	13.5	100.0	426	2472

MONDAY-FRIDAY

ADULTS 50 + 27  
POP. 2252 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	3.2	6.5	71	248	2.6	8.0	60	248	2.8	14.6	63	243	.4	4.1	8	89
WBMJ	.5	1.0	11	25	.4	1.1	8	20	.1	.6	2	35	.1	1.0	2	30
WBRQ-FM	.7	1.4	16	50	.9	2.8	21	60	.1	.6	2	64	.2	2.3	4	64
WCAD-FM																
WCRP-FM	.6	1.1	12	79	1.0	2.9	22	94	.2	1.2	5	55	.5	5.9	11	74
WDQY-FM	.1	.1	1	5	.2	.7	5	5	.2	1.2	5	10	.0	.3	1	15
WERR-FM	1.4	2.9	31	139	.7	2.1	16	84	.2	1.2	5	10	.4	4.6	9	104
WFID-FM	.1	.3	3	10	.2	.5	4	15	.1	.6	2	35	.5	5.4	10	55
WGXS-FM																
WIAC	3.3	6.9	75	243	1.9	5.8	43	174	1.2	6.4	28	139	.7	8.7	17	114
WIAC-FM	1.8	3.7	41	114	1.4	4.3	32	89	1.2	6.5	28	74	.2	2.0	4	20
WIDA	1.6	3.3	36	139	1.2	3.7	28	124	.3	1.7	7	104	.7	8.7	17	193
WIOA-FM	.4	.9	10	69	.5	1.5	11	69	.5	2.8	12	89	.2	2.5	5	84
WKAQ	9.7	20.0	219	640	4.0	12.0	90	392	2.8	14.8	63	347	.4	4.1	8	35
WKAQ-FM	1.7	3.5	39	188	.7	2.2	16	159	.6	3.4	15	154	.0	.5	1	20
WKVM	1.7	3.6	39	139	.9	2.8	21	94	.4	2.0	9	64	.7	8.7	17	114
WLuz	2.7	5.5	61	159	1.1	3.3	25	109	.4	2.0	9	99	.4	4.1	8	15
WNRT-FM					.1	.3	2	15	.4	2.0	9	99	.0	.5	1	15
WORO-FM	2.1	4.3	47	198	2.5	7.5	56	149	1.4	7.2	31	154	.7	8.2	16	99
WOSO	.1	.2	2	5	.2	.7	5	5	.1	.9	4	20	.6	2.9	12	69
WPRM-FM	1.0	2.0	22	40	.2	.7	5	35	.6	3.0	13	64	.2	2.0	4	35
WQBS	2.9	5.9	65	94	1.9	5.6	42	94	.9	4.6	20	94	.6	6.6	13	45
WQII	.9	1.8	19	50	.8	2.3	17	69	.6	2.9	12	30	.3	3.1	6	15
WRSJ	1.0	2.1	23	99	1.6	4.9	37	109	.6	2.9	12	30	.6	6.6	13	45
WRTU-FM	.1	.2	2	30	.8	2.4	18	40	.9	4.6	20	94	.3	3.1	6	15
WSRA-FM	.0	.1	1	15	.0	.1	1	20	.2	.9	4	20				
WUNO	7.1	14.7	161	392	3.7	11.3	84	303	1.8	9.3	40	283	1.9	22.3	43	263
WVJP-FM	.7	1.4	15	64	1.0	2.9	22	69	.4	2.3	10	74	.3	3.8	7	20
WVOZ	.4	.9	10	40	.3	1.0	7	50	.1	.4	2	20				
WVOZ-FM	.2	.4	4	25	.3	.9	7	30								
WXYX-FM					.2	.5	4	10	.1	.4	2	15				
WZNT-FM	1.4	2.9	32	134	1.3	3.8	28	114	1.1	5.6	24	99				
WZOL-FM	.3	.7	7	10	.4	1.3	10	10	.4	2.3	10	10				
TOTAL	48.6	100.0	1095	2093	33.2	100.0	747	1687	19.0	100.0	428	1567	8.6	100.0	195	1116

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 50 + 28  
POP. 2252 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID											
	AVG RTG		AVG SHARE		AVG PERS		CUME PERS		AVG RTG		AVG SHARE		AVG PERS		CUME PERS		AVG RTG		AVG SHARE		AVG PERS		CUME PERS	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.2	8.1	48	347	WKL	2.8	8.5	64	347	WKL	1.9	9.2	42	303	WKL	1.4	10.8	32	258	WKL	.1	.7	2	40
WBMJ	.2	.8	5	25		.3	.9	6	25		.1	.6	3	20		.2	1.2	4	69		.1	.7	2	5
WBRQ-FM	.5	1.7	10	84		.6	1.8	14	79		.4	1.9	9	74		.3	2.1	6	94		.1	.8	2	20
WCAD-FM				10																				15
WCRP-FM	.5	1.8	11	94		.6	1.7	13	94		.4	2.2	10	94		.8	5.8	17	184		.8	5.8	17	184
WDY-FM	.1	.5	3	5		.2	.5	4	5		.1	.7	3	5		.8	6.1	18	99		.6	4.2	13	129
WEER-FM	.6	2.4	15	154		.7	2.1	16	144		.4	2.1	10	144		.3	2.5	7	89		.7	12.6	37	357
WFID-FM	.1	.5	3	25		.2	.5	4	15		.1	.7	3	25		.4	3.1	9	169		.2	1.3	4	69
WGSX-FM				15																				109
WIAC	1.7	6.2	37	308		2.1	6.4	48	298		1.2	5.8	27	223		1.0	5.1	23	114		.8	6.1	18	99
WIAC-FM	1.2	4.5	27	159		1.5	4.4	34	144		.8	3.9	18	149		.6	4.2	13	129		.6	4.2	13	129
WIDA	1.0	3.7	22	159		1.1	3.2	24	139		.4	1.9	9	109		.3	2.5	7	89		.7	12.6	37	357
WIOA-FM	.4	1.5	9	109		.5	1.4	11	109		2.5	12.2	56	481		.4	3.1	9	169		.4	2.8	8	109
WKAQ	4.1	15.4	92	699		5.4	16.1	122	694		.5	2.6	12	233		.2	1.3	4	69		.0	.2	1	25
WKAQ-FM	.8	3.0	18	263		1.0	3.0	23	253		.4	2.2	10	109		1.0	7.6	23	188		.1	.8	2	20
WKVM	.7	2.7	16	154		1.0	3.0	23	154		.6	3.1	14	154		.0	.2	1	25		.8	5.8	17	184
WLuz	1.1	4.1	25	193		1.4	4.1	31	184		.0	.2	1	15		.0	.2	1	25		.8	5.8	17	184
WNRT-FM	.0	.1	1	25		.0	.1	1	15		1.5	7.5	35	213		.0	.2	1	25		.0	.2	1	25
WORO-FM	1.7	6.2	37	273		2.0	6.0	46	238		1.5	7.5	35	213		1.0	7.6	23	188		.1	.8	2	20
WOSO	.1	.3	2	5		.1	.3	2	5		.1	.4	2	5		.4	3.3	10	74		.4	3.3	10	74
WPRM-FM	.3	1.1	6	45		.4	1.2	9	45		.1	.4	2	35		.4	2.7	8	69		.4	2.7	8	69
WQBS	1.4	5.2	31	104		1.8	5.3	40	104		1.0	4.7	21	99		.5	2.5	11	99		.7	5.4	16	94
WQII	.6	2.2	13	99		.7	2.2	17	94		.5	2.5	11	99		.4	3.0	9	30		.4	3.0	9	30
WRSJ	1.0	3.9	23	124		1.2	3.6	27	124		1.0	5.1	23	124		.7	.6	2	20		.1	.6	2	20
WRTU-FM	.4	1.7	10	55		.5	1.5	11	55		.5	2.6	12	55		.7	5.4	16	94		.4	3.0	9	30
WSRA-FM	.1	.2	1	20		.1	.2	2	20		.1	.3	1	20		.4	2.9	9	79		.0	.3	1	20
WUNO	3.5	13.3	80	531		4.2	12.4	94	491		2.5	12.4	57	446		1.9	14.0	42	352		.0	.3	1	15
WVJP-FM	.6	2.3	14	89		.7	2.1	16	89		.6	2.9	13	84		.4	2.9	9	79		.0	.3	1	20
WVOZ	.2	.8	5	50		.3	.8	6	50		.1	.7	3	50		.0	.3	1	20		.0	.3	1	20
WVOZ-FM	.1	.5	3	30		.2	.5	4	30		.1	.5	2	30		.0	.3	1	20		.0	.3	1	20
WXYX-FM	.1	.3	2	15		.1	.3	2	15		.1	.4	2	15		.0	.3	1	15		.0	.3	1	15
WZNT-FM	.9	3.4	20	149		1.2	3.7	28	149		.8	3.7	17	129		.5	3.6	11	99		.2	1.5	4	10
WZOL-FM	.3	1.1	7	10		.4	1.2	9	10		.3	1.4	6	10		.2	1.5	4	10		.0	.2	1	10
TOTAL	26.6	100.0	600	2227		33.6	100.0	756	2192		20.4	100.0	459	1959		13.3	100.0	298	1687					

SAN JUAN METRO  
ASEORES INC.  
JAN/FEB/MARCH

1989

MEN 18 + 29  
POP. 3430 (00)

MONDAY-FRIDAY

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 M.I.O.			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.6	4.0	55	186	1.8	4.8	62	243	2.4	8.5	82	246	.4	3.3	13	91
WBMJ	.0	.1	1	13	.1	.2	3	13	.3	1.2	12	76	.2	1.4	6	44
WBHQ-FM	.7	1.6	22	73	.5	1.2	16	98	1.2	4.4	42	259	1.0	8.3	33	281
WCAO-FM	.6	1.6	22	180	1.2	3.2	41	214	.3	1.1	11	63	.1	1.0	4	47
WCRP-FM	.5	1.2	17	73	.5	1.3	16	76	1.3	4.7	45	243	.4	3.4	13	211
WOOT-FM	.8	2.0	28	180	1.3	3.5	45	208	.1	.3	4	57	.0	.2	1	60
WEER-FM	.3	.7	10	69	.1	.3	4	57	1.2	4.2	40	227	.8	6.7	26	208
WFIO-FM	1.0	2.6	36	202	1.5	4.1	53	180	1.3	4.5	44	306	.8	7.1	28	255
WGDX-FM	1.3	3.2	45	221	1.9	5.0	64	236	1.2	4.2	40	161	.5	4.2	17	120
WIAC	1.5	3.8	52	195	1.4	3.7	47	142	.9	3.1	30	151	.4	3.2	13	142
WIAC-FM	1.2	2.9	41	158	1.4	3.8	49	132	.1	.5	5	101	.3	3.0	12	88
WIOA	.5	1.1	16	101	.5	1.3	17	91	.9	3.3	32	240	.5	4.1	16	189
WIOA-FM	1.5	3.7	51	199	1.2	3.2	41	202	1.1	3.9	37	293	.3	3.0	12	167
WKAQ	4.1	10.2	141	555	2.5	6.6	85	331	2.4	8.6	82	517	1.0	8.6	34	388
WKAQ-FM	2.3	5.6	77	419	2.7	7.3	94	397	.0	.2	2	50	.0	.3	1	41
WKVM	.5	1.2	16	101	.1	.3	4	32	.1	.3	3	60	.1	1.3	5	44
WLuz	.5	1.2	16	73	.3	.9	11	60	.0	.1	1	41	.4	3.7	15	123
WNRT-FM	.3	.8	11	44	.6	1.6	21	63	.8	2.9	28	151	.0	.3	1	25
WORO-FM	1.2	3.1	42	170	1.3	3.4	44	136	.2	.8	7	50	.5	4.5	18	214
WOSO	.6	1.4	20	47	.4	1.2	15	32	1.6	5.8	56	325	.1	.6	2	107
WPRM-FM	2.2	5.5	76	312	1.8	4.8	63	303	.5	1.6	16	151	.1	1.1	4	13
WQBS	1.8	4.4	60	158	1.4	3.8	49	148	.1	.4	4	22	.2	2.1	8	47
WQII	.2	.5	7	25				19	.6	2.1	20	76	.1	1.0	4	44
WRSJ	.5	1.3	18	82	.7	1.8	23	79	.7	2.6	25	57	.0	.2	1	19
WRTU-FM	.0	.1	2	38	.4	1.2	15	57	.2	.7	7	41	.7	6.2	24	214
WSRA-FM	.4	1.0	14	41	.6	1.6	21	44	.7	2.4	23	195	.2	1.9	8	41
WUNO	3.7	9.2	128	369	1.3	3.4	44	224	.6	2.1	20	57	.1	.6	3	73
WVJP-FM	.5	1.1	16	91	.6	1.7	21	73	.7	2.4	23	91	.4	3.5	6	129
WVOZ	.4	.9	12	69	.5	1.3	17	76	.6	2.1	20	57	.8	7.3	29	265
WVOZ-FM	.8	2.0	28	158	1.0	2.6	34	177	.7	2.6	25	183	1.0	8.5	34	375
WXYX-FM	1.7	4.2	58	293	1.7	4.5	58	322	1.4	5.2	50	356	.0	.2	1	6
WZNT-FM	6.7	16.6	230	728	6.1	16.1	208	618	4.3	15.5	149	558	.0	.2	1	6
WZOL-FM				6				6			3		.0	.2		
TOTAL	40.4	100.0	1387	3020	37.7	100.0	1293	2730	28.0	100.0	960	2818	11.5	100.0	395	2194

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18 + 30  
POP. 3430 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	5.2	51	306	1.9	5.4	66	306	1.5	5.7	50	274	1.3	6.7	43	249
WBMJ	.0	.1	1	13	.0	.1	1	13	.0	.1	1	13	.2	1.3	8	91
WBRQ-FM	.4	1.4	14	145	.5	1.4	17	132	.3	1.3	11	139	1.1	5.7	37	318
WCAD-FM	1.0	3.5	35	353	1.0	2.9	36	309	1.1	4.4	39	334	.2	1.1	7	66
WCRP-FM	.3	1.2	12	82	.4	1.2	15	82	.3	1.2	10	82	.8	4.2	27	290
WDOY-FM	.9	3.3	32	359	1.2	3.3	40	344	1.0	3.8	34	331	1.0	5.1	33	284
WERR-FM	.1	.4	4	85	.1	.4	5	79	.1	.2	2	82	1.0	5.4	35	344
WFID-FM	1.1	3.9	39	322	1.3	3.6	44	284	1.2	4.5	40	299	.8	4.2	27	186
WGSX-FM	1.3	4.6	45	388	1.5	4.3	52	356	1.3	5.2	45	369	.6	3.1	20	180
WIAC	1.1	3.9	38	274	1.4	3.8	47	259	1.0	3.9	34	205	.3	1.4	9	104
WIAC-FM	1.0	3.3	33	227	1.2	3.3	41	205	.9	3.5	31	195	.7	3.6	23	268
WIDA	.4	1.3	13	126	.4	1.0	13	123	.3	1.3	12	113	.7	3.6	23	315
WIOA-FM	1.0	3.5	34	293	1.2	3.4	41	274	.9	3.4	30	274	1.6	8.6	55	567
WKAQ	1.9	6.7	67	608	2.6	7.2	88	602	1.3	5.1	45	435	.0	.2	1	50
WKAQ-FM	2.1	7.2	71	728	2.5	7.0	85	703	2.0	7.9	69	653	.1	.7	4	73
WKVM	.2	.5	5	107	.2	.6	7	107	.1	.3	2	54	.0	.1	.1	44
WLuz	.3	.9	9	107	.3	.8	10	101	.2	.8	7	91	.6	3.2	20	195
WNRT-FM	.2	.9	8	63	.3	1.0	12	63	.2	.9	8	63	.1	.6	4	50
WORO-FM	.9	3.2	32	249	1.1	3.2	39	224	.8	3.3	29	221	1.0	5.4	35	363
WOSO	.3	1.1	11	60	.4	1.2	14	60	.2	.9	8	54	.2	1.3	8	167
WPRM-FM	1.5	5.2	52	463	1.9	5.3	65	454	1.3	5.1	45	441	.0	.5	4	50
WQBS	.9	3.2	31	214	1.2	3.5	42	211	.7	2.6	23	199	.1	.6	4	25
WQII	.1	.4	4	47	.1	.3	3	44	.1	.3	3	38	.1	.5	4	47
WRSJ	.5	1.7	17	98	.6	1.7	21	98	.5	1.9	17	95	.4	2.1	13	76
WRTU-FM	.3	1.1	11	82	.4	1.1	14	82	.4	1.6	14	73	.4	2.0	13	63
WSRA-FM	.3	1.1	11	73	.4	1.2	15	66	.3	1.1	10	57	.1	.5	4	47
WUNO	1.5	5.3	53	445	1.8	5.2	63	419	.9	3.5	31	340	.7	3.7	24	262
WVJP-FM	.4	1.5	15	145	.6	1.7	20	129	.4	1.7	15	123	.3	1.8	12	113
WVOZ	.4	1.4	14	91	.5	1.3	16	91	.4	1.6	14	82	.4	2.0	13	60
WVOZ-FM	.7	2.3	23	255	.9	2.4	29	249	.6	2.4	21	243	.4	2.2	14	199
WXYX-FM	1.4	4.9	48	482	1.6	4.5	55	463	1.3	5.2	45	451	1.1	5.9	38	394
WZNT-FM	4.4	15.3	151	886	5.7	16.1	197	886	3.8	14.7	129	750	2.5	13.1	85	602
WZOL-FM	.0	.0	9	9				9	.0	.0	6		.0	.1		6
TOTAL	28.9	100.0	990	3402	35.6	100.0	1219	3386	25.6	100.0	877	3238	18.8	100.0	646	2967

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18-34 31  
POP. 1498 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.2	.5	3	19												
WBMJ				5												
WBRQ-FM	.7	1.9	11	46												
WCAD-FM	1.2	3.3	19	146												
WCRP-FM	.1	.3	2	11												
WDOT-FM	1.6	4.2	24	146												
WERR-FM				8												
WFID-FM	1.5	3.9	22	127												
WGsx-FM	2.6	6.9	39	190												
WIAC	.1	.2	1	5												
WIAC-FM	.5	1.3	7	57												
WIDA	.2	.5	3	22												
WIOA-FM	1.9	5.2	29	106												
WKAQ	1.2	3.2	18	87												
WKAQ-FM	2.9	7.8	44	211												
WKVM	.3	.7	4	33												
WLuz	.0	.0		3												
WNRT-FM	.0	.1		5												
WORO-FM	.5	1.3	7	35												
WOSO	.1	.2	1	14												
WPRM-FM	3.4	9.1	51	209												
WQBS	1.6	4.3	24	65												
WQII	.2	.6	3	8												
WRSJ																
WRTU-FM	.1	.2	1	19												
WSRA-FM	.8	2.2	12	24												
WUNO	1.4	3.8	21	68												
WVJP-FM	.2	.6	3	14												
WVOZ	.5	1.4	8	27												
WVOZ-FM	1.1	2.9	17	95												
WXYX-FM	1.8	4.7	26	181												
WZNT-FM	10.5	27.9	157	469												
WZOL-FM				5												
TOTAL	37.6	100.0	563	1289	37.7	100.0	564	1216	32.2	100.0	483	1341	14.1	100.0	211	1094

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-34 32  
POP. 1498 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.4	1.4	6	60												
WBMJ				5												
WBRQ-FM	.4	1.5	7	76												
WCAD-FM	1.9	6.4	29	287												
WCRP-FM	.1	.2	1	14												
WDOY-FM	1.7	5.7	25	290												
WERR-FM	.0	.0		8												
WFID-FM	1.9	6.2	28	214												
WGSX-FM	2.6	8.6	38	312												
WIAC	.1	.4	2	22												
WIAC-FM	.8	2.6	11	87												
WIDA	.3	.8	4	33												
WIOA-FM	1.2	4.0	18	165												
WKAQ	.4	1.4	6	95												
WKAQ-FM	2.8	9.4	42	433												
WKVM	.1	.3	1	35												
WLuz	.0	.0		3												
WNRT-FM	.0	.1		16												
WORO-FM	.1	.4	2	54												
WOSO	.1	.3	1	19												
WPRM-FM	2.3	7.6	34	320												
WQBS	.9	3.2	14	89												
WQII	.0	.2	1	22												
WRSJ	.0	.1	1	5												
WRTU-FM	.2	.8	4	30												
WSRA-FM	.6	1.9	9	43												
WUNO	.5	1.8	8	92												
WVJP-FM	.2	.7	3	41												
WVOZ	.4	1.3	6	27												
WVOZ-FM	.8	2.8	12	157												
WXYX-FM	2.0	6.7	30	317												
WZNT-FM	6.7	22.5	101	577												
WZOL-FM	.0	.0		8												
TOTAL	29.9	100.0	448	1498	36.0	100.0	539	1490	27.7	100.0	415	1455	22.1	100.0	332	1387

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH 1989

MEN 18-49 33  
POP. 2358 (00)

STATION	MONDAY - FRIDAY								MONDAY - FRIDAY									
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WAPA	1.1	2.7	25	82	WKL	1.2	3.1	29	126	WKL	1.8	6.0	42	121	.3	2.6	7	49
WBMJ				5				5									5	
WBRQ-FM	.8	2.0	18	60		.5	1.3	12	74		.4	1.5	10	66	.2	1.7	5	38
WCAD-FM	.8	2.1	19	156		1.5	3.9	36	186		1.6	5.3	37	225	1.2	9.9	29	244
WCRP-FM	.6	1.5	13	52		.6	1.6	14	52		.4	1.3	9	47	.1	1.1	3	33
WDOY-FM	1.0	2.6	24	154		1.5	3.9	36	178		1.5	5.2	36	208	.5	4.0	12	184
WERR-FM	.2	.5	4	41		.2	.4	4	38								33	
WFID-FM	1.3	3.4	31	175		1.9	5.0	46	156		1.5	5.1	35	197	1.0	8.0	23	181
WGSX-FM	1.7	4.3	39	192		2.4	6.1	56	206		1.6	5.5	38	266	1.0	8.4	24	214
WIAC	.8	2.1	19	101		1.3	3.2	30	80		1.0	3.3	23	93	.4	3.4	10	74
WIAC-FM	1.0	2.7	24	107		1.2	3.2	29	82		.8	2.6	18	110	.3	2.8	8	107
WIDA	.5	1.4	12	63		.4	1.1	10	63		.2	.6	4	69	.4	3.6	10	60
WIOA-FM	1.7	4.4	40	156		1.4	3.5	32	162		1.1	3.6	25	189	.5	4.1	12	154
WKAQ	2.4	6.2	57	274		2.1	5.5	50	167		.8	2.8	19	151	.2	1.9	5	88
WKAQ-FM	2.5	6.5	59	302		3.4	8.6	79	310		2.8	9.5	66	398	1.1	9.3	27	307
WKVM	.4	1.1	10	55		.1	.2	2	14		.1	.2	1	25	.0	.4	1	22
WLuz	.2	.5	4	25					14		.1	.2	1	19				14
WNRT-FM	.4	1.1	10	36		.8	2.0	18	52		.0	.1	1	33				25
WORO-FM	.9	2.4	22	90		.8	2.1	19	71		.4	1.2	8	74	.3	2.5	7	80
WOSO	.7	1.8	16	38		.4	1.1	10	25		.3	.9	7	44	.0	.4	1	22
WPRM-FM	2.6	6.8	62	260		2.2	5.6	52	252		2.1	7.0	49	271	.7	5.4	15	178
WQBS	1.3	3.3	30	107		1.4	3.5	32	99		.5	1.6	11	110	.1	.7	2	74
WQII	.3	.7	6	19					14		.1	.4	3	16	.1	.6	2	8
WRSJ	.1	.4	3	25		.1	.4	3	16		.3	.9	6	27				16
WRTU-FM	.1	.2	1	30		.2	.6	5	38		.6	2.1	15	36				33
WSRA-FM	.5	1.4	12	30		.8	2.0	18	33		.3	.9	6	30	.0	.2	1	16
WUNO	2.7	7.1	64	197		1.0	2.5	23	107		.3	1.1	7	93	.5	4.0	12	118
WVJP-FM	.3	.7	7	60		.3	.9	8	44		.6	2.2	15	55	.1	.8	2	60
WVOZ	.5	1.2	11	47		.5	1.4	13	49		.7	2.3	16	41	.3	2.3	7	33
WVOZ-FM	.9	2.4	22	123		1.1	2.8	26	140		.9	3.1	21	148	.2	1.8	5	110
WXYX-FM	2.1	5.5	50	255		2.1	5.5	50	280		1.8	6.2	43	307	1.1	8.7	25	230
WZNT-FM	7.9	20.5	186	584		7.2	18.5	170	491		5.1	17.3	120	447	1.2	10.1	29	318
WZOL-FM				5					5					.0	.2	1	5	
TOTAL	38.6	100.0	911	2026	39.0	100.0	919	1892		29.4	100.0	694	1999	12.2	100.0	289	1607	

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-49 34  
POP. 2358 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.1	3.6	25	156	WKL				1.1	4.0	25	140	1.0	4.9	23	121
WBMJ				5								5				5
WBRQ-FM	.5	1.6	11	115	.6	1.6	13	104	.4	1.4	9	110	.3	1.6	7	80
WCAD-FM	1.3	4.4	30	307	1.3	3.7	31	269	1.4	5.3	34	291	1.4	6.9	32	277
WCRP-FM	.4	1.4	10	58	.5	1.5	12	58	.4	1.4	9	58	.3	1.3	6	47
WDOY-FM	1.1	3.8	27	310	1.4	3.8	32	296	1.2	4.4	27	285	1.0	4.8	23	250
WERR-FM	.1	.3	2	47	.1	.3	3	47	.1	.2	1	44				41
WFID-FM	1.4	4.9	34	280	1.6	4.5	38	247	1.5	5.5	35	260	1.2	6.1	28	247
WGSX-FM	1.7	5.7	39	329	1.9	5.3	45	310	1.7	6.3	40	313	1.3	6.5	30	291
WIAC	.9	2.9	20	156	1.0	2.9	24	148	.9	3.3	21	118	.7	3.3	16	107
WIAC-FM	.8	2.8	20	159	1.0	2.9	24	140	.8	2.9	18	137	.5	2.6	12	129
WIDA	.4	1.4	9	85	.4	1.1	9	82	.4	1.4	9	80	.3	1.6	8	71
WIOA-FM	1.1	3.9	27	236	1.4	3.8	33	219	1.0	3.6	23	219	.7	3.8	18	214
WKAQ	1.4	4.7	32	304	1.8	5.0	43	299	1.1	4.0	25	222	.5	2.5	12	167
WKAQ-FM	2.4	8.3	57	559	2.9	8.1	69	537	2.4	9.0	57	505	1.9	9.4	44	439
WKVM	.1	.5	3	60	.2	.5	4	60	.1	.2	1	27	.1	.3	1	25
WLuz	.1	.2	1	36	.1	.2	2	36	.0	.1		25	.0	.1	1	25
WNRT-FM	.3	1.1	7	52	.4	1.2	10	52	.3	1.1	7	52	.0	.1		36
WORO-FM	.6	2.0	14	140	.7	2.0	17	129	.5	1.9	12	118	.3	1.6	8	101
WOSO	.3	1.2	8	49	.5	1.3	11	49	.3	.9	6	44	.1	.7	4	44
WPRM-FM	1.8	6.3	43	392	2.3	6.4	54	384	1.6	6.0	38	373	1.3	6.5	30	304
WQBS	.8	2.7	18	151	1.1	2.9	25	148	.6	2.4	15	140	.3	1.3	6	121
WQII	.1	.3	2	33	.1	.3	3	33	.1	.2	1	25	.1	.5	2	16
WRSJ	.1	.4	3	30	.2	.5	4	30	.1	.5	3	27	.1	.6	3	27
WRTU-FM	.2	.7	5	55	.3	.8	7	55	.3	1.0	6	47	.3	1.4	7	41
WSRA-FM	.4	1.3	9	58	.5	1.5	13	52	.4	1.3	8	44	.1	.6	3	36
WUNO	1.1	3.7	25	233	1.3	3.6	31	225	.6	2.3	14	170	.4	2.1	10	132
WVJP-FM	.3	1.1	8	101	.4	1.2	10	88	.3	1.3	8	82	.3	1.7	8	74
WVOZ	.5	1.6	11	63	.6	1.5	13	63	.5	1.8	11	55	.5	2.3	11	44
WVOZ-FM	.8	2.7	18	208	1.0	2.8	23	203	.7	2.7	17	197	.5	2.6	12	162
WXYX-FM	1.8	6.0	42	417	2.0	5.7	48	400	1.7	6.3	39	389	1.4	7.1	33	340
WZNT-FM	5.2	17.8	123	713	6.8	18.8	160	713	4.5	16.7	105	603	2.9	14.8	70	485
WZOL-FM	.0	.0		8				8	.0	.0	5		.0	.1		5
TOTAL	29.3	100.0	692	2342	35.9	100.0	847	2328	26.7	100.0	630	2248	19.9	100.0	469	2100

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH 1989

MONDAY-FRIDAY

MEN 25 + 35  
POP. 2741 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.1	4.9	58	191	2.4	6.2	65	231	3.1	11.9	85	234	.5	5.1	14	84
WBMJ	.0	.1	1	13	.1	.3	3	13	.4	1.4	10	50	.2	2.2	6	20
WBRQ-FM	.6	1.4	17	43	.5	1.2	12	77	.4	1.7	12	97	.1	.6	2	104
WCAD-FM	.1	.3	4	57	.6	1.5	15	74	.4	1.4	10	60	.2	1.6	4	47
WCRP-FM	.6	1.5	18	70	.6	1.7	17	74	.6	2.3	17	80	.1	1.2	3	57
WDY-FM	.7	1.7	20	67	.8	2.2	23	87	.3	1.1	11	53	.0	.4	1	60
WERR-FM	.4	.9	10	70	.2	.4	5	57	1.0	4.0	29	164	.5	4.6	12	137
WFIO-FM	1.2	2.7	33	160	1.8	4.7	50	120	.6	2.2	15	107	.3	3.1	8	84
WGSX-FM	.5	1.2	14	70	.4	1.2	12	57	1.6	6.0	43	164	.6	6.6	18	120
WIAC	2.0	4.6	55	207	1.6	4.1	43	144	1.1	4.4	31	134	.3	2.9	8	127
WIAC-FM	1.6	3.6	43	154	1.9	4.8	51	137	1.0	3.9	28	194	.5	4.7	13	90
WIDA	.6	1.4	17	104	.6	1.7	18	94	1.4	5.3	38	297	.6	5.8	16	147
WIOA-FM	1.7	3.8	46	160	1.3	3.4	35	167	1.7	6.5	47	291	.5	4.7	13	167
WKAQ	5.4	12.5	149	568	3.3	8.6	90	348	1.1	4.4	31	134	.5	5.3	14	214
WKAQ-FM	2.2	5.1	61	297	2.6	6.8	72	261	.2	.7	5	104	.2	2.0	5	47
WKVM	.6	1.4	16	94	.1	.4	4	27	.1	.2	2	47	.6	5.7	15	107
WLuz	.6	1.4	17	77	.4	1.1	12	64	.1	.5	3	64	.0	.5	1	37
WNRT-FM	.4	1.0	12	43	.8	2.1	22	57	.1	.1	2	40	.4	4.4	12	140
WORO-FM	1.6	3.6	43	167	1.7	4.5	47	134	1.1	4.1	29	144	.0	.5	1	20
WOSO	.8	1.7	21	43	.6	1.5	16	33	.3	1.1	8	47	.4	4.4	12	140
WPRM-FM	2.4	5.6	67	244	1.8	4.7	49	207	1.1	4.1	29	204	.1	.9	2	94
WQBS	1.9	4.2	51	140	1.4	3.7	39	117	.4	1.5	11	120	.2	1.7	5	7
WQII	.2	.4	4	20				20	.1	.5	4	13	.3	3.2	9	50
WRSJ	.7	1.6	19	87	.9	2.4	25	84	.8	2.9	21	80	.1	1.5	4	47
WRTU-FM	.1	.1	2	40	.6	1.5	16	60	1.0	3.7	26	60	.0	.2	1	13
WSRA-FM	.1	.1	2	23	.2	.6	6	20	.1	.5	3	20	.1	1.0	3	70
WUNO	4.7	10.8	129	364	1.6	4.3	45	217	.7	2.9	20	197	.9	9.6	26	214
WVJP-FM	.6	1.4	17	97	.8	2.2	23	77	.8	2.9	21	84	.1	1.0	3	70
WVOZ	.4	.8	10	67	.6	1.7	18	77	.8	2.9	21	57	.3	3.0	8	40
WVOZ-FM	.8	1.7	21	127	1.0	2.5	26	137	.7	2.7	20	137	.0	.2	1	90
WXYX-FM	1.7	3.9	47	150	1.2	3.1	32	144	.9	3.3	23	134	.3	2.8	8	77
WZNT-FM	5.7	13.1	157	518	5.6	14.7	154	428	3.7	14.2	102	331	1.2	11.7	32	247
WZOL-FM			3				3						.0	.2	1	3
TOTAL	43.6	100.0	1196	2467	38.4	100.0	1052	2169	26.1	100.0	715	2146	9.8	100.0	269	1608

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25 + 36  
POP. 2741 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.0	6.8	54	294	2.5	7.0	69	294	1.9	7.8	52	261	1.7	9.7	45	237
WBMJ	.0	.1	1	13	.0	.1	1	13	.0	.1	1	13	.3	1.7	8	64
WBRQ-FM	.4	1.4	11	114	.5	1.3	13	100	.3	1.4	9	107	.2	1.4	6	117
WCAD-FM	.3	1.0	8	127	.4	1.1	11	120	.3	1.4	10	124	.3	1.5	7	64
WCRP-FM	.4	1.5	12	80	.6	1.5	15	80	.4	1.6	11	80	.3	2.0	9	97
WDOY-FM	.6	2.0	16	140	.7	2.0	20	137	.5	2.1	14	134	.0	.1	1	70
WERR-FM	.1	.5	4	87	.2	.5	5	80	.1	.3	2	84	.7	4.2	20	204
WFID-FM	1.1	3.9	31	231	1.4	3.8	38	211	1.1	4.5	30	211	.4	2.5	12	117
WGSX-FM	.4	1.5	12	134	.5	1.4	14	124	.4	1.7	12	130	1.1	6.2	29	191
WIAC	1.4	4.9	39	284	1.7	4.7	47	267	1.2	5.0	34	211	.7	3.9	18	164
WIAC-FM	1.2	4.1	33	207	1.5	4.3	42	184	1.1	4.4	30	181	.3	2.0	9	107
WIDA	.5	1.7	13	130	.5	1.4	13	127	.5	1.8	12	117	.8	4.5	21	217
WIOA-FM	1.1	3.9	31	234	1.3	3.7	36	221	1.0	3.9	26	217	.9	5.1	24	321
WKAQ	2.6	8.8	70	625	3.4	9.3	92	618	1.7	7.0	47	448	1.0	6.1	29	334
WKAQ-FM	1.7	6.0	48	468	2.2	6.1	61	448	1.6	6.5	44	411	.1	.3	1	47
WKVM	.2	.7	5	100	.3	.7	7	100	.1	.4	2	50	.2	1.0	4	77
WLUZ	.3	1.2	9	114	.4	1.1	11	107	.3	1.1	7	97	.8	4.6	22	184
WNRT-FM	.3	1.1	9	57	.4	1.2	12	57	.3	1.2	8	57	.2	.9	4	47
WORO-FM	1.2	4.2	34	237	1.5	4.1	40	217	1.1	4.5	31	211	.7	4.2	20	234
WOSO	.4	1.4	11	57	.5	1.5	15	57	.3	1.3	8	50	.2	1.3	6	137
WPRM-FM	1.4	4.8	38	318	1.8	4.9	48	311	1.1	4.5	30	301	.2	.9	4	43
WQBS	.9	3.2	25	181	1.2	3.4	34	177	.6	2.6	18	164	.2	.9	4	17
WQII	.1	.4	3	33	.1	.3	3	30	.1	.4	3	30	.5	3.0	14	80
WRSJ	.7	2.3	18	104	.8	2.2	22	104	.7	2.6	18	100	.5	3.0	14	67
WRTU-FM	.4	1.5	12	87	.5	1.5	15	87	.5	2.2	15	77	.1	.4	2	27
WSRA-FM	.1	.4	3	40	.1	.4	4	33	.1	.5	3	30	.9	5.0	23	264
WUNO	1.9	6.7	53	431	2.3	6.4	63	408	1.1	4.6	31	334	.6	2.3	11	107
WVJP-FM	.6	1.9	15	140	.7	2.0	20	124	.5	2.2	15	117	.5	2.9	14	60
WVOZ	.5	1.8	14	90	.6	1.6	16	90	.6	2.2	15	84	.3	1.9	9	150
WVOZ-FM	.6	2.1	17	197	.8	2.3	23	191	.6	2.3	15	184	.5	3.1	15	157
WXYY-FM	1.0	3.4	27	234	1.2	3.4	34	221	.8	3.1	21	211	.0	.0	.1	3
WZNT-FM	4.0	13.8	109	608	5.1	14.0	139	608	3.5	14.1	95	511	2.3	13.4	63	378
WZOL-FM	.0	.0	7				7		.0	.0	3		.0	.1		
TOTAL	28.9	100.0	791	2711	36.2	100.0	992	2704	24.7	100.0	676	2557	17.0	100.0	467	2286

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	3.6	25	78	1.7	4.3	29	106	2.5	9.1	42	101	.5	4.5	8	39
WBMJ				6				6								6
WBRQ-FM	.8	1.8	13	34	.5	1.2	8	53	.5	1.8	8	42	.3	3.0	5	17
WCAD-FM	.2	.5	3	48	.8	1.9	13	62	.6	2.2	10	81	.1	.8	1	87
WCRP-FM	.8	1.9	13	48	.9	2.2	15	48	.5	1.9	9	42	.2	2.0	3	31
WDY-FM	1.0	2.4	16	53	1.0	2.4	16	70	.7	2.5	11	64	.2	1.7	3	48
WERR-FM	.3	.6	4	39	.2	.6	6	36								31
WFID-FM	1.6	3.9	27	135	2.5	6.2	42	101	1.4	5.3	24	137	.6	6.1	10	115
WGSX-FM	.7	1.7	12	59	.6	1.5	10	48	.8	2.8	13	90	.4	4.1	7	62
WIAC	1.2	2.8	20	104	1.5	3.7	25	76	1.4	5.1	23	90	.6	5.9	10	70
WIAC-FM	1.5	3.5	25	98	1.7	4.3	29	81	1.1	3.9	18	90	.2	2.0	3	90
WIDA	.8	1.8	13	62	.6	1.5	10	62	.3	1.0	4	67	.6	6.3	11	59
WIOA-FM	2.1	4.9	34	118	1.6	3.9	26	126	1.2	4.5	20	143	.7	6.4	11	112
WKAQ	3.4	8.2	57	263	3.1	7.6	51	168	1.1	4.0	18	143	.3	3.3	6	81
WKAQ-FM	2.5	6.0	42	185	3.5	8.6	58	182	2.0	7.3	33	191	.6	5.5	9	149
WKVM	.6	1.4	9	45	.1	.3	2	8	.1	.3	1	20	.1	.7	1	17
WLuz	.3	.6	4	25				14	.1	.3	1	20				14
WNRT-FM	.6	1.5	10	34	1.1	2.8	18	45				31				22
WORO-FM	1.3	3.0	21	81	1.2	3.0	20	64	.5	1.9	9	62	.4	4.3	7	62
WOSO	1.0	2.4	16	34	.6	1.6	11	25	.4	1.5	7	39	.1	.7	1	17
WPRM-FM	3.1	7.4	52	193	2.3	5.7	38	163	1.5	5.4	25	160	.6	5.9	10	109
WQBS	1.2	2.7	19	87	1.3	3.2	22	67	.4	1.4	6	78	.1	1.2	2	59
WQII	.2	.5	3	14				14	.2	.6	3	8	.1	1.0	2	3
WRSJ	.2	.5	4	25	.2	.5	3	17	.4	1.4	6	28				17
WRTU-FM	.1	.2	1	31	.3	.8	6	39	.9	3.3	15	36				34
WSRA-FM	.1	.2	1	14	.3	.8	5	11	.2	.6	3	11	.0	.3	1	11
WUNO	3.6	8.6	60	179	1.3	3.3	22	92	.2	.8	4	87	.7	6.9	12	109
WVJP-FM	.4	1.0	7	62	.5	1.3	8	45	.8	2.8	13	45	.1	1.3	2	56
WVOZ	.5	1.2	8	42	.8	1.9	13	48	1.0	3.6	16	39	.4	4.0	7	31
WVOZ-FM	.9	2.2	15	92	1.1	2.8	19	101	1.0	3.6	16	104	.0	.3	1	73
WXYX-FM	2.4	5.6	39	126	1.6	4.0	27	121	1.2	4.3	20	109	.4	3.7	6	64
WZNT-FM	7.1	16.8	118	384	7.1	17.5	118	311	4.6	16.6	75	238	1.6	15.6	26	199
WZOL-FM			3				3						.0	.3	1	3
TOTAL	42.2	100.0	700	1454	40.5	100.0	672	1326	27.4	100.0	455	1337	10.2	100.0	170	1040

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25-49 38  
POP. 1659 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	5.1	25	135	1.9	5.1	32	135	1.5	5.8	25	118	1.4	7.6	23	101
WBMJ	.5	1.7	8	84	.6	1.6	10	73	.4	1.7	7	78	.4	2.2	7	53
WBRQ-FM	.4	1.4	7	106	.9	1.5	9	101	.5	1.9	8	104	.3	1.8	5	98
WCAD-FM	.6	2.0	10	53	.7	2.0	12	53	.5	2.1	9	53	.3	1.9	6	42
WCRP-FM	.7	2.3	11	115	.9	2.4	15	112	.6	2.3	10	109	.4	2.2	7	78
WDY-FM	.4	2.4	2	45	.4	2.5	3	45	.1	2.3	1	42				39
WEER-FM	1.0	5.3	26	193	1.9	5.2	32	177	1.5	5.9	25	177	1.0	5.5	16	171
WFID-FM	.0	2.1	10	104	.7	1.9	11	104	.6	2.3	10	101	.6	3.3	10	90
WGSX-FM	1.3	3.9	19	154	1.4	3.7	23	146	1.1	4.4	19	115	1.0	5.4	16	104
WIAC	1.1	3.7	18	135	1.4	3.9	24	115	1.0	3.8	17	118	.6	3.3	10	109
WIAC-FM	.0	2.0	10	84	.6	1.5	9	81	.5	2.0	9	78	.5	2.7	8	70
WIDA	1.4	4.6	23	177	1.6	4.4	27	165	1.2	4.5	19	163	1.9	5.1	15	163
WIOA-FM	2.0	6.6	33	294	2.6	7.0	43	289	1.5	5.9	26	216	.7	3.8	11	160
WKAQ	2.1	7.2	35	317	2.7	7.4	46	300	2.0	7.8	34	280	1.2	6.7	20	224
WKVM	.2	.7	3	50	.2	.6	4	50	.1	.3	1	22	.1	.4	1	20
WLuz	.1	.3	1	36	.1	.3	2	36	.0	.1	1	25	.0	.2	1	25
WNRT-FM	.4	1.5	7	45	.6	1.7	10	45	.4	1.5	7	45				34
WORO-FM	.8	2.9	14	121	1.0	2.7	17	115	.7	2.8	12	101	.5	2.7	8	84
WOSO	.3	1.7	8	45	.7	1.8	11	45	.4	1.4	6	39	.2	1.2	4	39
WPRM-FM	1.8	6.2	30	255	2.3	6.2	38	249	1.5	5.6	24	241	1.0	5.5	16	185
WQBS	.1	2.5	12	115	1.0	2.6	16	112	.6	2.4	10	104	.2	1.3	4	90
WQII	.1	.4	2	20	.1	.3	2	20	.1	.3	1	17	.1	.7	2	8
WRSJ	.0	.6	3	31	.3	.7	4	31	.2	.7	3	28	.2	.9	3	28
WRTU-FM	.1	1.1	5	56	.4	1.2	7	56	.4	1.5	6	48	.4	2.3	7	42
WSRA-FM	.2	.9	2	28	.0	.5	3	22	.2	.7	3	20	.1	.5	2	17
WUNO	1.4	4.8	24	205	1.7	4.6	28	199	.8	3.1	13	151	.5	2.8	8	123
WVJP-FM	.4	1.5	7	92	.6	1.5	9	78	.4	1.7	7	73	.4	2.3	7	64
WVOZ	.7	2.2	11	59	.8	2.0	13	59	.7	2.7	12	53	.7	3.7	11	42
WVOZ-FM	.7	2.5	12	151	1.0	2.8	17	146	.7	2.7	12	140	.5	2.6	8	115
WXYX-FM	1.3	4.6	22	193	1.7	4.6	29	182	1.1	4.1	17	174	.7	4.1	12	129
WZNT-FM	5.0	16.9	83	451	6.3	17.1	105	451	4.4	17.0	73	378	2.9	16.3	48	277
WZOL-FM	.0	.0	6	6			6	6	.0	.0	3	3	.0	.1	1	3
TOTAL	29.6	100.0	490	1642	37.0	100.0	614	1637	26.0	100.0	431	1564	17.9	100.0	297	1426

1989

MONDAY-FRIDAY

MEN 35 + 39  
POP. 1932 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 M.I.O.			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	3.1	7.1	59	188	3.3	8.8	64	213	4.0	16.9	77	213	.5	5.3	9	69
WBHJ	.0	.1	1	7	.1	.4	3	7	.4	1.8	8	29	.0	.4	1	4
WBRQ-FM	.6	1.3	11	22	.4	1.1	8	47	.1	.5	2	11	.2	2.7	5	47
WCAD-FM					.2	.6	4	18	.6	2.4	11	58	.1	.6	1	58
WCRP-FM	.9	2.0	17	69	.9	2.4	18	69	.2	.9	4	22	.1	1.5	3	51
WOOT-FM	.0	.1	1	11	.4	1.0	7	7	.4	1.5	7	18	1.0	11.2	19	130
WERR-FM	.6	1.3	11	69	.2	.6	5	58	.9	3.8	17	79	.4	4.0	7	79
WFIO-FM	.6	1.4	12	61	.5	1.3	9	25	.9	3.7	17	94	.1	1.7	3	69
WGXS-FM					.0	.1	1	4	2.0	8.3	38	264	.5	5.7	10	58
WIAC	3.0	7.0	58	217	2.4	6.4	47	148	.9	3.6	16	155	.7	8.0	14	159
WIAC-FM	1.9	4.4	37	105	1.6	4.2	30	83	.1	.4	2	83	.6	6.3	11	126
WIOA	.7	1.7	14	87	.9	2.4	18	79	.9	3.7	17	94	.1	.8	1	36
WIOA-FM	1.0	2.3	19	87	.9	2.4	18	72	2.0	8.3	38	264	.3	3.4	6	51
WKAQ	7.2	16.5	138	520	4.6	12.2	89	307	.9	3.6	16	155	.9	9.7	17	90
WKAQ-FM	1.6	3.6	30	199	2.2	5.8	43	141	.1	.4	2	43	.3	3.5	6	33
WKVM	.7	1.6	13	72	.1	.3	2	18	.2	.8	4	69	.1	1.5	3	69
WLuz	.9	2.2	18	79	.7	1.8	13	69	.6	2.7	12	43	.3	3.0	5	7
WNRT-FM	.7	1.5	13	43	1.2	3.2	23	51	1.0	4.2	19	79	.5	5.5	9	54
WORO-FM	2.0	4.7	39	148	2.6	6.8	49	126	1.6	7.0	32	137	.2	2.5	4	36
WOSO	1.1	2.5	21	36	.7	1.9	14	25	.4	1.8	8	33	.1	1.5	3	69
WPRM-FM	1.0	2.2	19	79	1.2	3.1	22	79	.4	1.7	8	72	.3	3.5	6	33
WQBS	1.9	4.4	37	94	1.2	3.1	22	83	.4	1.7	8	79	.1	1.5	3	69
WQII	.2	.5	4	18					.2	.9	4	7	.3	3.0	5	7
WRSJ	1.1	2.5	21	94	1.4	3.7	27	90	1.0	4.2	19	79	.5	5.5	9	54
WRTU-FM					.7	2.0	14	43	.6	2.7	12	43	.2	2.5	4	36
WSRA-FM					.1	.3	2	14					.0	.4	1	11
WUNO	6.1	14.1	118	332	2.2	5.9	43	217	1.1	4.8	22	195	1.2	13.8	24	195
WVJP-FM	.7	1.6	14	87	1.1	2.9	21	65	1.0	4.2	19	72	.0	.4	1	47
WVOZ	.2	.4	4	43	.5	1.2	9	58	.8	3.6	16	40	.3	3.0	5	22
WVOZ-FM	.5	1.2	10	54	.6	1.6	12	58	.9	3.7	17	58	.0	.4	1	40
WXYY-FM	1.6	3.7	31	94	1.2	3.1	22	94	.4	1.7	8	61				
WZNT-FM	2.8	6.4	54	209	3.4	9.0	66	177	1.7	7.2	33	130	.3	3.4	6	36
TOTAL	43.4	100.0	838	1741	37.7	100.0	729	1506	23.6	100.0	456	1441	8.9	100.0	171	1054

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 35 + 40  
POP. 1932 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.6	9.4	51	271	3.5	9.8	67	271	2.5	10.7	48	238	2.0	13.2	39	217
WBMJ	.1	.2	1	7	.1	.2	1	7	.1	.2	1	7	.2	1.3	4	33
WBRQ-FM	.4	1.3	7	65	.5	1.4	9	61	.3	1.2	6	61	.1	.3	1	18
WCAD-FM	.1	.3	2	22	.1	.3	2	22	.1	.5	2	18	.4	2.5	7	61
WCRP-FM	.6	2.3	12	76	.8	2.3	15	76	.6	2.5	11	76	.1	.6	2	22
WDY-FM	.2	.6	3	25	.2	.6	4	25	.2	.8	4	22	.0	.2	1	69
WEER-FM	.2	.8	4	87	.3	.8	5	79	.1	.5	2	83	.2	1.5	4	69
WFID-FM	.4	1.4	7	83	.5	1.4	9	76	.3	1.4	6	69	.1	.4	1	29
WGXS-FM	.0	.1	1	29	.0	.0	18		.1	.2	1	29	1.6	10.3	31	191
WIAC	2.1	7.7	41	285	2.6	7.4	50	267	1.9	8.1	37	213	.6	3.8	11	105
WIAC-FM	1.2	4.2	22	144	1.5	4.2	28	126	.9	4.0	18	119	.5	1.8	3	83
WIDA	.5	1.7	9	101	.6	1.7	12	101	.4	1.8	8	90	.7	4.3	13	98
WIOA-FM	.8	2.9	16	116	.9	2.7	18	116	.8	3.2	15	98	1.3	8.2	24	282
WKAQ	3.5	12.6	68	571	4.6	13.0	89	563	2.5	10.5	48	408	.7	4.5	13	188
WKAQ-FM	1.3	4.7	25	256	1.6	4.5	31	242	1.2	5.3	24	220	.1	.5	2	43
WKVM	.2	.8	4	76	.3	.8	5	76	.1	.4	2	43	.2	1.6	5	83
WLuz	.5	1.9	10	119	.6	1.7	12	112	.4	1.7	8	105	1.2	7.8	23	173
WNRT-FM	.5	1.7	9	51	.7	1.9	13	51	.4	1.8	8	51	.4	2.3	7	72
WORO-FM	1.8	6.3	34	213	2.1	6.0	41	191	1.7	7.2	33	195	.2	1.6	5	11
WOSO	.5	1.9	10	43	.7	2.1	14	43	.4	1.6	7	36	.4	2.3	7	51
WPRM-FM	.7	2.6	14	105	.9	2.5	17	105	.6	2.7	12	98	.2	1.6	5	98
WQBS	.9	3.1	17	126	1.2	3.3	22	123	.6	2.5	11	119	.7	4.6	14	79
WQIT	.2	.6	3	25	.1	.4	3	22	.2	.7	3	25	.4	2.6	8	51
WRSJ	1.0	3.5	19	105	1.2	3.3	23	105	.9	4.1	18	101	.0	.1	1	18
WRTU-FM	.4	1.5	8	54	.5	1.4	9	54	.5	2.3	10	54	.4	2.6	8	51
WSRA-FM	.0	.1	1	25	.0	.1	1	22	.1	.2	1	18	.5	3.0	9	83
WUNO	2.6	9.2	50	386	3.1	8.8	60	368	1.6	6.7	30	314	1.2	7.6	23	249
WVJP-FM	.7	2.5	13	112	.9	2.7	18	108	.7	2.9	13	90	.5	3.0	9	83
WVOZ	.4	1.5	8	69	.5	1.4	10	69	.5	2.1	10	61	.5	3.4	10	40
WVOZ-FM	.5	1.8	10	83	.7	1.9	13	83	.5	2.1	9	79	.4	2.6	8	65
WXYX-FM	.8	2.8	15	130	1.1	3.0	20	126	.5	2.3	10	119	.2	1.1	3	69
WZNT-FM	2.0	7.3	39	246	2.7	7.6	52	246	1.8	7.7	35	202	.9	6.0	18	152
TOTAL	27.8	100.0	538	1899	35.1	100.0	679	1892	23.4	100.0	452	1769	15.4	100.0	298	1549

1989

MONDAY-FRIDAY

WOMEN 18 + 41  
POP. 3810 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.8	4.3	70	209	1.2	3.4	46	172	.5	2.2	19	99	.1	1.1	4	43
WBMJ	.4	1.0	17	36	.1	.3	4	17	.8	3.6	31	182	.3	4.0	13	113
WBRQ-FM	1.0	2.2	36	146	1.2	3.4	46	169	.1	.6	5	126	.0	.5	2	106
WCAD-FM	.4	.9	14	119	.3	.8	11	106	.5	2.2	20	113	.1	1.3	4	106
WCRP-FM	.7	1.5	25	142	.9	2.5	34	129	1.0	4.5	40	189	.4	5.0	17	136
WDY-FM	.4	1.0	17	136	1.0	2.7	37	149	.4	1.8	16	133	.3	3.1	10	80
WERR-FM	1.1	2.6	42	192	.8	2.2	31	142	1.2	5.4	47	229	.7	8.0	27	205
WFID-FM	1.6	3.7	60	199	1.2	3.4	46	202	.7	3.1	28	212	.3	2.9	10	182
WGXS-FM	1.1	2.6	42	195	.8	2.3	31	162	.4	1.8	16	116	.1	1.3	4	76
WIAC	1.4	3.3	54	186	.8	2.2	31	149	.7	3.2	28	232	.4	4.6	15	179
WIAC-FM	1.6	3.7	61	292	1.3	3.7	51	215	.4	1.9	17	199	.6	6.7	22	179
WIDA	1.2	2.8	46	239	1.4	3.8	52	232	1.8	7.8	69	338	.5	5.3	18	209
WIOA-FM	1.9	4.5	73	374	2.0	5.5	76	301	1.0	4.2	37	235	.3	3.4	11	169
WKAQ	3.8	9.0	146	467	1.2	3.5	47	272	2.1	9.0	80	620	.8	9.3	31	404
WKAQ-FM	3.0	7.0	113	567	4.1	11.3	155	547	.5	2.1	19	63	.2	2.0	7	33
WKVM	1.4	3.3	54	142	.9	2.4	33	103	.2	.8	7	36	.1	.8	3	7
WLuz	1.5	3.4	56	109	.2	.6	9	40	.6	2.7	24	152	.2	2.6	9	103
WNRT-FM	.4	1.0	17	89	.4	1.1	15	80	.1	.6	5	7	.3	3.3	11	179
WORO-FM	1.2	2.7	44	212	1.1	3.1	42	119	.6	2.7	24	152	.2	2.6	9	103
WOSO	.2	.6	9	23	.2	.5	7	17	.1	.6	5	7	.3	3.3	11	179
WPRM-FM	2.6	6.1	100	288	2.5	6.9	95	328	.9	3.8	34	318	.2	2.7	9	126
WQBS	1.7	4.0	65	215	1.4	3.9	53	209	1.1	4.8	42	186	.1	.6	2	66
WQII	1.4	3.2	52	139	.8	2.2	30	136	.7	2.9	26	106	.0	.4	1	17
WRSJ	.2	.5	8	43	.4	1.1	15	27	.2	.7	6	40	.3	4.0	13	40
WRTU-FM	.4	.9	15	73	.3	.7	10	60	.2	.7	6	40	1.2	13.2	44	262
WSRA-FM	.4	.8	14	46	.4	1.1	15	63	.3	1.4	13	66	.2	2.3	8	119
WUNO	3.7	8.5	139	371	2.2	6.2	86	235	.9	4.1	36	205	.0	.4	1	13
WVJP-FM	1.6	3.6	59	179	1.3	3.7	51	139	1.0	4.2	37	172	.3	4.0	13	40
WVOZ	.2	.5	8	27	.1	.4	5	23	.2	.7	6	40	.2	2.3	8	119
WVOZ-FM	.3	.7	12	106	.3	1.0	13	76	.4	1.5	13	73	.0	.4	1	13
WXYX-FM	.7	1.7	28	242	1.7	4.8	66	285	1.2	5.1	45	288	.0	.3	1	36
WZNT-FM	2.7	6.2	102	431	2.5	6.9	94	341	2.7	11.5	102	351	.3	4.0	13	162
WZOL-FM	.5	1.1	17	73	.8	2.3	31	89	.5	2.2	19	86	.6	7.3	25	166
TOTAL	42.8	100.0	1632	3340	36.0	100.0	1372	2925	23.2	100.0	885	2929	8.8	100.0	334	2160

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18 + 42  
POP. 3810 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.9	3.3	34	275	WKL				.6	2.7	23	209	.3	1.8	11	119
WBMJ	.1	.5	5	40		.2	.5	7	.0	.2	1	23				13
WBRQ-FM	.8	3.1	32	282		1.0	3.0	39	.8	3.5	30	248	.6	3.7	21	199
WCAD-FM	.2	.8	8	202		.3	.8	10	.2	.7	6	179	.1	.5	3	159
WCRP-FM	.5	2.0	21	159		.7	2.1	27	.5	2.3	20	156	.3	2.0	11	133
WDOY-FM	.7	2.7	27	278		.8	2.4	32	.8	3.5	30	245	.7	4.6	27	225
WEER-FM	.6	2.3	24	212		.8	2.3	29	.5	2.2	19	192	.3	2.2	13	156
WFID-FM	1.2	4.3	44	348		1.3	3.9	51	1.0	4.6	40	311	.9	6.2	36	285
WGSX-FM	.7	2.6	27	318		.9	2.6	33	.6	2.6	22	278	.5	3.1	18	248
WIAC	.7	2.4	25	242		.9	2.6	33	.4	2.0	17	182	.2	1.6	9	142
WIAC-FM	1.0	3.7	38	441		1.2	3.6	47	.8	3.7	32	351	.6	3.6	21	288
WIDA	.9	3.3	34	285		1.0	3.0	39	.8	3.6	31	272	.5	3.4	20	235
WIOA-FM	1.5	5.6	57	530		1.9	5.6	73	1.4	6.1	53	461	1.1	7.0	40	381
WKAQ	1.5	5.5	57	527		2.0	5.7	75	.8	3.7	32	354	.6	3.9	23	265
WKAQ-FM	2.5	9.1	95	891		3.1	9.1	119	2.3	10.3	89	825	1.4	9.1	53	702
WKVM	.7	2.6	27	162		.9	2.7	35	.5	2.3	19	113	.3	2.1	12	66
WLuz	.4	1.6	16	119		.6	1.7	23	.1	.6	5	56	.1	.5	3	36
WNRT-FM	.2	.9	9	116		.3	.9	12	.2	.8	7	109	.1	.4	3	93
WORO-FM	.8	2.8	29	301		1.0	2.8	37	.7	2.9	25	202	.4	2.7	15	176
WOSO	.1	.5	5	23		.2	.5	7	.1	.4	4	17	.1	.4	2	7
WPRM-FM	1.6	5.7	59	421		2.0	6.0	78	1.2	5.5	47	391	.6	3.7	21	325
WQBS	1.1	4.0	41	275		1.4	4.1	54	.9	4.0	34	248	.6	4.1	24	212
WQII	.7	2.5	26	195		.9	2.7	36	.5	2.2	19	179	.3	2.2	13	123
WRSJ	.2	.8	8	50		.3	.8	10	.2	.9	8	40	.1	.6	3	40
WRTU-FM	.2	.6	6	73		.2	.7	9	.1	.4	4	66				46
WSRA-FM	.4	1.3	14	99		.4	1.1	14	.4	1.6	14	93	.3	2.3	13	76
WUNO	2.0	7.3	75	510		2.3	6.7	87	1.5	6.6	57	384	1.1	7.0	40	318
WVJP-FM	1.0	3.6	38	248		1.3	3.8	49	.8	3.7	31	202	.5	3.6	21	189
WVOZ	.1	.4	4	40		.1	.4	5	.1	.3	2	33	.0	.1	1	20
WVOZ-FM	.3	.9	10	146		.3	1.0	13	.2	1.0	9	99	.2	1.1	7	80
WXYX-FM	1.0	3.7	38	398		1.3	3.7	48	1.1	4.8	41	374	.7	4.7	27	298
WZNT-FM	2.1	7.6	78	593		2.6	7.6	99	1.9	8.3	72	454	1.5	10.2	59	371
WZOL-FM	.4	1.6	17	89		.6	1.8	23	.4	1.9	17	89	.2	1.5	8	86
TOTAL	27.1	100.0	1033	3757		34.2	100.0	1302	22.6	100.0	862	3442	15.2	100.0	579	3151

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

WOMEN 18-34 43  
POP. 1666 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.8	2.1	13	37	.7	1.9	12	26	.2	.8	4	17	.5	5.1	9	71
WBMJ	.5	1.3	8	17	.1	.2	1	6	.2	.7	4	6	.1	.9	1	86
WBRQ-FM	1.0	2.8	17	80	1.1	2.8	18	89	1.2	4.3	21	114	.1	.6	1	40
WCAD-FM	.7	1.8	11	74	.2	.5	3	60	.2	.7	4	83	.8	8.2	14	109
WCRP-FM	.8	2.0	13	54	.9	2.3	14	49	.8	2.8	14	46	.1	.5	1	23
WDOY-FM	.7	1.9	12	109	1.7	4.6	29	120	1.8	6.2	30	143	1.1	11.1	19	137
WERR-FM	.5	1.4	9	46	.4	.9	6	34	.3	1.2	6	37	.5	5.0	8	143
WFID-FM	2.3	6.0	38	137	1.8	4.6	29	149	1.8	6.3	31	163	.6	5.6	9	117
WGSX-FM	2.0	5.5	34	146	1.6	4.1	26	126	1.3	4.4	21	163	.1	1.5	2	37
WIAC	.7	1.9	12	26	.2	.5	3	14	.1	.3	1	14	.8	7.7	13	137
WIAC-FM	1.5	4.1	26	154	1.9	5.0	31	137	1.0	3.3	16	157	.2	2.4	4	26
WIDA	.5	1.3	8	63	1.0	2.6	17	74	.2	.7	4	60	1.4	13.7	23	291
WIOA-FM	2.5	6.7	42	217	2.4	6.2	39	151	2.8	9.5	46	206	.1	1.4	2	6
WKAQ	1.5	4.1	25	97	.2	.5	3	31	.1	.4	2	26	.6	5.6	9	117
WKAQ-FM	3.9	10.3	64	357	6.1	16.0	101	351	3.4	11.7	57	440	.1	1.5	2	37
WKVM	.7	1.8	11	20				9	.0	.1		9	.8	7.7	13	137
WLuz	.1	.3	2	9				3					.2	2.4	4	26
WNRT-FM	.4	1.1	7	29	-.4	1.0	7	26	.1	.4	2	23	.1	1.0	2	26
WORO-FM	.9	2.4	15	66	.7	1.9	12	40	.2	.7	4	46	.6	5.6	9	137
WOSO	.1	.2	1	3									.1	1.0	2	26
WPRM-FM	4.2	11.1	69	209	4.4	11.5	73	237	1.8	6.0	29	231	.6	5.6	9	137
WQBS	1.7	4.6	29	123	1.0	2.6	16	114	1.0	3.6	17	103	.5	5.8	10	29
WQII	.5	1.3	8	49	.5	1.4	9	43	.6	1.9	9	29	.6	5.8	10	57
WRSJ	.2	.5	3	11					.2	.6	3	6	.1	1.4	2	54
WRTU-FM	.3	.9	6	31	.1	.2	1	26					.1	.7	1	6
WSRA-FM	.5	1.3	8	23	.7	1.9	12	40	.5	1.8	9	40	.6	5.8	10	29
WUNO	1.5	4.1	26	103	1.0	2.6	16	49	.7	2.5	12	43	.6	5.8	10	57
WVJP-FM	1.6	4.3	27	83	1.7	4.4	28	57	1.5	5.1	25	83	.1	1.4	2	54
WVOZ													.1	1.4	2	54
WVOZ-FM	.2	.6	4	60	.6	1.5	10	40	.5	1.8	9	43	.0	.3	1	20
WXYX-FM	1.0	2.7	17	174	2.5	6.5	41	200	2.2	7.6	37	211	.7	6.8	11	131
WZNT-FM	3.4	9.0	56	266	4.1	10.7	68	217	4.0	13.7	67	231	.9	8.9	15	106
WZOL-FM	.1	.2	1	29	.4	1.1	7	40	.4	1.5	7	40				23
TOTAL	37.4	100.0	624	1420	38.0	100.0	633	1349	29.2	100.0	487	1386	10.0	100.0	167	997

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

WOMEN 18-34 44  
POP. 1666 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.4	1.5	7	51									.1	.6	2	23
WBMJ	.1	.4	2	17									.8	4.5	14	123
WBRQ-FM	.9	3.4	16	157									.1	.8	2	111
WCAD-FM	.3	1.0	4	131									.4	2.1	7	54
WCRP-FM	.6	2.1	10	60									1.3	6.8	21	174
WDOY-FM	1.3	4.5	21	214									.2	1.0	3	43
WERR-FM	.3	1.1	5	54									1.4	7.7	24	200
WFID-FM	1.7	6.1	28	240									.8	4.6	14	189
WGSX-FM	1.3	4.7	22	234									.0	.2	1	14
WIAC	.2	.8	4	26									.7	4.0	12	186
WIAC-FM	1.2	4.4	21	254									.2	.9	3	63
WIDA	.5	1.7	8	80									1.7	9.0	28	237
WIOA-FM	2.0	7.3	34	306									.2	1.0	3	34
WKAQ	.5	1.7	8	106									2.3	12.3	38	500
WKAQ-FM	3.7	13.1	61	569									.1	.5	1	9
WKVM	.2	.7	3	23												
WLuz	.0	.1		9												
WNRT-FM	.2	.8	4	34												
WORO-FM	.5	1.6	8	91												
WOSO	.0	.1		3												
WPRM-FM	2.7	9.5	45	300												
WQBS	.9	3.1	15	151												
WQII	.4	1.5	7	66												
WRSJ	.1	.3	2	11												
WRTU-FM	.1	.3	2	31												
WSRA-FM	.6	2.1	10	63												
WUNO	.9	3.3	16	131												
WVJP-FM	1.2	4.2	20	120												
WVOZ				3												
WVOZ-FM	.3	1.2	6	80												
WXYX-FM	1.6	5.7	27	294												
WZNT-FM	3.0	10.7	50	371												
WZOL-FM	.2	.8	4	40												
TOTAL	28.2	100.0	469	1649	35.1	100.0	585	1649	25.5	100.0	425	1569	18.6	100.0	309	1472

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MIO			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.7	4.0	44	120	1.2	3.3	32	94	.4	1.6	11	43	.1	1.1	3	17
WBMJ	.3	.8	9	23	.0	.1	1	9	1.0	3.9	26	137	.4	4.4	10	80
WBRQ-FM	.9	2.2	24	100	1.1	3.1	30	122	.2	.6	4	108	.1	.6	1	91
WCAO-FM	.5	1.1	12	97	.4	1.0	10	91	.6	2.4	16	68	.1	.7	2	63
WCRP-FM	.6	1.4	16	88	.6	1.8	17	71	1.3	5.2	34	162	.5	6.1	14	117
WOOT-FM	.6	1.3	15	117	1.2	3.3	32	128	.5	2.0	14	91	.1	1.3	3	46
WERR-FM	.9	2.1	22	105	.7	1.8	17	85	1.4	5.7	38	191	.9	9.8	23	168
WFIO-FM	1.9	4.6	50	165	1.0	2.8	27	139	.9	3.6	24	182	.3	3.6	8	157
WGSX-FM	1.4	3.3	36	168	.5	1.4	13	74	.4	1.6	10	68	.1	1.5	3	37
WIAC	1.1	2.8	30	91	1.5	4.1	40	168	.6	2.5	17	179	.4	4.4	10	139
WIAC-FM	1.5	3.7	40	216	1.3	3.4	33	145	2.1	8.4	56	259	.4	4.1	10	105
WIOA	.8	1.9	20	151	2.4	6.5	62	233	.4	1.4	9	111	.6	6.5	15	179
WIOA-FM	2.3	5.6	61	299	.5	1.4	14	134	2.5	10.0	66	498	1.0	11.5	27	330
WKAQ	2.6	6.4	69	250	4.8	13.1	126	416	.4	1.7	11	37	.2	2.5	6	23
WKAQ-FM	3.2	7.8	84	444	.7	1.9	18	48	.1	.4	2	9	.1	.7	2	51
WKVM	1.1	2.6	28	77	.1	.4	3	11	.7	2.9	19	102	.2	1.7	4	60
WLuz	.9	2.1	23	43	.4	1.2	12	63	.1	.3	2	57	.1	.7	2	51
WNRT-FM	.5	1.3	14	71	.9	2.5	24	65	.7	2.9	19	102	.2	1.7	4	60
WORO-FM	1.0	2.5	27	128	.2	.6	6	14	.2	.6	4	6	.1	.7	2	51
WOSO	.3	.7	8	20	.1	.4	3	11	.2	.6	4	6	.1	.3	3	97
WPRM-FM	2.9	7.2	78	236	3.1	8.4	81	273	1.1	4.4	29	270	.4	4.0	9	154
WQBS	1.6	3.9	43	162	1.2	3.4	33	157	1.2	4.9	32	142	.1	1.3	3	97
WQII	1.3	3.1	34	94	.6	1.7	16	80	.6	2.3	15	57	.1	.7	2	40
WRSJ	.3	.7	7	28	.4	1.0	10	14	.2	.8	5	20	.0	.5	1	14
WRTU-FM	.4	1.1	12	48	.2	.7	6	40	.3	1.3	9	51	.4	4.9	11	34
WSRA-FM	.4	1.0	11	37	.5	1.3	12	48	.8	3.3	22	94	.9	9.9	23	145
WUNO	2.9	7.0	76	222	1.6	4.3	41	120	1.2	4.7	31	131	.1	1.0	2	94
WVJP-FM	1.9	4.6	50	137	1.6	4.4	42	100	.4	1.6	11	68	.0	.5	1	9
WVOZ	.1	.1	1	14	.1	.2	2	9	.4	1.7	12	63	.0	.5	1	9
WVOZ-FM	.4	.9	10	91	.4	1.1	11	63	.4	5.7	38	242	.0	.4	1	31
WXYX-FM	.9	2.2	24	208	2.1	5.6	54	239	1.4	5.7	38	242	.4	4.9	11	139
WZNT-FM	3.2	7.7	83	344	2.9	8.0	77	276	3.2	12.6	84	285	.8	9.1	21	134
WZOL-FM	.4	1.0	11	57	.8	2.2	21	71	.4	1.6	11	68	.0	.5	1	9
TOTAL	41.1	100.0	1081	2291	36.6	100.0	963	2047	25.1	100.0	661	2086	8.8	100.0	232	1528

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-49 46  
POP. 2630 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.8	3.0	22	151												
WBMJ	.1	.3	2	26												
WBRQ-FM	.8	3.1	22	205												
WCAD-FM	.3	.9	7	168												
WCRP-FM	.5	1.7	12	97												
WDY-FM	.9	3.3	24	239												
WERR-FM	.5	1.9	14	122												
WFID-FM	1.4	5.0	36	285												
WGSX-FM	.9	3.2	23	273												
WIAC	.5	1.9	14	117												
WIAC-FM	1.0	3.7	27	327												
WIDA	.7	2.6	18	179												
WIOA-FM	1.8	6.6	47	413												
WKAQ	.9	3.1	23	285												
WKAQ-FM	2.9	10.5	76	692												
WKVM	.6	2.1	15	85												
WLuz	.3	.9	7	51												
WNRT-FM	.3	1.0	7	88												
WORO-FM	.7	2.5	18	182												
WOSO	.2	.6	4	20												
WPRM-FM	1.9	6.8	49	347												
WQBS	1.0	3.7	27	213												
WQII	.6	2.2	16	120												
WRSJ	.2	.8	6	28												
WRTU-FM	.2	.6	4	48												
WSRA-FM	.4	1.5	11	80												
WUNO	1.5	5.5	40	293												
WVJP-FM	1.2	4.2	30	188												
WVOZ	.0	.2	1	23												
WVOZ-FM	.3	1.1	8	122												
WXYX-FM	1.2	4.4	32	336												
WZNT-FM	2.4	8.9	64	484												
WZOL-FM	.4	1.5	11	71												
TOTAL	27.3	100.0	719	2590	34.5	100.0	906	2584	23.4	100.0	616	2422	16.1	100.0	423	2237

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.2	4.8	67	196	1.3	3.8	41	168	.7	3.1	20	98	.1	1.6	4	45
WBMJ	.5	1.0	14	24	.1	.4	4	17	.9	4.1	27	150	.3	4.0	10	91
WBRQ-FM	1.0	2.2	31	119	1.3	3.7	39	143	.1	.5	3	59	.0	.4	1	17
WCAD-FM	.1	.1	2	63	.3	.9	9	66	.6	2.9	19	101	.1	1.4	3	98
WCRP-FM	.7	1.5	22	129	1.2	3.3	35	122	.6	2.7	17	77	.4	4.5	11	77
WDYI-FM	.3	.6	8	45	.5	1.5	16	52	.5	2.5	17	122	.7	8.9	22	122
WERR-FM	1.3	2.8	40	175	.8	2.4	26	140	1.0	4.6	30	129	.1	.7	2	38
WFID-FM	1.8	3.8	54	133	1.1	3.2	34	126	.5	2.5	17	122	.1	1.9	5	80
WGXS-FM	.3	.6	9	70	.2	.6	6	63	.8	3.6	24	147	.4	5.5	13	98
WIAC	1.8	3.8	54	189	1.1	3.0	32	157	.5	2.4	16	175	.8	9.7	23	171
WIAC-FM	1.7	3.6	51	217	1.1	3.2	34	136	1.8	8.3	54	248	.6	5.3	13	136
WIDA	1.5	3.3	47	224	1.6	4.5	48	210	1.3	6.0	39	241	.4	4.9	12	171
WIOA-FM	2.0	4.4	61	294	2.1	5.9	63	245	.9	4.2	28	252	.5	6.6	16	164
WKAQ	5.0	10.7	151	462	1.6	4.7	50	280	.7	3.0	20	66	.2	2.9	7	35
WKAO-FM	2.2	4.7	66	290	2.7	7.7	82	252	.1	.3	2	63	.1	1.2	3	70
WKVM	1.9	4.1	57	150	1.1	3.3	35	108	.8	3.6	23	136	.3	3.8	9	101
WLuz	1.9	4.2	59	115	.3	.9	9	42	.2	1.1	7	38	.2	2.9	7	7
WNRT-FM	.5	1.0	14	80	.3	.9	10	70	.1	.3	2	63	.1	1.2	3	70
WORO-FM	1.3	2.9	41	182	1.3	3.8	41	101	.8	3.6	23	136	.3	3.8	9	101
WOSO	.3	.7	10	24	.2	.7	7	17	.2	.8	5	7	.2	2.9	7	7
WPRM-FM	1.7	3.6	51	154	1.5	4.4	47	175	.7	3.5	23	164	.3	3.9	9	80
WQBS	2.1	4.6	65	206	1.7	4.8	51	185	1.3	6.0	39	157	-	-	-	-
WQII	1.8	3.8	54	133	1.0	2.9	30	126	.7	3.1	20	98	.0	.6	1	17
WRSJ	.3	.6	9	45	.5	1.5	16	28	.2	.9	6	42	.1	.9	2	10
WRTU-FM	.5	1.1	16	59	.3	.9	9	45	.2	.8	5	35	.1	.9	2	28
WSRA-FM	.4	1.0	14	35	.3	.9	9	38	.2	.8	5	35	.1	.9	2	10
WUNO	4.8	10.4	146	367	3.0	8.5	90	241	1.3	5.8	38	217	1.5	18.6	45	262
WVJP-FM	1.6	3.5	49	143	1.2	3.5	38	115	.9	4.0	26	150	.2	2.7	7	108
WVOZ	.3	.6	9	28	.2	.5	6	24	.4	1.8	12	52	.0	.6	1	10
WVOZ-FM	.3	.7	10	87	.2	.7	7	56	.5	2.2	15	126	.0	.4	1	28
WXYX-FM	.5	1.1	16	112	.9	2.6	28	115	2.4	11.2	73	269	.1	1.4	3	38
WZNT-FM	2.6	5.7	80	325	2.4	7.0	74	248	.6	2.8	18	59	.5	6.1	15	129
WZOL-FM	.6	1.3	18	52	1.1	3.0	32	63	.1	-	-	-	.1	-	-	45
TOTAL	46.4	100.0	1411	2759	35.0	100.0	1063	2290	21.5	100.0	653	2266	8.0	100.0	242	1682

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25 + 48  
POP. 3042 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.0	3.9	32	266	1.4	4.1	43	266	.7	3.3	22	199	.4	2.6	11	119
WBMJ	.1	.5	4	28	.2	.6	6	28	.0	.2	1	24	.6	4.1	17	161
WBRQ-FM	.9	3.2	27	224	1.1	3.2	33	213	.8	3.9	25	203	.1	.5	2	63
WCAD-FM	.1	.5	4	98	.2	.5	5	98	.1	.7	4	84	.3	2.5	10	115
WCRP-FM	.7	2.4	20	140	.9	2.5	26	136	.6	3.0	19	140	.3	2.3	10	84
WDOY-FM	.4	1.4	11	101	.5	1.4	14	101	.4	1.9	12	87	.4	3.2	13	140
WERR-FM	.7	2.8	23	189	.9	2.6	27	189	.6	2.7	18	178	.8	6.0	25	171
WFID-FM	1.1	4.2	34	224	1.3	3.7	39	199	.9	4.4	29	199	.1	.8	4	63
WGSX-FM	.2	.7	5	108	.2	.7	7	108	.6	2.7	18	192	.3	2.3	10	150
WIAC	.8	3.1	26	248	1.1	3.3	34	248	.8	3.6	24	217	.6	4.2	18	189
WIAC-FM	1.0	3.6	30	294	1.2	3.5	36	273	1.0	4.6	30	248	.7	4.7	20	210
WIDA	1.1	4.1	34	262	1.2	3.6	38	241	1.4	6.5	43	346	1.0	7.4	31	276
WIOA-FM	1.5	5.7	47	409	2.0	5.7	60	402	1.1	5.1	33	367	.8	5.7	24	273
WKAQ	2.0	7.2	59	524	2.6	7.5	78	521	1.4	6.6	43	385	.7	5.0	21	290
WKAQ-FM	1.6	5.9	48	430	2.0	5.8	61	399	.7	3.1	21	119	.4	3.0	13	70
WKVM	.9	3.5	29	171	1.2	3.5	37	171	.2	.8	5	59	.1	.8	3	38
WLuz	.6	2.1	17	126	.8	2.3	24	126	.2	.8	5	101	.1	.5	2	84
WNRT-FM	.2	.9	7	108	.3	.8	9	94	.8	3.7	24	182	.5	3.6	15	161
WORO-FM	.9	3.4	28	269	1.2	3.4	35	252	.1	.6	4	17	.1	.5	2	7
WOSO	.2	.6	5	24	.2	.7	7	24	.8	3.5	23	224	.3	2.4	10	171
WPRM-FM	1.0	3.6	29	238	1.3	3.9	41	238	1.1	5.0	33	224	.7	5.3	23	185
WQBS	1.3	4.9	40	252	1.7	5.0	52	238	.5	2.5	17	164	.3	2.1	9	105
WQII	.8	3.0	25	175	1.1	3.3	35	175	.3	1.2	8	42	.1	.8	3	42
WRSJ	.3	1.0	8	52	.4	1.0	11	52	.1	.5	3	52	.2	.5	2	38
WRTU-FM	.2	.7	6	59	.3	.8	8	59	.1	.8	5	52	.1	.8	3	38
WSRA-FM	.2	.9	7	59	.3	.9	9	59	.2	.8	5	52	.5	3.6	15	168
WUNO	2.6	9.6	79	507	3.0	8.8	91	437	1.9	9.1	59	385	1.4	9.9	42	322
WVJP-FM	1.0	3.5	29	217	1.2	3.6	38	213	.8	3.6	23	182	.5	3.6	15	168
WVOZ	.1	.5	4	38	.2	.5	5	31	.1	.4	2	31	.0	.2	1	17
WVOZ-FM	.2	.9	7	119	.3	.9	10	119	.2	1.0	6	73	.2	1.4	6	59
WXYX-FM	.5	1.9	15	168	.7	1.9	20	168	.5	2.3	15	157	.3	2.0	8	126
WZNT-FM	1.9	7.1	59	437	2.5	7.2	76	437	1.7	8.1	53	336	1.3	9.6	41	290
WZOL-FM	.6	2.1	17	63	.8	2.3	24	63	.6	2.6	17	63	.3	1.9	8	59
TOTAL	27.0	100.0	821	3004	34.3	100.0	1044	2972	21.5	100.0	653	2699	14.0	100.0	425	2455

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 25-49 49  
POP. 1872 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.1	4.6	39	102	1.4	3.9	26	84	.6	2.5	11	38	.1	1.8	3	17
WBMJ	.3	.7	6	12	.1	.2	1	9	1.1	4.8	21	105	.4	4.8	7	58
WBRQ-FM	1.0	2.2	18	73	1.2	3.4	23	96	.1	.6	3	49	.0	.6	1	15
WCAD-FM	.1	.2	1	47	.4	1.1	8	55	.8	3.3	15	55	.0	.4	1	52
WCRP-FM	.7	1.5	12	73	.9	2.5	17	61	.7	3.1	14	78	.2	2.0	3	29
WDY-FM	.3	.8	7	38	.7	2.1	14	44	1.2	5.0	22	102	.9	12.2	18	93
WEER-FM	1.0	2.3	19	84	.6	1.8	12	78	.3	1.1	5	44	.1	1.0	1	32
WFID-FM	2.3	5.1	43	105	1.4	3.9	26	96	.6	2.4	11	70	.2	2.4	3	38
WGXS-FM	.4	.9	7	58	.3	.8	5	52	.7	2.8	12	102	.4	5.6	8	67
WIAC	1.5	3.3	28	87	.7	2.1	14	76	.5	2.0	9	105	.5	6.6	10	93
WIAC-FM	1.6	3.6	30	145	1.3	3.6	24	96	2.2	9.4	42	174	.6	7.4	11	113
WIDA	1.0	2.3	19	131	1.5	4.3	28	119	.5	2.1	9	108	.3	3.6	5	90
WIDA-FM	2.6	5.8	49	221	2.6	7.4	49	177	1.1	4.6	21	174	.7	9.2	13	119
WKAQ	3.6	8.0	67	230	.7	2.1	14	131	.6	2.6	11	38	.3	4.0	6	23
WKAQ-FM	2.2	4.9	41	198	3.3	9.2	61	154	.1	.6	3	9	1.1	1.2	2	47
WKVM	1.6	3.4	29	78	1.0	2.8	18	49	.0	4.1	18	84	.2	2.8	4	55
WLuz	1.3	2.8	24	44	.2	.5	3	12	.1	.3	1	47	1.0	4.3	19	67
WNRT-FM	.6	1.4	12	61	.4	1.1	7	52	.0	1.0	4	6	1.0	4.3	19	134
WORO-FM	1.2	2.6	22	96	1.1	3.2	21	47	.0	6.4	28	113	.2	2.2	3	84
WOSO	.4	.9	8	20	.3	.9	6	15	.5	2.1	9	47	.1	.8	1	26
WPRM-FM	1.8	4.0	34	116	2.1	5.8	39	137	1.0	4.3	19	134	.1	1.2	2	47
WQBS	2.2	4.8	40	148	1.6	4.4	29	131	1.5	6.4	28	113	1.2	15.4	22	137
WQII	1.8	4.0	34	84	.8	2.3	15	67	.5	2.1	9	47	.1	.8	1	81
WRSJ	.4	.9	7	29	.5	1.5	10	15	.3	1.2	5	20	.5	2.5	11	32
WRTU-FM	.6	1.4	12	35	.3	.8	5	26	.0	4.3	19	134	.1	1.2	2	9
WSRA-FM	.6	1.3	11	26	.4	1.1	7	26	.1	.5	2	23	1.2	15.4	22	137
WUNO	4.1	9.1	77	206	2.3	6.3	42	116	1.2	5.0	22	96	.1	.8	1	81
WVJP-FM	2.1	4.7	40	102	1.6	4.4	30	76	1.1	4.8	21	108	.5	2.2	3	23
WVDZ	.1	.2	1	15	.1	.4	2	9	.5	2.2	10	44	.6	.6	1	6
WVDZ-FM	.5	1.0	9	73	.3	.8	5	44	.6	2.5	11	99	.0	.6	1	23
WXYX-FM	.7	1.5	13	93	1.1	3.1	21	90	3.0	12.9	57	206	.2	2.0	3	32
WZNT-FM	3.3	7.3	62	244	3.0	8.6	57	189	.5	2.1	9	44	.7	8.4	12	99
WZOL-FM	.6	1.3	11	38	1.1	3.2	21	47	23.6	100.0	442	1445	7.8	100.0	145	1064
TOTAL	45.1	100.0	845	1703	35.5	100.0	664	1427								

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25-49 50  
POP. 1872 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.0	3.7	19	134												
WBMJ	.1	.3	2	15												
WBRQ-FM	.9	3.3	17	148												
WCAD-FM	.2	.6	3	76												
WCRP-FM	.6	2.1	11	76												
WDOY-FM	.5	1.8	9	84												
WEER-FM	.6	2.3	12	96												
WFID-FM	1.4	5.2	27	172												
WGSX-FM	.2	.9	5	90												
WIAC	.7	2.6	13	113												
WIAC-FM	1.0	3.6	18	192												
WIDA	.9	3.3	17	151												
WIOA-FM	2.0	7.2	37	296												
WKAQ	1.2	4.4	22	265												
WKAQ-FM	1.8	6.7	34	282												
WKVM	.8	3.1	16	87												
WLuz	.4	1.3	7	52												
WNRT-FM	.3	1.0	5	78												
WORO-FM	.9	3.1	16	145												
WOSO	.2	.9	4	20												
WPRM-FM	1.2	4.4	22	183												
WQBS	1.3	4.7	24	186												
WQII	.7	2.7	14	96												
WRSJ	.3	1.1	6	29												
WRTU-FM	.2	.8	4	35												
WSRA-FM	.3	1.0	5	44												
WUNO	2.1	7.8	40	273												
WVJP-FM	1.2	4.3	22	154												
WVOZ	.1	.3	1	20												
WVOZ-FM	.3	1.1	6	96												
WXYX-FM	.6	2.3	12	134												
WZNT-FM	2.4	8.9	46	337												
WZOL-FM	.6	2.0	10	47												
TOTAL	27.3	100.0	511	1846	34.8	100.0	651	1840	22.2	100.0	415	1698	14.8	100.0	277	1561

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 35 + 51  
POP. 2142 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	3.0	6.1	63	189	1.7	5.0	37	162	.8	4.6	17	91	.2	2.6	4	42
WBMJ	.4	.8	9	19	.1	.4	3	11	.4	2.3	9	57	.2	2.4	4	34
WBRQ-FM	.9	1.8	18	60	1.4	4.1	29	76	.0	.3	1	34	.2	2.4	4	68
WCAO-FM	.1	.1	1	38	.4	1.2	9	42	.2	1.3	5	68	.0	.5	1	11
WCRP-FM	.6	1.1	12	91	1.0	2.8	20	83	.3	1.6	6	26	.5	6.6	11	60
WDOY-FM	.2	.4	4	11	.2	.5	4	11	.5	2.8	10	102	.3	3.8	6	53
WERR-FM	1.7	3.5	36	159	1.3	3.7	27	117	.6	3.7	14	45	.2	3.1	5	79
WFID-FM	.9	1.9	19	45	.6	1.9	14	34	.7	4.4	16	113	.2	3.1	5	49
WGsx-FM	.1	.2	2	30	.0	.1	1	19	.5	3.0	11	57	1.0	13.9	22	155
WIAC	2.1	4.4	46	178	1.4	4.2	31	151	.7	3.9	14	147	.1	1.9	3	57
WIAC-FM	1.7	3.5	36	128	.8	2.3	17	64	.8	4.7	17	113	.4	4.7	8	159
WIDA	1.9	4.0	42	189	1.7	5.1	37	166	1.9	10.9	40	234	.2	3.3	5	76
WIOA-FM	1.3	2.7	28	140	1.6	4.7	34	144	.7	4.3	16	125	.2	2.8	5	30
WKAQ	6.2	12.9	133	404	2.3	6.9	50	268	1.0	5.7	21	60	.1	1.9	3	64
WKAQ-FM	2.1	4.3	44	174	2.0	5.8	42	159	.4	2.2	8	42	.5	6.1	10	91
WKVM	2.2	4.5	47	136	1.7	5.1	37	106	1.0	6.1	22	113	.5	6.4	10	23
WLuz	2.8	5.9	61	113	.5	1.4	10	42	.3	1.6	6	8	.2	3.1	5	57
WNRT-FM	.4	.9	9	64	.4	1.1	8	57	1.0	7.0	26	76	.1	1.4	2	8
WORO-FM	1.4	2.9	30	155	1.5	4.4	32	83	.8	4.7	17	83	.5	6.4	10	42
WOSO	.4	.8	9	23	.4	1.0	8	19	.1	.8	3	38	.2	3.3	5	11
WPRM-FM	1.1	2.2	23	53	.5	1.6	12	60	.3	1.6	6	8	.2	3.1	5	15
WQBS	1.7	3.5	37	83	1.8	5.4	39	87	1.2	7.0	26	76	.5	6.4	10	23
WQII	2.2	4.6	48	94	1.1	3.2	23	98	.8	4.7	17	83	.3	3.5	6	64
WRSJ	.3	.6	6	34	.8	2.4	17	30	.1	.8	3	38	.1	.9	2	11
WRTU-FM	.5	1.0	10	42	.5	1.4	10	34	.1	.8	3	23	.7	23.3	37	223
WSRA-FM	.2	.4	4	23	.0	.1	1	19	.1	.8	3	23	.1	1.4	2	8
WUNO	5.8	12.1	125	287	3.6	10.5	76	204	1.2	6.9	25	178	.3	3.5	6	64
WVJP-FM	1.5	3.1	32	94	1.0	2.9	21	83	.4	2.5	9	87	.2	2.2	5	11
WVOZ	.4	.9	9	30	.3	.8	6	26	.2	1.0	4	26	.1	.9	2	11
WVOZ-FM	.4	.8	9	42	.1	.3	2	34	.1	.6	2	49	.0	.2	2	15
WXYX-FM	.4	.9	9	45	.9	2.8	20	60	1.3	7.6	28	94	.4	5.2	8	11
WZNT-FM	1.9	4.0	41	140	.8	2.5	18	102	.6	3.4	12	45	.4	5.2	8	49
WZOL-FM	.8	1.7	18	45	1.2	3.6	26	49					.3	3.4	6	30
TOTAL	48.4	100.0	1036	1930	33.9	100.0	727	1553	17.1	100.0	366	1507	7.5	100.0	160	1145

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

WOMEN 35 + 52  
POP. 2142 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	5.2	29	246	1.8	5.4	39	246	.9	4.6	19	189	.5	3.9	10	106
WBMJ	.1	.5	3	23	.2	.5	4	23	.1	.3	1	19	.3	2.3	6	64
WBRQ-FM	.7	2.7	15	113	.9	2.8	20	106	.7	3.4	14	98	.0	.2	34	34
WCAD-FM	.1	.5	3	57	.2	.6	4	57	.2	.8	4	49	.2	1.7	4	79
WCRP-FM	.5	1.9	10	102	.6	1.8	13	98	.5	2.4	10	102	.1	1.2	3	26
WDOY-FM	.2	.6	3	34	.2	.6	4	34	.2	.8	3	26	.5	4.2	10	121
WERR-FM	1.0	3.7	21	170	1.1	3.5	25	170	.8	3.9	16	159	.4	3.8	9	60
WFID-FM	.6	2.3	13	79	.7	2.2	15	64	.5	2.6	11	64	.1	.6	1	34
WGSX-FM	.1	.3	1	53	.1	.3	2	53	.1	.3	1	45	.5	3.9	10	144
WIAC	1.1	4.2	24	242	1.4	4.3	31	242	.8	4.1	17	189	.4	3.0	8	83
WIAC-FM	.8	2.9	16	166	1.0	2.9	21	147	.5	2.6	11	102	.9	7.4	19	185
WIDA	1.3	5.2	29	219	1.5	4.4	31	196	1.2	6.0	25	204	.4	3.7	9	121
WIOA-FM	1.0	3.6	20	200	1.3	3.8	27	193	.9	4.3	18	181	1.0	8.7	22	257
WKAQ	2.5	9.8	54	461	3.4	10.2	72	457	1.5	7.6	32	340	.5	3.9	10	140
WKAQ-FM	1.2	4.8	27	264	1.6	4.9	35	249	1.0	5.1	21	230	.6	4.7	12	64
WKVM	1.2	4.8	27	155	1.6	5.0	35	155	1.0	5.0	21	117	.2	1.4	4	42
WLuz	.8	3.2	18	125	1.2	3.5	25	125	.3	1.4	6	60	.1	.7	2	76
WNRT-FM	.2	.9	5	87	.3	.9	6	72	.2	1.0	4	87	.7	6.1	15	132
WORO-FM	1.1	4.2	23	223	1.3	4.0	28	212	1.0	5.0	21	147	.1	1.0	3	8
WOSO	.2	.9	5	23	.3	1.0	7	23	.2	1.0	4	19	.8	6.8	17	57
WPRM-FM	.4	1.5	8	83	.5	1.6	11	83	.2	1.0	4	76	.4	3.0	8	83
WQBS	1.3	4.9	28	113	1.6	4.8	34	98	1.2	5.9	25	110	.8	6.8	17	91
WQII	1.0	3.7	21	136	1.3	4.1	29	136	.6	3.1	13	132	.1	.5	1	38
WRSJ	.3	1.2	7	42	.4	1.3	9	42	.3	1.7	7	38	.1	.5	1	26
WRTU-FM	.2	.9	5	42	.3	1.0	7	42	.2	.8	4	42	.5	12.7	32	268
WSRA-FM	.1	.4	2	30	.1	.4	3	30	.1	.4	2	26	.1	1.0	3	26
WUNO	3.0	11.6	65	408	3.5	10.6	75	355	2.2	11.3	48	321	1.5	12.7	32	268
WVJP-FM	.8	3.0	17	125	1.0	2.9	21	125	.6	2.9	12	102	.3	2.9	7	91
WVOZ	.2	.8	4	42	.2	.7	5	34	.1	.6	3	34	.0	.3	1	19
WVOZ-FM	.2	.6	3	60	.2	.7	5	60	.1	.5	2	42	.1	.8	2	26
WXYX-FM	.4	1.5	8	64	.5	1.6	11	64	.4	1.9	8	60	.0	.4	1	49
WZNT-FM	1.1	4.1	23	185	1.3	4.0	28	185	.8	4.1	17	140	.8	6.8	17	110
WZOL-FM	.7	2.5	14	49	.9	2.7	19	49	.6	3.1	13	49	.3	2.2	5	45
TOTAL	26.0	100.0	558	2104	33.2	100.0	711	2070	19.7	100.0	421	1851	11.7	100.0	251	1647

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH 1989

UPPER S-E LEVEL MONDAY-FRIDAY

PERSONS 12 + 53  
POP. 3069 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.3	3.6	41	123	.9	2.9	29	115	.8	2.8	24	98	.1	.7	2	27
WBMJ	.3	.9	10	25	.1	.4	4	17	.5	1.9	17	117	.3	2.7	10	12
WBRQ-FM	.9	2.3	26	110	.7	2.3	23	119	1.0	3.5	30	329	.8	6.4	24	312
WCAD-FM	.9	2.3	26	210	.8	2.4	24	235	.2	.8	7	50	.1	.7	2	38
WCRP-FM	.4	1.0	11	58	.5	1.6	15	54	2.0	7.0	61	394	.6	5.3	20	308
WDOY-FM	1.2	3.1	35	246	1.4	4.5	44	265	.3	.9	8	56	.1	1.2	4	37
WERR-FM	.5	1.3	15	73	.2	.6	6	48	1.6	5.6	48	277	1.0	8.3	31	233
WFIO-FM	1.4	3.8	44	212	1.3	4.2	41	188	2.8	10.0	87	510	1.6	13.0	49	427
WGSX-FM	2.1	5.6	63	390	2.3	7.3	71	337	.3	1.2	10	62	.1	.8	3	46
WIAC	.8	2.1	24	100	.8	2.5	25	79	.8	2.8	24	165	.5	4.3	16	137
WIAC-FM	1.3	3.4	38	212	1.1	3.4	33	127	1.4	4.8	42	262	.4	3.3	12	87
WIDA	.8	2.0	23	102	1.0	3.3	32	100	.7	2.5	22	162	.5	3.7	14	183
WIOA-FM	1.6	4.3	49	242	1.4	4.4	43	188	3.8	13.4	116	744	.1	13.5	51	571
WKAQ	2.9	7.8	88	327	1.3	4.1	40	190	.1	.9	8	37	.1	.8	2	21
WKAQ-FM	2.8	7.7	87	583	3.4	10.7	104	550	.1	.5	5	50	.1	.8	3	25
WKVM	1.0	2.7	31	87	.5	1.6	16	44	.0	.1	1	37	.0	.2	1	35
WLuz	1.4	3.7	42	98	.4	1.1	11	54	.9	3.3	29	167	.4	3.6	13	121
WNRT-FM	.3	.8	9	42	.2	.7	7	46	.2	.9	7	29	.0	.2	1	12
WORO-FM	1.4	3.7	42	192	1.5	4.8	47	138	1.4	4.8	42	219	.4	3.1	12	142
WOSO	.4	1.2	13	37	.4	1.2	12	25	.2	.9	7	29	.1	.7	2	46
WPRM-FM	1.6	4.3	48	194	1.6	5.2	50	213	.6	2.1	18	67	.1	.7	2	35
WQBS	.5	1.3	15	83	.6	2.0	20	69	.3	1.2	10	48	.1	.7	3	35
WQII	1.0	2.7	31	77	.5	1.5	15	65	.3	1.2	11	56	.2	1.6	6	38
WRSJ	.4	1.1	12	62	.6	1.7	17	50	.4	1.4	12	46	.3	2.6	10	46
WRTU-FM	.3	.8	9	60	.4	1.3	13	56	.3	1.2	11	56	.1	1.1	4	35
WSRA-FM	.6	1.6	18	65	.8	2.4	24	67	.5	1.6	14	75	.2	1.6	6	38
WUNO	2.9	7.9	90	242	1.3	4.1	40	148	.8	2.9	25	133	.8	6.7	25	152
WVJP-FM	1.1	3.0	34	129	1.0	3.2	31	88	.9	3.1	27	113	.2	1.5	6	79
WVOZ	.1	.3	4	19	.1	.5	4	27	.2	.6	5	15	.1	.5	2	4
WVOZ-FM	.4	1.2	13	56	.5	1.5	15	60	.2	.7	6	50	.0	.1	1	35
WXYX-FM	1.3	3.5	40	252	1.5	4.8	46	250	2.1	7.5	65	342	.9	7.4	28	252
WZNT-FM	2.8	7.6	86	329	2.2	6.8	66	213	2.2	8.0	69	273	.5	3.8	14	148
WZOL-FM	.1	.3	3	10	.2	.5	5	8	.1	.4	4	8				8
TOTAL	36.9	100.0	1132	2590	31.7	100.0	972	2200	28.3	100.0	867	2454	12.3	100.0	376	1961

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

PERSONS 12 + 54  
POP. 3069 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.8	2.8	23	187	1.0	3.1	31	187	.6	2.5	18	150	.4	2.1	12	104
WBMJ	.1	.4	3	27	.1	.5	5	27	.0	.2	1	21	.4	2.2	13	12
WBRQ-FM	.6	2.3	19	198	.7	2.2	22	181	.5	2.3	16	175	.9	4.5	27	398
WCAD-FM	.8	3.1	26	456	.9	2.7	26	412	.8	3.5	26	425	.1	.7	4	52
WCRP-FM	.3	1.1	9	65	.4	1.2	12	65	.3	1.1	8	63	1.2	6.4	38	450
WDY-FM	1.3	4.8	39	531	1.5	4.7	47	515	1.3	5.5	40	494	2.2	1.0	6	69
WEER-FM	.3	1.0	8	88	.3	.9	9	85	.2	.8	6	77	1.3	6.5	39	342
WFID-FM	1.3	4.9	40	394	1.4	4.4	44	358	1.3	5.4	40	358	2.1	11.1	66	571
WGSX-FM	2.2	8.1	67	660	2.4	7.4	74	633	2.2	9.3	68	604	.2	1.1	6	75
WIAC	.5	1.9	15	144	.7	2.0	20	140	.4	1.8	13	100	.6	3.3	20	198
WIAC-FM	.9	3.4	28	300	1.0	3.2	32	277	.8	3.4	25	237	.4	1.9	11	112
WIDA	.6	2.4	20	140	.7	2.2	22	125	.6	2.5	18	127	.9	4.4	26	290
WIOA-FM	1.2	4.4	36	367	1.4	4.5	44	356	1.0	4.4	32	319	.4	1.8	11	173
WKAQ	1.2	4.4	36	369	1.6	5.0	49	367	.7	2.9	21	248	2.6	13.5	80	844
WKAQ-FM	2.9	10.8	88	1029	3.3	10.4	103	983	2.9	12.1	88	950	.1	.7	4	38
WKVM	.4	1.6	13	98	.6	1.8	18	98	.3	1.1	8	56	.1	.6	4	54
WLuz	.5	1.7	14	119	.6	1.9	19	115	.2	.9	6	75	.0	.1	1	50
WNRT-FM	.1	.5	4	71	.2	.6	6	63	.1	.4	3	65	.7	3.4	20	198
WORO-FM	1.1	4.0	32	285	1.3	4.0	40	269	1.0	4.1	30	227	.8	4.2	25	233
WOSO	.3	1.0	8	44	.4	1.1	11	44	.2	.9	7	37	.3	1.6	10	81
WPRM-FM	1.2	4.6	37	296	1.5	4.8	47	292	1.1	4.7	34	279	.2	1.0	6	60
WQBS	.4	1.7	14	115	.6	1.8	18	108	.4	1.8	13	100	.2	1.2	7	56
WQII	.5	1.7	14	102	.6	1.8	18	100	.3	1.3	9	87	.3	1.5	9	56
WRSJ	.4	1.3	11	75	.4	1.4	14	75	.3	1.4	11	63	.4	2.0	12	88
WRTU-FM	.3	1.2	10	75	.4	1.2	12	75	.3	1.4	10	69	.8	4.3	25	198
WSRA-FM	.5	2.0	16	119	.6	1.9	19	112	.5	2.2	16	106	.5	2.6	15	131
WUNO	1.4	5.3	44	335	1.7	5.1	51	298	1.0	4.2	30	244	.1	.5	3	15
WVJP-FM	.8	2.9	24	177	1.0	3.1	31	167	.7	2.9	21	140	.1	.5	3	15
WVOZ	.1	.5	4	31	.1	.4	4	31	.1	.5	4	29	.1	.5	3	15
WVOZ-FM	.3	1.0	9	94	.4	1.2	12	92	.2	1.0	7	81	.1	.5	3	54
WXYY-FM	1.4	5.4	44	446	1.6	5.1	50	431	1.5	6.2	45	400	1.4	7.5	44	371
WZNT-FM	1.9	6.9	57	433	2.4	7.4	73	431	1.6	6.6	48	325	1.3	6.5	39	285
WZOL-FM	.1	.4	3	10	.1	.4	4	10	.1	.4	3	8	.1	.3	2	8
TOTAL	26.7	100.0	819	3048	32.2	100.0	989	3025	23.8	100.0	729	2821	19.4	100.0	594	2609

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH 1989

UPPER S-E LEVEL MONDAY-FRIDAY

ADULTS 18 + 55  
POP. 2534 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.6	4.0	41	126	1.2	3.3	30	120	1.0	3.7	25	102	.1	.9	3	28
WBMJ	.4	1.0	11	26	.2	.4	4	18	.6	2.3	16	116	.4	3.6	10	70
WBRQ-FM	1.1	2.6	27	108	.9	2.6	23	120	.7	2.6	18	184	.7	5.9	17	190
WCAD-FM	.8	1.8	19	134	.7	2.1	19	138	.3	1.0	7	50	.1	.6	2	38
WCRP-FM	.4	.9	10	56	.6	1.6	14	52	1.6	6.0	41	180	.4	3.5	10	146
WDY-FM	.8	1.9	19	114	1.3	3.6	32	140	.3	1.2	8	52	.2	1.4	4	36
WERR-FM	.6	1.5	15	74	.3	.7	6	46	1.7	6.1	42	214	1.1	9.3	27	200
WFID-FM	1.7	4.2	44	188	1.6	4.6	41	160	1.6	5.7	40	270	.9	8.0	23	226
WGSX-FM	1.6	4.0	42	212	1.8	5.2	46	206	.4	1.5	11	64	.1	1.1	3	48
WIAC	1.0	2.4	25	104	1.0	2.9	26	82	.7	2.5	17	142	.4	3.7	11	122
WIAC-FM	1.6	3.8	40	194	1.3	3.7	33	120	.4	1.4	10	96	.5	4.3	13	88
WIDA	.9	2.2	23	102	1.3	3.7	33	102	1.7	6.1	42	240	.5	4.7	14	176
WIOA-FM	1.9	4.6	48	244	1.6	4.5	41	188	.9	3.3	23	166	.1	.7	2	102
WKAQ	3.5	8.5	88	326	1.6	4.4	39	196	3.1	11.2	78	460	1.3	11.0	32	338
WKAQ-FM	2.6	6.3	66	378	3.6	10.3	92	336	.3	1.2	8	38	.1	.6	2	22
WKVM	1.3	3.1	32	90	.6	1.8	16	46	.2	.7	5	52	.1	1.1	3	26
WLuz	1.7	4.2	43	102	.5	1.3	12	56	.0	.1	1	28	.0	.3	1	22
WNRT-FM	.3	.6	7	32	.3	.8	7	42	1.2	4.3	30	170	.6	4.8	14	126
WORO-FM	1.7	4.2	44	200	1.9	5.4	49	144	.3	1.1	8	30	.0	.3	1	12
WOSO	.6	1.3	14	38	.5	1.3	12	26	1.3	4.9	34	180	.4	3.8	11	114
WPRM-FM	2.0	4.8	50	184	1.8	5.2	47	182	1.3	4.9	34	180	.1	.9	3	40
WQBS	.6	1.4	14	72	.7	2.1	18	64	.6	2.3	16	58	.1	1.0	3	36
WQII	1.2	3.0	31	76	.6	1.7	15	68	.4	1.6	11	50	.2	1.5	4	36
WRSJ	.5	1.2	12	60	.7	2.0	18	52	.4	1.6	11	58	.1	.8	2	34
WRTU-FM	.4	.9	9	56	.5	1.5	13	58	.5	1.9	13	46	.1	.7	2	34
WSRA-FM	.5	1.1	12	44	.7	1.9	17	52	.4	1.6	11	50	.3	2.9	8	28
WUNO	3.5	8.4	88	244	1.6	4.4	40	152	1.0	3.5	25	132	1.0	8.4	25	156
WVJP-FM	1.4	3.4	35	130	1.3	3.6	32	90	1.1	4.1	28	112	.2	2.0	6	78
WVOZ	.2	.4	4	20	.2	.5	5	26	.2	.7	5	14	.1	.7	2	4
WVOZ-FM	.5	1.3	14	58	.6	1.7	16	60	.2	.9	6	48	.0	.2	1	30
WXYX-FM	.9	2.2	23	134	1.2	3.4	30	140	1.3	4.6	32	188	.7	6.3	18	134
WZNT-FM	3.2	7.7	80	288	2.5	7.1	64	196	2.6	9.5	66	242	.6	4.9	14	136
WZOL-FM	.1	.3	3	10	.2	.6	5	8	.2	.6	4	8				8
TOTAL	41.2	100.0	1043	2224	35.3	100.0	896	1870	27.3	100.0	692	1980	11.5	100.0	290	1558

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

ADULTS 18 + 56  
POP. 2534 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WAPA	.9	3.3	24	192	WKL	1.3	3.6	32	192	.7	3.0	19	156	.5	2.7	13	108
WBMJ	.1	.5	3	28	WKL	.2	.5	5	28	.1	.2	1	22	.5	2.7	13	12
WBRQ-FM	.7	2.6	19	196	WKL	.9	2.5	22	178	.6	2.6	16	176	.7	3.7	18	136
WCAD-FM	.7	2.5	18	262	WKL	.7	2.1	19	232	.7	2.9	18	240	.2	.9	4	52
WCRP-FM	.3	1.2	8	62	WKL	.4	1.2	11	62	.3	1.3	8	62	.9	5.1	24	214
WDOY-FM	1.0	3.5	25	274	WKL	1.2	3.5	31	262	1.1	4.3	27	248	.2	1.2	6	66
WERR-FM	.3	1.1	8	86	WKL	.4	1.1	10	82	1.4	5.8	36	282	1.3	7.2	34	272
WFID-FM	1.5	5.3	38	314	WKL	1.7	4.8	42	282	1.4	5.8	36	332	1.2	6.5	31	308
WGSX-FM	1.5	5.2	37	366	WKL	1.7	4.9	43	346	.5	2.1	13	104	.3	1.4	7	78
WIAC	.6	2.2	16	150	WKL	.8	2.4	21	146	.8	3.3	21	208	.5	2.9	14	176
WIAC-FM	1.0	3.5	25	270	WKL	1.2	3.5	30	246	.7	3.1	19	128	.4	2.4	11	114
WIDA	.8	2.8	20	140	WKL	.9	2.6	23	124	1.2	5.0	31	298	1.0	5.6	26	268
WIOA-FM	1.4	4.9	35	346	WKL	1.7	4.9	43	334	.8	3.4	21	256	2.1	11.1	52	524
WKAQ	1.4	5.1	36	370	WKL	1.9	5.6	49	368	2.6	10.7	67	594	.2	1.0	5	40
WKAQ-FM	2.6	9.3	66	656	WKL	3.1	9.1	80	622	.3	1.4	9	58	.2	.8	4	56
WKVM	.5	1.9	14	102	WKL	.7	2.1	19	102	.3	1.1	7	78	.0	.2	1	38
WLuz	.6	2.1	15	124	WKL	.8	2.2	19	120	.1	.5	3	52	.8	4.5	21	202
WNRT-FM	.2	.6	4	56	WKL	.2	.6	5	48	1.2	5.0	31	232	.2	.8	4	30
WORO-FM	1.3	4.7	34	292	WKL	1.6	4.7	41	276	.3	1.1	7	38	.8	4.5	21	194
WOSO	.3	1.2	8	46	WKL	.4	1.3	11	46	.5	1.9	12	86	.3	1.8	9	70
WPRM-FM	1.4	4.8	35	258	WKL	1.7	5.0	44	254	1.2	4.9	30	240	.2	1.4	6	62
WQBS	.5	1.8	13	100	WKL	.6	1.9	16	94	.4	1.5	10	90	.3	1.6	7	58
WQII	.6	2.0	14	102	WKL	.7	2.1	19	100	.4	1.8	11	66	.3	1.5	7	52
WRSJ	.4	1.6	11	74	WKL	.5	1.6	14	74	.4	1.5	9	66	.6	3.4	16	130
WRTU-FM	.4	1.3	9	72	WKL	.5	1.4	12	72	.4	1.5	9	66	.1	.7	3	14
WSRA-FM	.5	1.7	12	84	WKL	.5	1.5	14	80	.5	2.0	12	74	.1	.7	3	50
WUNO	1.7	6.0	43	336	WKL	2.0	5.7	50	298	1.2	4.8	30	248	1.0	5.2	25	200
WVJP-FM	1.0	3.4	25	178	WKL	1.3	3.6	32	168	.8	3.5	22	140	.6	3.4	16	130
WVOZ	.2	.5	4	30	WKL	.2	.5	5	30	.1	.6	4	28	.1	.7	3	20
WVOZ-FM	.4	1.2	9	90	WKL	.5	1.4	12	90	.3	1.2	8	76	.1	.7	3	50
WXYX-FM	1.0	3.6	25	248	WKL	1.1	3.2	28	236	1.0	4.2	26	224	1.0	5.2	24	204
WZNT-FM	2.1	7.5	54	374	WKL	2.7	7.9	69	374	1.8	7.5	47	282	1.5	7.9	37	248
WZOL-FM	.1	.4	3	10	WKL	.2	.5	4	10	.1	.5	3	8	.1	.4	2	8
TOTAL	28.2	100.0	715	2514	WKL	34.7	100.0	878	2492	24.5	100.0	621	2304	18.5	100.0	469	2108

1989

UPPER S-E LEVEL MONDAY-FRIDAY

YOUTH 12-24 57  
POP. 1045 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.4	1.5	4	14												
WBMJ	.2	.6	2	3												
WBRQ-FM	.7	2.5	7	36												
WCAD-FM	1.9	7.2	20	135												
WCRP-FM	.3	1.0	3	5												
WDQY-FM	1.7	6.5	18	168												
WERR-FM	.0	.1	8													
WFID-FM	.6	2.4	7	68												
WGXS-FM	4.2	15.7	43	271												
WIAC	.2	.6	2	3												
WIAC-FM	.3	1.0	3	54												
WIDA	.2	.6	2	10												
WIOA-FM	.9	3.4	10	52												
WKAQ	.3	1.1	3	19												
WKAQ-FM	4.1	15.7	43	325												
WKVM	.0	.1	6													
WLuz																
WNRT-FM	.3	1.3	4	17												
WORO-FM	.3	1.2	3	22												
WOSO																
WPRM-FM	1.6	6.0	17	76												
WBBS	.2	.9	3	14												
WQII	.2	.9	3	13												
WRSJ	.0	.1	3													
WRTU-FM	.0	.1	13													
WSRA-FM	.8	3.2	9	30												
WUNO	.7	2.5	7	21												
WVJP-FM	.6	2.1	6	19												
WVOZ	.2	.6	2	3												
WVOZ-FM	.4	1.6	4	14												
WXYX-FM	2.2	8.2	23	176												
WZNT-FM	2.9	10.9	30	121												
TOTAL	26.5	100.0	277	794	27.6	100.0	288	741	33.3	100.0	347	918	16.5	100.0	173	777

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

YOUTH 12-24 58  
POP. 1045 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.2	.7	2	17												
WBMJ	.0	.1		3												
WBRQ-FM	.5	1.8	5	54												
WCAD-FM	1.6	6.4	17	304												
WCRP-FM	.1	.4	1	6												
WDOY-FM	2.2	8.7	23	357												
WERR-FM	.0	.1		11												
WFID-FM	1.1	4.5	12	160												
WGSX-FM	4.7	18.4	49	457												
WIAC	.1	.5	1	6												
WIAC-FM	.6	2.4	6	97												
WIDA	.1	.6	1	16												
WIOA-FM	.7	2.6	7	97												
WKAQ	.1	.5	1	19												
WKAQ-FM	4.4	17.3	46	591												
WKVM	.0	.0		6												
WLUZ																
WNRT-FM	.2	.7	2	25												
WORO-FM	.1	.5	1	32												
WOSO				3												
WPRM-FM	1.5	6.0	16	135												
WQBS	.2	.6	2	21												
WQII	.1	.5	1	22												
WRSJ	.0	.0		3												
WRTU-FM	.1	.4	1	13												
WSRA-FM	.9	3.6	10	59												
WUNO	.3	1.1	3	30												
WVJP-FM	.5	1.9	5	27												
WVOZ	.0	.1		5												
WVOZ-FM	.3	1.2	3	27												
WXYX-FM	3.0	11.6	31	303												
WZNT-FM	1.7	6.8	18	173												
TOTAL	25.5	100.0	267	1039	29.0	100.0	303	1032	25.3	100.0	264	1005	24.0	100.0	250	969

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

UPPER S-E LEVEL MONDAY-FRIDAY

ADULTS 18-49 59  
POP. 1746 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MIO			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.3	3.4	23	59	1.0	2.9	18	59	.6	1.9	10	43	.1	.8	2	7
WBMJ	.3	.8	5	14	.0	.1	1	9	.8	2.5	13	94	.5	4.1	9	55
WBRQ-FM	1.2	3.2	22	82	1.0	2.8	18	94	.9	3.1	16	164	.9	7.2	15	169
WCAD-FM	1.0	2.5	17	116	1.0	2.6	17	123	.4	1.2	6	32	.5	4.4	9	130
WCRP-FM	.3	.9	6	30	.3	.9	6	25	2.0	6.7	35	158	.4	1.4	7	41
WDY-FM	1.0	2.4	17	100	1.5	4.2	27	123	2.1	7.1	37	190	1.4	11.4	24	174
WEER-FM	.5	1.2	8	46	.3	.9	6	34	2.0	6.7	35	240	1.2	9.9	21	199
WFIO-FM	2.2	5.6	39	167	2.1	5.7	37	142	.3	.9	5	37	.1	.8	2	30
WGXS-FM	2.1	5.4	37	189	2.4	6.5	41	183	.4	1.2	6	68	.5	4.2	9	101
WIAC	.4	.9	6	50	.8	2.1	14	43	2.0	6.6	34	194	.3	2.4	5	53
WIAC-FM	1.6	4.0	28	144	1.6	4.3	28	94	.6	2.1	11	84	.7	5.8	12	153
WIDA	.7	1.8	12	64	1.3	3.6	23	69	.8	2.6	14	116	.1	.7	1	61
WIOA-FM	2.4	6.1	42	201	1.9	5.3	34	155	2.0	6.6	34	194	1.5	12.6	27	281
WKAQ	2.1	5.4	37	166	1.2	3.4	22	107	3.7	12.3	65	374	.2	.8	1	16
WKAQ-FM	3.0	7.6	53	303	4.4	12.1	77	269	.1	.3	2	14	.0	.2	5	5
WKVM	.9	2.3	16	52	.5	1.4	9	25	.1	.2	1	23	.4	3.2	7	78
WLuz	1.0	2.4	17	37	.1	.3	2	16	.9	2.9	15	100	.0	.3	1	11
WNRT-FM	.3	.9	6	27	.4	1.0	7	36	.7	2.2	12	41	.6	4.7	10	98
WORO-FM	1.3	3.3	23	116	1.4	3.7	24	78	.4	1.3	7	27	.1	1.1	2	28
WOSO	.7	1.7	12	32	.5	1.4	9	21	.9	2.9	15	100	.1	.5	1	20
WPRM-FM	2.4	6.1	42	157	2.3	6.4	41	153	1.7	5.7	30	155	.4	3.2	7	78
WQBS	.5	1.3	9	53	.5	1.3	8	43	.7	2.2	12	41	.0	.3	1	11
WQIT	1.2	3.0	21	50	.4	1.1	7	37	.4	1.3	7	25	.1	1.1	2	28
WRSJ	.3	.7	5	27	.3	.9	6	16	.4	1.2	6	23	.0	.3	1	20
WRTU-FM	.4	1.1	7	39	.3	.8	5	37	.4	1.4	7	34	.6	4.7	10	98
WSRA-FM	.6	1.5	11	36	.9	2.4	15	43	.5	1.8	10	41	.4	3.6	7	25
WUNO	2.3	5.9	41	123	1.0	2.8	18	62	.6	2.2	11	50	.5	4.0	8	71
WVJP-FM	1.6	4.0	28	96	1.3	3.5	23	61	1.3	4.3	23	78	.1	1.2	2	62
WVOZ	.1	.3	2	9	.1	.4	2	12	.2	.7	4	9	.1	.8	2	4
WVOZ-FM	.6	1.6	11	44	.7	1.8	12	46	.3	1.1	6	37	.0	.2	2	27
WXYY-FM	1.1	2.9	20	119	1.5	4.2	27	125	1.6	5.4	28	166	.9	7.7	16	119
WZNT-FM	3.7	9.5	65	233	3.1	8.6	55	160	3.2	10.7	56	199	.7	6.1	13	119
WZOL-FM			5		.1	.2	1	4			4					4
TOTAL	39.5	100.0	690	1508	36.6	100.0	638	1312	30.1	100.0	525	1427	12.0	100.0	210	1144

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

ADULTS 18-49 60  
POP. 1746 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.7	2.6	13	87	1.0	2.8	17	87	.6	2.2	10	71	.3	1.6	5	43
WBMJ	.1	.3	1	16	.1	.3	2	16	.0	.1		12	.6	3.1	11	110
WBRQ-FM	.9	3.0	15	153	1.0	2.9	18	139	.8	2.9	13	139	.9	4.4	16	206
WCAD-FM	.9	3.2	16	230	1.0	2.7	17	203	.9	3.5	16	214	.2	.8	3	32
WCRP-FM	.3	.9	4	34	.4	1.0	6	34	.2	.9	4	34	1.2	5.9	21	189
WDOY-FM	1.2	4.2	21	242	1.5	4.2	26	231	1.3	5.0	23	219	.2	.9	3	43
WEER-FM	.3	1.0	5	53	.4	1.1	7	53	.2	.9	4	46	1.7	8.5	30	238
WFID-FM	1.9	6.7	34	276	2.1	6.1	38	251	1.8	7.1	32	247	1.6	7.8	27	272
WGSX-FM	1.9	6.6	33	324	2.2	6.1	38	308	1.8	7.1	32	294	.2	.9	3	44
WIAC	.4	1.3	7	77	.5	1.4	9	73	.4	1.5	7	53	.6	3.1	11	142
WIAC-FM	1.1	3.8	19	205	1.3	3.8	23	187	1.0	3.7	17	166	.3	1.6	6	75
WIDA	.7	2.3	12	91	.8	2.3	14	84	.7	2.6	12	84	1.3	6.3	22	219
WIOA-FM	1.7	5.9	30	285	2.1	5.9	37	274	1.5	5.8	26	242	.3	1.6	6	91
WKAQ	1.0	3.4	17	189	1.3	3.8	23	189	.7	2.5	11	141	2.5	12.4	43	425
WKAQ-FM	3.1	10.8	55	530	3.8	10.6	66	504	3.2	12.2	55	479	.2	.7	3	25
WKVM	.4	1.4	7	59	.5	1.5	9	59	.3	1.1	5	34	.0	.2	1	14
WLuz	.3	.9	5	46	.4	1.0	6	46	.1	.3	1	20	.0	.2	1	28
WNRT-FM	.2	.7	3	44	.3	.8	5	41	.2	.6	3	41	.6	3.0	11	117
WORO-FM	1.0	3.4	17	173	1.2	3.4	21	169	.9	3.4	15	135	.2	1.0	3	27
WOSO	.4	1.3	7	39	.5	1.5	9	39	.3	1.2	5	32	1.1	5.4	19	167
WPRM-FM	1.7	5.9	30	221	2.2	6.1	38	217	1.5	5.9	27	205	.4	1.8	6	52
WQBS	.4	1.5	7	75	.5	1.5	9	69	.4	1.6	7	62	.2	1.0	4	34
WQII	.5	1.7	8	61	.6	1.8	11	61	.3	1.1	5	50	.2	.9	3	23
WRSJ	.2	.8	4	30	.3	.9	6	30	.2	.9	4	23	.2	.9	3	39
WRTU-FM	.3	.9	5	48	.4	1.0	7	48	.2	.9	4	43	.3	2.4	8	50
WSRA-FM	.6	2.1	11	71	.7	1.9	12	68	.6	2.4	11	62	.6	2.8	10	85
WUNO	1.1	3.7	19	160	1.3	3.7	23	141	.7	2.8	13	105	.7	3.3	11	93
WVJP-FM	1.0	3.6	18	132	1.4	3.9	24	123	.9	3.4	15	100	.2	.8	3	9
WVOZ	.1	.5	2	16	.2	.4	3	16	.1	.6	3	14	.2	.8	3	39
WVOZ-FM	.4	1.4	7	73	.6	1.6	10	73	.3	1.3	6	61	.2	.8	3	39
WXYX-FM	1.3	4.5	23	219	1.4	4.1	25	208	1.3	5.2	23	198	1.2	6.2	22	180
WZNT-FM	2.6	9.0	46	308	3.3	9.4	58	308	2.3	8.9	40	233	1.8	9.1	32	205
WZOL-FM	.0	.1	5	5	.0	.1	5	5	.0	.1	4	4				4
TOTAL	29.0	100.0	506	1735	35.5	100.0	619	1728	25.9	100.0	453	1621	20.0	100.0	350	1511

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

UPPER S-E LEVEL MONDAY-FRIDAY

MEN 18 + 61  
POP. 1201 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.6	4.0	19	55	1.4	3.9	17	64	1.6	5.6	20	72	.2	1.4	2	17
WBMJ	.0	.1		8	.1	.4	2	8	.5	1.6	6	42	.3	2.0	3	25
WBRQ-FM	1.1	2.9	13	42	.7	1.9	8	53	1.2	4.2	15	123	1.3	10.2	15	132
WCAD-FM	.9	2.3	11	81	1.0	2.7	12	89	.0	.0		17	.0	.1		15
WCRP-FM	.2	.6	3	19	.1	.4	2	19	1.6	5.5	19	96	.1	1.2	2	81
WDY-FM	1.2	3.1	14	72	1.6	4.6	19	83	.9	6.6	23	110	1.2	9.8	15	100
WEER-FM	.1	.3	1	19	.2	.6	3	15	1.9	6.5	23	163	1.4	11.2	17	134
WFID-FM	1.4	3.7	17	95	2.1	6.0	26	78	.6	1.9	7	38	.2	1.8	3	38
WGSX-FM	1.7	4.4	21	112	2.7	7.6	33	125	.8	2.6	9	64	.4	3.6	5	57
WIAC	1.2	3.1	15	66	1.2	3.5	15	44	.2	.6	2	34	.2	1.3	2	30
WIAC-FM	1.3	3.3	15	66	1.5	4.2	18	51	1.3	4.4	15	104	.7	5.5	8	89
WIDA	.6	1.6	7	36	.7	1.9	8	34	1.2	4.2	15	100	.1	1.0	2	59
WIOA-FM	1.7	4.3	20	81	1.4	4.0	17	78	3.0	10.4	37	197	1.1	9.2	14	153
WKAQ	4.2	10.7	50	197	2.6	7.3	31	117	.3	4.5	16	85	.3	2.0	3	21
WKAQ-FM	1.9	4.9	23	146	2.6	7.2	31	138	.0	.1	1	11	.7	5.9	9	66
WKVM	.5	1.3	6	30	.1	.3	1	8	.1	.3	1	30	.5	4.3	6	64
WLuz	.8	2.0	9	36	.6	1.6	7	32	.1	.3	1	30	.1	.6	1	17
WNRT-FM	.1	.3	1	11	.2	.5	2	23	.3	6.0	21	100	.1	1.0	2	6
WORO-FM	1.6	4.2	20	87	1.8	5.1	22	74	1.3	4.5	16	85	.7	5.9	9	66
WOSO	.7	1.7	8	23	.6	1.8	8	15	.4	1.3	4	25	.1	.5	1	11
WPRM-FM	2.2	5.8	27	100	2.3	6.3	27	106	1.7	6.0	21	100	.5	4.3	6	64
WQBS	.6	1.5	7	28	.5	1.3	6	23	.3	.9	3	25	.1	.6	1	17
WQII	.2	.5	2	11					.0	.1			.1	1.0	2	6
WRSJ	.7	1.8	9	38	.9	2.4	10	40	.7	2.3	8	38	.3	2.3	3	25
WRTU-FM					.6	1.6	7	21	1.0	3.5	12	19	.2	1.5	2	15
WSRA-FM	.3	.8	4	17	.7	2.0	9	19	.4	1.2	4	17	.0	.3		8
WUNO	4.0	10.3	48	134	1.1	3.2	14	81	.7	2.3	8	70	.7	5.8	9	78
WVJP-FM	.6	1.5	7	44	.7	2.0	9	32	.8	2.8	10	42	.1	1.0	2	36
WVOZ	.2	.4	2	15	.3	.8	4	21	.4	1.3	5	13	.2	1.3	2	4
WVOZ-FM	.7	1.8	8	40	.9	2.4	10	44	.5	1.6	6	40	.0	.2		25
WXYX-FM	1.0	2.6	12	72	.7	2.0	9	72	1.1	3.9	14	100	.8	6.5	10	72
WZNT-FM	5.0	12.9	60	187	3.6	10.1	43	142	3.9	13.3	47	157	.8	6.6	10	100
TOTAL	38.9	100.0	468	1046	35.5	100.0	427	917	29.2	100.0	350	972	12.3	100.0	148	785

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

MEN 18 + 62  
POP. 1201 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.1	4.0	14	91	1.5	4.4	18	91	1.0	4.0	12	81	.8	4.2	10	74
WBMJ	.0	.2	1	8	.1	.2	1	8	.0	.2	1	8	.3	1.8	4	51
WBRQ-FM	.6	2.1	7	76	.7	2.2	9	68	.5	1.8	6	74	1.2	6.3	15	151
WCAD-FM	1.1	3.8	13	166	1.0	3.0	12	144	1.1	4.5	14	155	.0	.1	19	
WCRP-FM	.1	.3	1	23	.1	.4	1	23	.1	.2	1	23	.8	4.0	10	115
WDY-FM	1.1	3.9	13	149	1.5	4.3	18	142	1.1	4.3	13	136	.1	.3	1	19
WEER-FM	.1	.3	1	25	.1	.3	1	21	.1	.3	1	23	.5	1.8	4	51
WFID-FM	1.7	5.9	20	151	1.9	5.4	22	134	1.7	6.9	21	138	1.6	8.1	19	178
WGSX-FM	1.9	6.8	23	200	2.2	6.2	26	185	2.0	7.9	24	189	.4	1.9	4	47
WIAC	.8	2.8	10	89	1.0	2.9	12	85	.7	2.7	8	57	.6	3.0	7	74
WIAC-FM	1.0	3.5	12	98	1.2	3.5	14	89	.9	3.6	11	83	.9	4.8	11	121
WIDA	.4	1.4	5	49	.5	1.5	6	47	.3	1.4	4	42	.6	3.1	7	106
WIOA-FM	1.2	4.4	15	129	1.5	4.2	18	117	1.1	4.4	13	121	2.0	10.0	24	221
WKAQ	2.0	6.9	23	214	2.7	7.7	32	214	1.3	5.2	16	151	.0	.2	11	
WKAQ-FM	2.1	7.5	26	282	2.5	7.3	30	272	2.2	8.6	26	250	.2	.9	2	34
WKVM	.2	.5	2	34	.2	.6	3	34	.1	.2	1	13	.0	.1	15	
WLuz	.4	1.5	5	51	.5	1.4	6	47	.3	1.2	4	44	.2	.9	2	34
WNRT-FM	.1	.3	1	23	.1	.3	1	23	.1	.3	1	23	.0	.1	1	15
WORO-FM	1.4	4.8	16	127	1.6	4.7	19	119	1.3	5.1	15	117	1.0	5.0	12	104
WOSO	.4	1.5	5	30	.6	1.6	7	30	.4	1.4	4	26	.2	1.0	2	25
WPRM-FM	1.7	5.8	20	144	2.1	6.0	25	140	1.5	5.9	18	138	1.1	5.4	13	112
WQBS	.3	1.2	4	38	.4	1.3	5	36	.3	1.1	3	30	.2	.8	2	28
WQII	.1	.3	1	19	.1	.2	1	17	.1	.2	1	13	.1	.4	1	9
WRSJ	.6	2.2	7	47	.8	2.2	9	47	.6	2.3	7	45	.5	2.3	5	38
WRTU-FM	.4	1.5	5	26	.5	1.5	6	26	.6	2.2	7	25	.6	2.8	7	23
WSRA-FM	.4	1.3	4	32	.5	1.4	6	28	.4	1.5	4	26	.2	.9	2	21
WUNO	1.6	5.5	19	166	1.9	5.4	23	155	.9	3.4	10	123	.7	3.5	8	98
WVJP-FM	.5	1.9	7	68	.7	2.0	8	59	.5	2.1	6	55	.4	2.2	5	51
WVOZ	.2	.9	3	25	.3	.8	3	25	.3	1.1	3	23	.3	1.3	3	13
WVOZ-FM	.5	1.8	6	64	.7	2.0	8	64	.4	1.8	5	57	.2	1.1	3	42
WXYX-FM	.9	3.2	11	132	.9	2.7	11	121	.9	3.4	10	119	.9	4.8	11	115
WZNT-FM	3.2	11.3	38	233	4.1	11.9	50	233	2.7	10.6	32	187	2.2	11.0	26	163
TOTAL	28.4	100.0	342	1192	34.6	100.0	416	1184	25.4	100.0	305	1118	19.8	100.0	238	1027

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

UPPER S-E LEVEL MONDAY-FRIDAY

MEN 18-49 63  
POP. 825 (00)

STATION

6 A.M. - 10 A.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)	

WAPA	1.1	3.0	9	22
WBHJ				3
WBRO-FM	1.3	3.7	11	35
WCAD-FM	1.1	3.1	9	72
WCRP-FM	.2	.6	2	12
WDY-FM	1.5	4.1	12	62
WEER-FM				13
WFID-FM	1.9	5.1	15	84
WGSX-FM	2.2	6.0	18	99
WIAC	.5	1.2	4	37
WIAC-FM	1.4	3.9	12	49
WIDA	.7	1.9	6	18
WIOA-FM	2.1	5.7	17	65
WKAQ	2.5	6.9	21	104
WKAQ-FM	2.2	5.9	18	111
WKVM	.3	.9	3	20
WLWZ	.3	.7	2	10
WNRT-FM	.1	.3	1	8
WORO-FM	1.1	3.1	9	45
WOSO	.8	2.1	6	18
WPRM-FM	2.8	7.6	23	86
WQBS	.5	1.5	4	22
WQII	.2	.7	2	8
WRSJ	.2	.6	2	12
WRTU-FM				8
WSRA-FM	.4	1.1	3	12
WUNO	2.1	5.7	17	57
WVJP-FM	.4	1.2	4	30
WVOZ	.2	.6	2	8
WVOZ-FM	.8	2.1	6	29
WXYY-FM	1.3	3.6	11	64
WZNT-FM	5.9	16.0	48	149
WZOL-FM				2
TOTAL	36.7	100.0	303	699

10 A.M. - 3 P.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)	

WAPA	1.0	2.8	8	32
WBHJ				3
WBRO-FM	.8	2.1	6	42
WCAD-FM	1.3	3.4	10	79
WCRP-FM	.2	.4	1	12
WDY-FM	1.9	5.2	16	72
WEER-FM	.3	.8	2	12
WFID-FM	2.7	7.5	23	69
WGSX-FM	3.5	9.6	29	111
WIAC	1.3	3.5	11	29
WIAC-FM	1.7	4.8	14	37
WIDA	.5	1.5	5	22
WIOA-FM	1.7	4.7	14	64
WKAQ	2.2	6.1	18	69
WKAQ-FM	3.2	8.9	27	116
WKVM	.1	.3	1	7
WLWZ				8
WNRT-FM	.2	.7	2	18
WORO-FM	1.0	2.7	8	39
WOSO	.6	1.7	5	12
WPRM-FM	2.8	7.7	23	91
WQBS	.2	.6	2	13
WQII				3
WRSJ	.2	.6	2	12
WRTU-FM	.2	.7	2	10
WSRA-FM	.2	.4	1	12
WUNO	.9	2.6	8	13
WVJP-FM	.6	1.6	5	30
WVOZ	.4	1.0	3	22
WVOZ-FM	.3	.8	2	12
WXYY-FM	.9	2.3	7	32
WZNT-FM	.9	2.5	8	64
WZOL-FM	4.6	12.5	38	114
TOTAL	36.5	100.0	301	639

3 P.M. - 7 P.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)	

WAPA	.9	3.0	8	32
WBHJ				3
WBRO-FM	.6	2.0	5	37
WCAD-FM	1.6	5.1	13	109
WCRP-FM	.0	.0		13
WDY-FM	1.9	6.0	15	84
WEER-FM				10
WFID-FM	2.5	8.0	21	97
WGSX-FM	2.5	7.9	20	144
WIAC	.4	1.3	3	25
WIAC-FM	.9	2.8	7	52
WIDA	.2	.7	2	20
WIOA-FM	1.6	5.1	13	84
WKAQ	.9	3.0	8	54
WKAQ-FM	3.5	11.3	29	156
WKVM	.1	.3	1	10
WLWZ				8
WNRT-FM	.5	1.2	4	42
WORO-FM	.5	4.0	4	42
WOSO	.5	.6	1	10
WPRM-FM	.2	.7	5	54
WQBS	.1	.6	1	10
WQII	.7	5.2	6	54
WRSJ	.1	.8	1	12
WRTU-FM				3
WSRA-FM	.5	1.5	4	10
WUNO	.8	2.6	7	12
WVJP-FM	.2	1.5	4	12
WVOZ	.8	2.6	7	27
WVOZ-FM	.4	1.4	4	27
WXYY-FM	.6	2.0	5	30
WZNT-FM	1.5	4.7	12	87
WZOL-FM	4.8	15.3	39	127
TOTAL	31.0	100.0	256	691

7 P.M. - 12 MID

	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)	

WAPA	.2	1.5	2	7
WBHJ				3
WBRO-FM	.3	2.5	3	22
WCAD-FM	1.6	12.3	13	117
WCRP-FM				12
WDY-FM	.2	1.5	2	72
WEER-FM	1.6	11.8	13	89
WFID-FM	1.8	13.4	15	117
WGSX-FM	.2	1.2	1	27
WIAC	.5	4.1	5	49
WIAC-FM	.2	1.5	2	18
WIDA	.9	6.6	7	75
WIOA-FM	.1	.9	1	34
WKAQ	1.3	9.5	10	127
WKAQ-FM				8
WKVM				5
WLWZ				8
WNRT-FM				5
WORO-FM				8
WOSO				8
WPRM-FM				8
WQBS				10
WQII				7
WRSJ				35
WRTU-FM				2
WSRA-FM				35
WUNO				2
WVJP-FM				30
WVOZ				2
WVOZ-FM				3
WXYY-FM				22
WZNT-FM				9
WZOL-FM				64
TOTAL	13.3	100.0	109	589

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

MEN 18-49 64  
POP. 825 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.8	2.7	7	40												
WBMJ				WKLY	1.0	2.9	8	40	.7	2.7	6	39	.5	2.5	4	32
WBRQ-FM	.7	2.6	6	62	.9	2.6	7	55	.3				.5	2.1	4	45
WCAD-FM	1.4	4.9	12	148	1.3	3.8	11	127	.6	2.1	5	60	1.6	7.6	13	134
WCRP-FM	.1	.3	1	15	.1	.4	1	15	.1	.2	1	15	.0	.0		13
WDY-FM	1.3	4.6	11	131	1.8	5.0	15	124	1.3	4.8	11	119	.9	4.4	8	101
WERR-FM	.1	.3	1	15	.1	.3	1	15	.1	.4	1	13				12
WFID-FM	2.2	7.5	18	134	2.4	6.9	20	119	2.3	8.4	19	122	2.0	9.3	16	121
WGSX-FM	2.5	8.7	21	176	2.8	8.0	23	164	2.6	9.7	21	166	2.1	9.8	17	156
WIAC	.6	2.1	5	54	.8	2.2	6	50	.6	2.4	5	37	.3	1.3	2	32
WIAC-FM	1.2	4.0	10	75	1.4	4.0	11	67	1.1	4.0	9	65	.7	3.3	6	60
WIDA	.4	1.4	3	30	.5	1.4	4	29	.3	1.2	3	27	.2	1.0	2	22
WIOA-FM	1.5	5.3	13	106	1.8	5.1	15	96	1.4	5.2	11	99	1.2	5.6	10	99
WKAQ	1.4	4.9	12	114	1.9	5.5	16	114	1.1	4.2	9	86	.5	2.3	4	57
WKAQ-FM	2.5	8.7	21	225	3.0	8.6	25	216	2.6	9.8	22	200	2.3	10.7	19	176
WKVM	.1	.4	1	23	.2	.5	1	23	.1	.3	1	12	.0	.2		10
WLuz	.1	.2		13	.1	.2	1	13				8				8
WNRT-FM	.1	.4	1	18	.1	.4	1	18	.1	.4	1	18	.0	.1		12
WORO-FM	.8	2.7	7	69	.9	2.6	7	69	.7	2.6	6	60	.5	2.5	4	52
WOSO	.5	1.6	4	25	.6	1.8	5	25	.4	1.4	3	22	.3	1.2	2	22
WPRM-FM	2.1	7.3	17	124	2.6	7.6	22	121	1.9	7.1	16	119	1.4	6.5	11	96
WQBS	.2	.8	2	27	.3	.8	2	25	.1	.5	1	20	.1	.5	1	18
WQII	.1	.2		13	.1	.2	1	13				8				5
WRSJ	.2	.7	2	15	.3	.9	2	15	.2	.8	2	13	.2	1.0	2	13
WRTU-FM	.2	.8	2	17	.3	.9	3	17	.3	1.1	2	15	.4	1.7	3	15
WSRA-FM	.5	1.6	4	25	.6	1.8	5	22	.5	1.8	4	20	.2	1.1	2	15
WUNO	.7	2.5	6	70	.9	2.7	8	69	.3	1.3	3	49	.2	.9	2	40
WVJP-FM	.4	1.5	3	50	.5	1.5	4	42	.4	1.6	3	39	.5	2.1	4	35
WVOZ	.3	1.0	2	15	.3	.9	3	15	.3	1.1	2	13	.3	1.4	3	8
WVOZ-FM	.6	1.9	5	50	.8	2.2	6	50	.5	1.8	4	44	.3	1.4	2	32
WXYX-FM	1.2	4.0	10	116	1.2	3.5	10	106	1.1	4.2	9	104	1.2	5.8	10	101
WZNT-FM	3.9	13.6	32	188	5.0	14.4	42	188	3.4	12.6	28	153	2.7	12.7	22	132
WZOL-FM				2				2								
TOTAL	28.9	100.0	238	822	34.9	100.0	288	815	26.6	100.0	220	776	21.2	100.0	175	731

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

WOMEN 18 + 65  
POP. 1334 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
	WKL				WKL				WKL				WKL			
WAPA	1.7	3.9	23	72	1.0	2.7	13	55	.4	1.4	5	27	.0	.3		11
WBMJ	.8	1.8	11	19	.2	.5	3	11	.8	3.1	11	76	.6	5.4	8	46
WBRQ-FM	1.0	2.3	13	68	1.1	3.2	15	68	.2	.8	3	57	.1	.7	1	53
WCAD-FM	.6	1.4	8	51	.5	1.4	7	46	.6	2.2	7	34	.1	1.2	2	23
WCRP-FM	.5	1.2	7	38	1.0	2.9	14	34	1.7	6.5	22	82	.7	6.3	9	63
WDQY-FM	.3	.8	4	40	.9	2.6	12	55	.6	2.5	8	40	.3	3.0	4	17
WERR-FM	1.1	2.6	15	57	.3	.8	4	32	1.4	5.4	18	103	.9	8.7	12	99
WFID-FM	2.0	4.6	27	93	1.1	3.2	15	82	1.2	4.8	16	103	.5	4.3	6	89
WGSX-FM	1.6	3.6	21	99	.9	2.7	13	78	.3	1.1	4	25	.0	.3		8
WIAC	.8	1.7	10	36	.8	2.3	11	38	.6	2.4	8	78	.4	3.9	5	65
WIAC-FM	1.9	4.3	25	131	1.1	3.2	15	70	.6	2.4	8	63	.8	7.9	11	59
WIDA	1.2	2.8	16	68	1.9	5.4	25	70	2.0	8.0	27	137	.4	3.7	5	87
WIOA-FM	2.1	4.9	29	167	1.8	5.0	24	112	.6	2.3	8	63	.0	.3		42
WKAQ	2.8	6.4	37	125	.5	1.5	7	76	3.1	12.1	41	266	1.4	13.0	18	186
WKAQ-FM	3.3	7.6	44	236	4.7	13.4	63	201	.6	2.2	8	27	.1	1.2	2	13
WKVM	2.1	4.7	27	61	1.2	3.4	16	40	.3	1.2	4	21	.1	.6	1	13
WLuz	2.7	6.1	35	68	.3	1.0	5	23	.0	.2	1	15	.4	3.6	5	59
WNRT-FM	.4	1.0	6	21	.4	1.1	5	19	1.0	4.1	14	84	.1	.6		4
WORO-FM	1.8	4.1	24	114	2.0	5.7	27	70	.2	.9	3	4	.4	3.1	4	49
WOSO	.4	1.0	6	15	.3	.9	4	11	.9	3.7	12	78	.3	3.1	4	49
WPRM-FM	1.7	3.9	23	82	1.4	4.1	19	74	1.0	4.0	13	34	.1	1.2	2	23
WQBS	.6	1.3	7	44	1.0	2.8	13	42	.8	3.3	11	44	.1	.9	1	32
WQII	2.2	5.2	30	68	1.2	3.4	16	68	.2	.8	3	19	.1	.6	1	11
WRSJ	.2	.6	3	21	.5	1.5	7	11	.2	.8	3	27	.6	6.0	8	19
WRTU-FM	.7	1.7	10	46	.5	1.4	6	38	.5	1.9	7	34	.2	11.5	16	78
WSRA-FM	.6	1.4	8	27	.6	1.8	8	34	1.3	5.0	17	61	1.2	3.1	4	42
WUNO	2.9	6.8	39	108	2.0	5.6	26	70	1.4	5.6	19	72	.3	3.1	4	42
WVJP-FM	2.2	5.0	29	89	1.8	5.2	24	59	.3	1.2	4	8	.0	.1		4
WVOZ	.2	.4	2	4	.1	.2	1	4	.0	.1		6	.0	.1		4
WVOZ-FM	.4	.9	5	17	.4	1.1	5	15	1.4	5.4	18	87	.6	6.0	8	61
WXYX-FM	.8	1.7	10	61	1.7	4.7	22	68	1.3	5.1	17	80	.3	3.0	4	32
WZNT-FM	1.3	3.0	17	95	1.4	4.0	19	49	.3	1.2	4	8	.2	.5		8
WZOL-FM	.2	.5	3	8	.4	1.2	5	8	.0							
TOTAL	43.4	100.0	579	1180	35.2	100.0	469	950	25.4	100.0	339	1005	10.6	100.0	141	768

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

WOMEN 18 + 66  
POP. 1334 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.7	2.6	10	101	1.0	2.9	13	101	.5	1.9	6	74	.2	1.0	2	32
WBMJ	.2	.8	3	21	.3	.9	4	21	.1	.3	1	15	.7	3.9	9	87
WBRQ-FM	.9	3.1	12	122	1.0	2.8	13	112	.8	3.5	11	103	.1	.8	2	76
WCAD-FM	.3	1.2	5	91	.4	1.3	6	84	.3	1.1	4	80	.3	1.8	4	34
WCRP-FM	.6	2.0	7	40	.7	2.1	10	40	.6	2.4	8	40	1.1	6.4	15	97
WDQY-FM	.9	3.1	12	122	1.0	2.8	13	118	1.0	4.4	14	110	.5	2.7	6	49
WERR-FM	.6	2.0	7	63	.6	1.9	9	63	.4	1.7	5	53	1.1	6.5	15	135
WFID-FM	1.3	4.7	18	163	1.5	4.2	20	148	.8	3.6	11	139	.8	4.6	11	127
WGSX-FM	1.0	3.6	13	163	1.2	3.5	16	158	.4	1.6	5	46	.1	.8	2	30
WIAC	.5	1.6	6	59	.6	1.8	8	59	.7	3.1	10	127	.5	2.9	7	103
WIAC-FM	1.0	3.5	13	175	1.2	3.4	16	160	1.2	4.9	15	89	.7	4.3	10	80
WIDA	1.2	4.2	16	93	1.3	3.7	17	78	1.4	5.7	18	179	1.1	6.6	15	148
WIOA-FM	1.5	5.5	20	222	2.0	5.7	26	222	.4	1.5	5	101	.3	1.6	6	70
WKAQ	.9	3.2	12	152	1.2	3.6	16	150	3.1	13.0	41	348	2.1	12.4	28	306
WKAQ-FM	3.1	11.1	42	378	3.8	10.9	50	352	.6	2.7	8	46	.3	1.9	4	30
WKVM	.9	3.4	13	70	1.3	3.6	17	70	.2	.9	3	34	.1	.8	2	21
WLuz	.8	2.7	10	74	1.0	3.0	14	74	.2	.7	2	30	.1	.3	1	23
WNRT-FM	.2	.8	3	34	.3	.9	4	25	1.1	4.9	15	114	.7	3.9	9	97
WORO-FM	1.3	4.6	17	167	1.6	4.7	22	158	.2	.8	2	11	.1	.6	1	4
WOSO	.2	.8	3	15	.3	.9	4	15	.9	3.8	12	99	.6	3.5	8	80
WPRM-FM	1.1	3.8	14	112	1.4	3.9	18	112	.7	2.9	9	57	.5	3.0	7	42
WQBS	.7	2.3	9	63	.9	2.5	11	59	.7	3.0	9	80	.4	2.5	6	55
WQII	1.0	3.7	14	87	1.4	4.1	19	87	.3	1.1	4	19	.1	.7	2	19
WR SJ	.3	.9	4	25	.3	1.0	5	25	.2	.7	2	42	.3	1.1	3	30
WRTU-FM	.3	1.1	4	46	.4	1.2	5	46	.6	2.5	8	49	.6	3.3	8	40
WSRA-FM	.6	2.1	8	53	.6	1.7	8	53	1.5	6.4	20	125	1.2	7.2	17	101
WUNO	1.8	6.5	24	169	2.1	5.9	27	141	1.2	5.0	16	87	.8	4.8	11	80
WVJP-FM	1.4	5.0	19	112	1.8	5.2	24	112	.0	.1	4	4	.0	.1	1	6
WVOZ	.1	.2	1	4	.1	.2	1	4	.1	.6	2	17	1.0	5.6	13	87
WVOZ-FM	.2	.7	3	23	.3	.8	4	23	.2	4.2	13	103	.7	4.4	10	80
WXYX-FM	1.1	4.0	15	114	1.3	3.7	17	114	1.2	5.1	16	103	1.0	5.6	13	87
WZNT-FM	1.1	3.8	14	135	1.3	3.8	18	135	1.0	4.2	13	89	.1	.8	2	8
WZOL-FM	.2	.8	3	8	.3	.9	4	8	.2	1.0	3	8	.1	.8	2	8
TOTAL	28.0	100.0	373	1323	34.7	100.0	463	1309	23.6	100.0	315	1184	17.2	100.0	229	1079

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

WOMEN 18-49 67  
POP. 921 (00)

STATION	UPPER S-E LEVEL MONDAY-FRIDAY								7 P.M. - 12 MID							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.6	3.7	14	38	1.1	2.9	10	26	.2	.7	2	9	.7	6.1	6	34
WBMJ	.6	1.4	6	11	.1	.2	1	6	.1	.9	2	51	.1	.9	1	47
WBRQ-FM	1.2	2.7	11	47	1.3	3.5	12	53	.7	2.5	7	19	.9	8.0	8	57
WCAD-FM	.8	1.9	7	41	.7	1.8	6	41	2.1	7.3	20	73	1.2	11.0	11	85
WCRP-FM	.5	1.1	4	19	.5	1.5	5	13	.8	2.8	8	32	.6	5.5	5	79
WDYI-FM	.4	1.0	4	36	1.2	3.2	11	49	1.8	6.1	16	92	.0	.4	2	2
WERR-FM	.9	2.2	8	34	.4	1.0	3	23	1.6	5.4	14	92	.4	4.2	4	53
WFID-FM	2.6	6.1	24	83	1.4	3.9	13	73	.2	.5	1	11	.4	3.5	3	36
WGSS-FM	2.0	4.8	19	89	1.2	3.3	11	70	.5	1.7	4	49	.5	4.7	5	77
WIAC	.3	.6	2	11	.3	.7	2	13	2.4	8.2	22	111	.0	.4	26	26
WIAC-FM	1.7	4.1	16	98	1.4	3.9	13	58	3.9	13.4	36	220	1.8	16.5	16	154
WIDA	.7	1.6	6	47	2.1	5.6	19	49	.4	1.3	3	15	.2	1.5	2	8
WIOA-FM	2.7	6.5	25	139	2.2	5.9	20	92	.2	.6	2	6	.0	.4	8	8
WKAQ	1.7	4.1	16	58	.2	.7	2	36	1.3	4.3	12	58	.2	2.3	2	36
WKAQ-FM	3.9	9.1	36	196	5.6	15.3	52	154	.1	.2	3	4	.4	4.0	4	43
WKVM	1.5	3.4	13	32	.9	2.4	8	19	.3	1.1	3	4	.2	1.5	2	17
WLuz	1.7	3.9	15	28	.2	.7	2	8	.2	.6	2	6	.8	1.1	1	17
WNRT-FM	.6	1.3	5	19	.5	1.4	5	17	1.2	4.1	11	68	.1	.8	1	9
WORO-FM	1.5	3.6	14	72	1.7	4.7	16	40	1.2	4.1	11	26	.4	4.0	4	43
WOSO	.6	1.3	5	13	.4	1.1	4	9	.8	2.6	7	21	.2	1.5	2	17
WPRM-FM	2.0	4.7	18	70	1.9	5.1	17	60	.3	1.1	3	4	.1	1.1	1	17
WQBS	.5	1.1	4	32	.7	2.0	7	30	1.2	4.1	11	68	.4	4.0	4	43
WQII	2.1	5.0	20	43	.8	2.3	8	36	1.2	4.1	11	26	.2	1.5	2	17
WRSJ	.3	.8	3	15	.4	1.2	4	6	.3	.9	2	9	.1	1.1	1	9
WRTU-FM	.8	2.0	8	32	.4	1.2	4	26	.6	2.2	6	30	.8	7.6	8	19
WSRA-FM	.8	1.9	7	24	.8	2.2	7	30	1.1	3.8	10	23	.8	7.0	7	36
WUNO	2.6	6.1	24	66	1.5	4.1	14	32	1.8	6.2	16	53	.1	1.1	1	32
WVJP-FM	2.7	6.4	25	68	2.2	6.1	20	40	.0	.1	6	6	.0	.2	4	4
WVOZ	.5	1.2	5	15	.5	1.3	5	13	.8	6.1	16	77	.8	7.6	8	19
WVOZ-FM	1.0	2.3	9	55	2.1	5.9	20	60	1.6	5.6	15	68	.8	7.6	8	55
WZNT-FM	1.6	3.8	15	79	1.7	4.6	16	41	1.6	5.6	15	68	.4	3.8	4	28
WZOL-FM				4	.1	.3	1	4				4				4
TOTAL	42.4	100.0	391	810	36.6	100.0	337	671	29.1	100.0	268	735	10.8	100.0	99	550

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
UPPER S-E LEVEL MONDAY-FRIDAY

WOMEN 18-49 68  
POP. 921 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.7	2.4	6	47	1.0	2.6	9	47	.4	1.7	4	32	.1	.5	1	9
WBMJ	.2	.5	1	13	.2	.6	2	13	.0	.1		9	.8	4.1	7	66
WBRQ-FM	1.0	3.4	9	92	1.1	3.1	10	85	.9	3.8	9	79	.2	.9	2	68
WCAD-FM	.4	1.5	4	77	.6	1.6	5	72	.3	1.4	3	72	.3	1.7	3	19
WCRP-FM	.4	1.4	4	19	.6	1.6	5	19	.4	1.6	4	19	1.4	7.5	13	87
WDOY-FM	1.1	3.9	10	109	1.2	3.4	11	105	1.3	5.3	12	98	.4	1.9	3	32
WERR-FM	.5	1.7	4	40	.7	1.9	6	40	.4	1.4	3	34	1.4	7.7	13	117
WFID-FM	1.7	5.9	16	141	1.9	5.3	18	132	1.4	5.7	13	124	1.0	5.4	9	113
WGSX-FM	1.3	4.5	12	145	1.6	4.4	15	141	1.1	4.3	10	124	.1	.5	1	11
WIAC	.2	.6	2	21	.2	.6	2	21	.2	.6	1	15	.6	3.0	5	83
WIAC-FM	1.1	3.7	10	132	1.3	3.6	12	122	.9	3.5	8	102	.4	2.3	4	55
WIDA	.9	3.2	9	62	1.2	3.2	11	57	1.0	4.0	9	58	1.3	7.1	12	121
WIOA-FM	1.9	6.5	17	183	2.4	6.7	22	183	1.6	6.5	15	145	.2	.9	2	32
WKAQ	.5	1.8	5	72	.7	2.0	7	72	.2	.8	2	53	2.7	14.4	25	252
WKAQ-FM	3.8	13.0	35	309	4.5	12.6	42	290	3.7	14.8	34	283	.3	1.4	2	15
WKVM	.7	2.4	6	36	.9	2.5	8	36	.5	1.9	4	23	.1	.4	1	6
WLuz	.5	1.6	4	34	.7	1.8	6	34	.1	.5	1	11	.0	.2		17
WNRT-FM	.3	1.0	3	26	.4	1.1	4	23	.2	.8	2	23	.7	3.7	6	66
WORO-FM	1.2	4.0	11	105	1.5	4.2	14	102	1.1	4.2	10	75	.1	.7	1	4
WOSO	.3	1.1	3	13	.4	1.2	4	13	.2	.9	2	9	.8	4.1	7	70
WPRM-FM	1.3	4.6	12	94	1.7	4.7	16	94	1.2	4.6	11	83	.6	3.3	6	34
WQBS	.6	2.1	6	49	.8	2.2	7	45	.7	2.6	6	43	.4	2.2	4	30
WQII	.9	3.1	8	49	1.2	3.4	11	49	.6	2.2	5	43	.2	.8	1	9
WRSJ	.3	.9	3	15	.4	1.0	3	15	.3	1.0	2	9	.7	3.9	7	36
WRTU-FM	.3	1.1	3	32	.4	1.2	4	32	.2	.6	1	28	.3	.7		24
WSRA-FM	.8	2.6	7	47	.8	2.1	7	47	.8	3.0	7	43	.7	3.9	7	45
WUNO	1.4	5.0	13	90	1.7	4.7	16	72	1.1	4.4	10	57	.9	4.8	8	45
WVJP-FM	1.7	5.7	15	83	2.2	6.2	21	83	1.3	5.3	12	62	.9	4.6	8	58
WVOZ																
WVOZ-FM	.3	.9	2	21	.4	1.0	3	21	.2	.8	2	15	.0	.1		6
WXYX-FM	1.4	4.9	13	102	1.7	4.6	15	102	1.6	6.2	14	92	1.2	6.6	11	77
WZNT-FM	1.3	4.5	12	115	1.7	4.6	15	115	1.2	4.8	11	75	1.0	5.0	9	68
WZOL-FM	.0	.1			.0	.1			.0	.2						4
TOTAL	29.1	100.0	268	913	36.1	100.0	332	913	25.2	100.0	232	844	18.9	100.0	174	778

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

LOWER S-E LEVEL MONDAY-FRIDAY

PERSONS 12 + 69  
POP. 5699 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	4.0	85	276	1.5	4.4	88	328	1.6	6.3	89	271	.3	3.5	18	131
WBMJ				9									.0	.5	3	61
WBRQ-FM	.4	1.0	23	94	.7	1.9	37	126	.4	1.7	25	108	.2	2.5	13	159
WCAD-FM	.2	.5	10	131	.6	1.7	35	168	.6	2.5	35	178	.4	4.3	22	150
WCRP-FM	.7	1.9	40	197	.8	2.2	43	206	.6	2.3	32	168	.4	4.8	25	309
WDOY-FM	.7	2.0	43	276	1.3	3.7	73	351	.9	3.8	54	407	.1	1.3	7	117
WERR-FM	.7	1.7	37	211	.6	1.8	35	187	.1	.2	4	154	.4	4.1	22	173
WFIO-FM	.8	2.2	47	197	.9	2.5	49	215	.5	2.2	31	211	.3	3.7	19	243
WGSX-FM	.6	1.6	34	187	.7	1.9	38	173	.5	2.1	30	257	.4	4.5	23	178
WIAC	1.7	4.6	99	313	.9	2.7	53	234	1.0	4.1	57	257	.3	3.3	17	220
WIAC-FM	1.0	2.7	57	257	1.4	4.0	79	309	1.0	4.1	57	309	.4	3.9	20	178
WIDA	.6	1.7	36	257	.4	1.2	25	248	.1	.5	8	229	.3	3.6	19	197
WIOA-FM	1.3	3.5	74	290	1.3	3.8	76	318	.9	3.8	54	313	.5	5.6	29	262
WKAQ	3.9	10.3	222	758	1.8	5.1	101	445	1.0	3.9	54	393	.6	6.2	32	650
WKAG-FM	2.7	7.2	155	819	3.6	10.5	208	936	2.3	9.2	129	1067	.1	1.4	7	56
WKVM	.4	1.2	25	140	.2	.7	14	84	.2	.7	10	75				14
WLuz	.0	.1	1	33	.1	.3	6	23	.1	.2	4	28				33
WNRT-FM	.5	1.4	29	126	.6	1.8	35	112	.1	.5	7	103	.1	1.5	8	108
WORO-FM	.4	1.1	23	84	.2	.6	12	33	.1	.4	5	42	.0	.2	1	33
WOSO	.2	.4	9	14	.1	.2	4	9				14				9
WPRM-FM	2.7	7.3	156	543	2.4	6.9	136	636	1.4	5.7	80	669	.4	4.9	26	430
WQBS	2.7	7.1	152	416	2.0	5.9	117	421	.9	3.6	51	421	.2	2.2	12	271
WQII	.3	.8	18	70	.1	.4	8	75	.3	1.2	18	70	.0	.5	3	33
WRSJ	.2	.5	11	42	.3	.8	15	33	.2	.8	12	33	.1	.7	4	9
WRTU-FM	.0	.1	2	28	.1	.3	6	33	.1	.5	6	37				28
WSRA-FM	.2	.6	13	42	.3	.9	19	56	.2	.6	9	61	.0	.2	1	23
WUNO	3.2	8.4	180	524	1.7	4.8	95	313	.5	2.2	30	285	.7	7.9	41	346
WVJP-FM	.5	1.3	29	98	.5	1.5	29	112	.4	1.6	23	145	.1	1.1	6	117
WVOZ	.4	1.0	20	94	.4	1.1	21	84	.3	1.2	18	70	.1	1.6	8	70
WVOZ-FM	.5	1.2	26	253	.6	1.6	32	234	.8	3.1	43	285	.2	1.7	9	178
WXYX-FM	1.9	5.1	110	707	2.7	7.6	152	833	3.0	12.2	172	936	1.2	12.8	66	646
WZNT-FM	5.9	15.8	339	1202	5.3	15.1	301	1090	4.1	16.6	234	922	1.0	11.3	59	576
WZOL-FM	.3	.8	18	98	.6	1.8	36	136	.5	1.9	27	131	.0	.2	1	66
TOTAL	37.6	100.0	2145	4810	34.9	100.0	1986	4637	24.7	100.0	1405	4730	9.1	100.0	521	3420

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

PERSONS 12 + 70  
POP. 5699 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.2	4.6	68	398	WKL				WKL				.9	5.4	50	290
WBMJ				9												
WBRQ-FM	.4	1.5	22	187	.5	1.6	29	187	.4	1.6	21	168	.2	1.4	12	108
WCAD-FM	.4	1.6	23	257	.5	1.5	27	234	.5	2.1	27	248	.4	2.5	23	215
WCRP-FM	.6	2.3	34	234	.7	2.1	39	220	.6	2.5	32	229	.5	2.9	27	197
WDOY-FM	.9	3.3	49	538	1.0	3.1	58	533	.9	3.9	50	510	.7	4.1	38	459
WERR-FM	.4	1.4	21	243	.5	1.4	26	234	.3	1.2	16	229	.1	.6	5	178
WFID-FM	.6	2.5	37	309	.8	2.3	43	290	.6	2.6	34	285	.5	2.8	26	248
WGSX-FM	.5	2.0	30	337	.6	1.9	34	318	.5	2.2	29	328	.4	2.6	24	295
WIAC	1.0	3.8	56	402	1.2	3.7	68	388	.8	3.4	44	323	.7	4.2	38	299
WIAC-FM	.9	3.5	52	449	1.1	3.5	65	426	.9	3.9	51	421	.6	3.8	35	351
WIDA	.4	1.5	22	290	.4	1.2	23	290	.3	1.4	18	281	.3	1.6	15	243
WIOA-FM	1.0	3.7	55	426	1.2	3.7	68	412	.9	3.8	49	402	.6	3.7	34	351
WKAQ	1.7	6.6	97	833	2.2	6.7	124	824	1.1	4.8	62	580	.7	4.4	40	440
WKAQ-FM	2.3	8.7	130	1408	2.9	9.0	167	1376	2.2	9.5	123	1329	1.3	8.2	75	1137
WKVM	.2	.9	14	150	.3	.9	16	150	.2	.8	11	103	.2	.9	9	75
WLuz	.0	.2	3	47	.1	.2	4	47	.1	.2	3	42	.0	.2	2	37
WNRT-FM	.4	1.3	20	150	.4	1.3	25	140	.3	1.3	17	140	.1	.8	8	122
WORO-FM	.2	.7	10	112	.2	.7	13	89	.1	.5	6	70	.0	.3	3	66
WOSO	.1	.2	3	14	.1	.2	4	14	.0	.1	1	14				14
WPRM-FM	1.7	6.6	97	861	2.2	6.7	125	856	1.4	6.2	81	828	.9	5.5	50	711
WQBS	1.4	5.4	81	561	1.9	5.8	107	547	1.1	4.7	60	524	.5	3.2	29	459
WQII	.2	.7	11	122	.2	.7	14	122	.2	.7	9	112	.2	1.0	9	70
WRSJ	.2	.7	10	42	.2	.7	13	42	.2	.8	10	42	.1	.8	7	33
WRTU-FM	.1	.2	4	56	.1	.3	5	56	.1	.3	4	47	.1	.3	3	37
WSRA-FM	.2	.7	10	94	.2	.7	14	94	.2	.7	10	84	.1	.5	4	61
WUNO	1.5	5.7	85	618	1.8	5.5	101	566	1.0	4.4	57	491	.6	4.0	36	393
WVJP-FM	.4	1.4	21	187	.5	1.4	27	182	.3	1.4	19	178	.2	1.4	13	159
WVOZ	.3	1.1	17	122	.3	1.1	20	112	.3	1.2	16	103	.2	1.4	12	84
WVOZ-FM	.5	1.8	27	398	.6	1.8	34	388	.5	2.1	27	346	.4	2.6	24	313
WXYX-FM	2.2	8.3	123	1217	2.5	7.8	145	1212	2.2	9.8	127	1170	2.0	12.4	113	1001
WZNT-FM	4.0	15.3	227	1558	5.1	15.7	292	1558	3.4	15.0	195	1319	2.4	14.9	136	1020
WZOL-FM	.4	1.4	20	140	.5	1.5	28	140	.4	1.6	21	140	.2	1.4	12	136
TOTAL	26.1	100.0	1485	5619	32.6	100.0	1857	5596	22.8	100.0	1297	5400	16.0	100.0	914	4983

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

LOWER S-E LEVEL MONDAY-FRIDAY

ADULTS 18 + 71  
POP. 4706 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 M.I.O.			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.9	4.4	88	286	1.9	5.0	91	334	2.0	8.4	92	276	.4	4.8	19	136
WBMJ				WKLY 10									.1	.7	3	63
WBRQ-FM	.5	1.1	23	63	.8	2.0	37	107	.5	2.3	25	102	.2	3.0	12	126
WCAO-FM	.2	.4	8	126	.7	1.9	35	150	.6	2.6	28	136	.2	2.2	8	136
WCRP-FM	.8	1.9	39	184	.9	2.2	41	179	.6	2.6	28	141	.4	5.1	20	170
WOODY-FM	.5	1.1	21	199	1.0	2.5	45	199	.6	2.5	27	213	.1	1.7	7	121
WERR-FM	.8	1.9	39	208	.8	2.0	36	184	.1	.3	4	150	.3	3.7	15	136
WFIO-FM	.8	1.9	38	145	1.0	2.7	49	184	.6	2.7	30	165	.0	.1	111	
WGXS-FM	.6	1.5	29	111	.7	1.8	32	102	.3	1.1	12	126	.5	6.2	24	179
WIAC	2.1	4.9	98	320	1.2	3.0	55	237	1.3	5.4	59	262	.3	4.0	16	184
WIAC-FM	1.2	2.8	55	199	1.5	3.8	70	228	1.0	4.1	45	228	.4	5.3	21	184
WIOA	.7	1.7	35	257	.5	1.2	22	233	.2	.7	8	213	.4	4.4	17	170
WIOA-FM	1.4	3.4	67	262	1.6	4.1	76	296	1.0	4.4	48	281	.6	7.7	30	257
WKAQ	4.6	10.9	218	746	2.2	5.7	104	431	1.2	5.1	56	393	.4	5.3	21	368
WKAQ-FM	2.7	6.3	125	557	3.1	8.0	146	596	1.2	5.0	55	586	.2	2.0	8	58
WKVM	.6	1.3	26	145	.3	.8	15	87	.2	.9	10	78				15
WLuz	.0	.1	1	24	.0	.1	2	15	.1	.3	4	19				
WNRT-FM	.5	1.3	25	121	.8	2.0	36	111	.1	.2	2	102	.0	.5	2	97
WORO-FM	.5	1.2	24	87	.3	.7	12	34	.1	.5	5	44	.0	.2	1	34
WOSO	.2	.5	10	15	.1	.2	4	10				15				10
WPRM-FM	3.0	7.2	143	456	2.6	6.7	121	504	1.1	4.9	54	528	.4	4.3	17	315
WQBS	3.3	7.7	154	383	2.3	6.0	109	378	1.0	4.3	48	363	.2	2.6	10	252
WQII	.3	.6	12	58	.2	.4	8	63	.4	1.5	17	68	.1	.7	3	29
WRSJ	.2	.5	11	44	.3	.9	16	34	.3	1.1	12	34	.1	1.0	4	10
WRTU-FM	.1	.1	2	29	.1	.3	6	34	.1	.6	7	39				29
WSRA-FM	.3	.7	13	24	.3	.7	13	34	.1	.3	4	39				19
WUNO	4.0	9.4	187	519	2.1	5.3	97	320	.6	2.7	29	281	.9	10.9	43	334
WVJP-FM	.6	1.3	26	87	.6	1.6	30	97	.4	1.9	21	121	.0	.2	1	97
WVOZ	.5	1.1	21	97	.5	1.2	22	87	.4	1.7	18	73	.2	2.2	9	73
WVOZ-FM	.6	1.4	27	257	.7	1.8	33	237	.9	3.9	42	271	.2	2.3	9	179
WXYX-FM	1.6	3.8	75	480	2.4	6.2	112	572	1.4	6.0	65	514	.4	5.1	20	320
WZNT-FM	6.6	15.5	309	1052	6.5	16.7	304	974	4.7	20.0	219	785	1.1	13.5	53	490
WZOL-FM	.4	.9	18	92	.7	1.8	33	121	.4	1.7	18	111	.0	.2	1	68
TOTAL	42.3	100.0	1993	4139	38.7	100.0	1823	3945	23.3	100.0	1094	3819	8.3	100.0	392	2758

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

ADULTS 18 + 72  
POP. 4706 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	5.4	71	407	1.9	5.5	90	407	1.4	5.9	66	349	1.1	7.3	51	296
WBMJ				WKLY				10								
WBRQ-FM	.5	1.7	22	160	.6	1.8	29	160	.5	2.0	22	150	.3	1.8	13	102
WCAD-FM	.4	1.6	21	204	.5	1.5	25	194	.5	2.2	25	194	.4	2.7	19	160
WCRP-FM	.6	2.2	29	208	.8	2.2	36	194	.5	2.3	26	204	.4	2.4	17	170
WDOY-FM	.6	2.2	29	296	.7	1.9	32	291	.7	2.8	31	267	.5	3.3	23	257
WERR-FM	.5	1.6	21	233	.6	1.6	27	223	.3	1.5	16	228	.1	.8	5	174
WFID-FM	.7	2.5	33	242	.8	2.4	40	223	.7	2.8	31	233	.5	3.0	21	194
WGSX-FM	.4	1.4	18	174	.5	1.5	25	165	.3	1.4	15	170	.1	.8	6	145
WIAC	1.2	4.4	57	412	1.5	4.2	70	397	1.0	4.1	45	330	.8	5.7	40	305
WIAC-FM	1.0	3.5	46	339	1.2	3.5	58	315	.9	3.9	43	310	.6	4.1	29	271
WIDA	.5	1.6	21	271	.5	1.3	22	271	.4	1.6	17	262	.3	2.1	15	228
WIOA-FM	1.1	4.0	51	388	1.4	3.9	65	373	1.0	4.3	47	373	.7	4.4	31	320
WKAQ	2.1	7.5	98	809	2.6	7.5	124	800	1.4	5.8	64	567	.9	5.9	42	441
WKAQ-FM	1.8	6.6	86	834	2.4	6.8	112	814	1.6	6.8	75	771	.8	5.1	36	630
WKVM	.3	1.1	14	155	.4	1.0	17	155	.2	1.0	11	107	.2	1.3	9	78
WLuz	.0	.1	2	39	.0	.1	2	39	.0	.2	2	34	.0	.2	2	29
WNRT-FM	.4	1.3	17	131	.5	1.4	22	131	.3	1.3	14	131	.0	.3	2	111
WORO-FM	.2	.8	10	116	.3	.8	14	92	.1	.6	6	73	.1	.4	3	68
WOSO	.1	.2	3	15	.1	.3	4	15	.0	.1	1	15				15
WPRM-FM	1.7	6.3	82	703	2.3	6.5	107	698	1.4	5.9	65	669	.7	4.7	33	562
WQBS	1.7	6.0	78	490	2.2	6.3	104	480	1.2	5.1	56	460	.6	3.8	27	397
WQII	.2	.7	9	111	.3	.7	12	111	.2	.8	9	102	.2	1.3	9	68
WRSJ	.2	.8	11	44	.3	.8	13	44	.2	.9	10	44	.2	1.1	8	34
WRTU-FM	.1	.3	4	58	.1	.3	5	58	.1	.4	4	48	.1	.4	3	39
WSRA-FM	.2	.6	7	53	.2	.6	10	53	.1	.5	6	44	.0	.2	2	39
WUNO	1.8	6.7	87	616	2.2	6.3	104	562	1.2	5.3	58	485	.8	5.2	37	383
WVJP-FM	.4	1.5	19	155	.6	1.6	26	150	.4	1.5	17	145	.2	1.4	10	136
WVOZ	.4	1.3	17	126	.4	1.2	21	116	.3	1.5	16	107	.3	1.8	13	87
WVOZ-FM	.6	2.1	27	388	.7	2.1	34	378	.6	2.5	27	334	.5	3.4	24	300
WXYX-FM	1.4	5.2	68	722	1.8	5.2	86	722	1.4	6.0	66	698	.9	5.7	40	548
WZNT-FM	4.6	16.6	216	1323	5.9	16.9	279	1323	4.0	17.2	190	1134	2.7	18.0	127	868
WZOL-FM	.4	1.3	18	121	.5	1.4	24	121	.4	1.6	17	121	.2	1.2	9	116
TOTAL	27.7	100.0	1301	4633	35.1	100.0	1651	4619	23.5	100.0	1104	4430	15.0	100.0	704	4061

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

YOUTH 12-24 . 73  
POP. 1940 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
	WAPA			WKLY 4	.0	.2	1	21	.1	.4	2	25				WKLY 8
WBMJ				8												
WBHQ-FM	.0	.1	1	29	.2	.7	4	25	.1	.4	2	21	.6	5.6	11	92
WCAD-FM	.4	1.6	7	71	1.0	3.7	20	79	1.5	5.4	30	104	.7	7.0	14	33
WCRR-FM	.2	1.0	5	46	.2	.8	5	54	.4	1.4	8	54	.8	8.1	16	238
WDY-FM	1.7	7.1	33	200	2.5	9.0	49	254	2.2	7.7	42	300	.5	4.8	10	96
WERR-FM	.3	1.1	5	29	.4	1.5	8	25	.9	3.2	17	179	.9	8.3	17	171
WFID-FM	.7	2.9	14	96	.4	1.4	8	92	.8	2.9	16	121	.1	1.2	3	83
WGSS-FM	1.3	5.4	25	129	1.3	4.5	24	108	.9	3.0	17	88	.4	4.2	8	75
WIAC	.2	.7	3	4					4.5	16.0	88	693	1.3	12.7	25	413
WIAC-FM	.6	2.7	13	96	1.1	4.0	22	125								
WIDA	.1	.4	2	29	.2	.6	3	42								
WIOA-FM	.9	3.6	17	96	.9	3.2	17	88								
WKAQ	.8	3.1	15	75												
WKAQ-FM	3.0	12.6	58	421	5.4	19.2	104	530								
WKVM					.2	.7	4	8								
WLuz					.0	.1	4	4								
WNRT-FM	.2	.9	4	8												
WORO-FM																
WOSO																
WPRM-FM	2.8	11.9	55	217	3.4	12.1	66	296	2.1	7.4	40	325	.7	6.7	13	217
WQBS	1.0	4.3	20	92	1.7	6.1	33	129	.9	3.2	17	146	.1	.8	2	67
WQII	.3	1.1	5	13	.0	.1		13	.4	1.3	7	13				13
WRSJ																
WRTU-FM																
WSRA-FM	.5	2.0	9	29	.7	2.6	14	38	.2	.9	5	46	.0	.4	1	21
WUNO	.1	.4	2	46	.0	.2	1	21	.3	1.1	6	21	.1	.8	2	46
WVJP-FM	.2	.8	4	25	.1	.5	3	21	.1	.4	2	29	.2	2.1	4	25
WVOZ																
WVOZ-FM	.1	.4	2	46	.1	.3	2	50	.5	1.6	9	96	.3	3.1	6	58
WXYX-FM	2.5	10.3	48	392	3.6	13.0	70	488	6.5	23.0	126	626	2.6	25.4	51	488
WZNT-FM	6.1	25.4	118	434	4.1	14.7	79	388	4.7	16.4	90	396	.6	6.1	12	221
WZOL-FM					.3	.9	5	58	.5	1.9	10	63				17
TOTAL	23.9	100.0	464	1448	27.9	100.0	541	1519	28.3	100.0	549	1744	10.3	100.0	201	1247

SAN JUAN METRO  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID																																																																																																																																																																													
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers																																																																																																																																																																										
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)																																																																																																																																																																										
	WAPA	.0	.2	1	29	WBMJ	.1	.4	2	46	WBRQ-FM	.9	3.9	17	142	WCAD-FM	.4	1.8	8	67	WCRP-FM	1.8	8.0	35	396	WDQY-FM	.2	.8	3	46	WEER-FM	.5	2.3	10	154	WFID-FM	1.1	4.9	21	234	WGSX-FM	.0	.2	1	4	WIAC	.7	3.0	13	188	WIAC-FM	.1	.3	1	46	WIDA	.7	3.4	14	142	WIOA-FM	.2	.8	3	88	WKAQ	3.5	15.9	68	834	WKAQ-FM	.0	.2	1	4	WKVM	.1	.2	1	8	WLuz	.2	.8	3	21	WNRT-FM	.1	.7	3	17	WORO-FM	2.2	10.0	43	375	WOSO	.9	4.2	18	171	WPRM-FM	.1	.7	3	21	WQBS	.1	.7	3	21	WQII	.2	.7	3	46	WRSJ	.2	.7	3	46	WRTU-FM	.4	1.7	7	67	WSRA-FM	.1	.6	2	54	WUNO	.2	.7	3	46	WVJP-FM	.2	.7	3	46	WVOZ	.2	.7	3	46	WVOZ-FM	.2	1.1	5	100	WXYX-FM	3.7	16.8	72	763	WZNT-FM	3.7	16.7	72	592	WZOL-FM	.2	.9	4	63	TOTAL	22.2	100.0	431	1923		26.8	100.0	520	1915		21.7	100.0	422	1877		18.3	100.0	355	1773	YOUTH 12-24 POP. 1940 (00)
	WKL				WKL				WKL				WKL																																																																																																																																																																													

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH 1989

LOWER S-E LEVEL MONDAY-FRIDAY

ADULTS 18-49 75  
POP. 3242 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	3.6	46	157	1.4	3.6	46	186	1.7	7.1	54	141	.3	3.8	10	81
WBMJ				8									.1	.9	2	44
WBHQ-FM	.3	.8	11	44	.6	1.5	20	69	.7	2.8	21	77	.3	3.5	10	105
WCAD-FM	.2	.5	7	105	.9	2.3	29	125	.7	3.1	24	113	.2	2.5	7	89
WCRP-FM	.9	2.2	28	133	1.0	2.5	31	121	.7	2.8	21	93	.5	6.0	17	141
WDQY-FM	.5	1.4	18	166	1.2	3.0	38	166	.7	2.9	22	178	.1	1.6	4	69
WERR-FM	.6	1.5	20	105	.5	1.4	17	101	.6	2.7	21	129	.4	4.2	12	109
WFID-FM	.9	2.2	29	113	1.2	2.9	37	141	.3	1.3	10	105	.0	.1		85
WGSS-FM	.7	1.9	24	93	.8	2.1	27	85	1.2	4.9	37	149	.5	5.5	15	93
WIAC	1.8	4.4	57	166	1.0	2.5	32	125	.6	2.4	18	153	.2	2.3	6	125
WIAC-FM	.9	2.3	30	137	1.1	2.9	36	145	.2	.9	7	133	.5	6.3	17	117
WIDA	.6	1.4	19	161	.3	.8	10	141	1.1	4.8	37	206	.3	4.1	11	133
WIOA-FM	1.5	3.8	50	198	1.8	4.6	59	218	.5	2.1	16	190	.4	4.4	12	125
WKAQ	3.0	7.4	96	384	1.4	3.5	44	194	1.4	5.7	44	444	.5	6.3	17	283
WKAO-FM	2.7	6.6	86	388	3.7	9.5	120	436	.3	1.1	9	32	.2	2.3	6	28
WKVM	.6	1.5	20	73	.2	.6	8	32	.1	.3	2	8				8
WLuz	.0	.1	1	12					.1	.3	2	77	.0	.6	2	73
WNRT-FM	.7	1.6	21	93	.9	2.2	28	85	.1	.6	4	28	.0	.3	1	24
WORO-FM	.5	1.3	17	52	.3	.7	9	20								8
WOSO	.2	.6	8	12	.1	.3	3	8								
WPRM-FM	3.3	8.2	107	363	3.0	7.8	99	412	1.4	5.8	45	432	.4	5.0	14	258
WQBS	2.6	6.5	85	266	2.3	5.9	75	271	1.1	4.6	36	271	.1	.7	2	182
WQII	.3	.8	10	48	.2	.5	6	48	.3	1.3	10	48	.1	.9	2	24
WRSJ	.2	.4	5	16	.1	.4	5	8	.1	.3	2	16				24
WRTU-FM	.1	.2	2	24	.1	.4	5	28	.2	.7	6	24				16
WSRA-FM	.3	.8	10	16	.3	.8	10	20								
WUNO	3.4	8.4	110	327	1.6	4.0	51	186	.5	2.1	16	157	.9	11.0	31	218
WVJP-FM	.5	1.4	18	65	.6	1.6	21	69	.5	1.9	15	89	.0	.3	1	81
WVOZ	.4	1.0	14	69	.5	1.3	16	57	.5	2.0	15	52	.2	2.6	7	52
WVOZ-FM	.7	1.6	21	210	.8	2.1	27	190	1.1	4.6	35	222	.2	2.8	8	145
WXYX-FM	1.9	4.8	63	400	2.8	7.1	90	468	1.6	6.9	53	420	.5	6.0	17	266
WZNT-FM	7.5	18.7	244	820	7.2	18.4	234	751	5.2	21.9	168	610	1.4	15.8	44	388
WZOL-FM	.5	1.2	15	77	.8	2.2	27	101	.5	2.0	15	93	.0	.3	1	57
TOTAL	40.3	100.0	1308	2814	39.2	100.0	1271	2713	23.7	100.0	769	2665	8.6	100.0	278	1938

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

ADULTS 18-49 76  
POP. 3242 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WAPA	1.2	4.3	38	246	WKL	1.5	4.3	49	246	WKL	1.1	4.6	36	198	.9	6.0	30	157
WBMJ				8														
WBRQ-FM	.4	1.5	13	113		.5	1.5	17	113		.4	1.8	14	105	.3	2.2	11	77
WCAD-FM	.5	2.0	17	170		.6	1.8	20	161		.6	2.7	21	161	.5	3.2	16	133
WCRP-FM	.7	2.4	22	145		.8	2.4	27	133		.6	2.6	20	141	.4	2.7	13	117
WDOY-FM	.7	2.7	24	246		.8	2.4	27	242		.8	3.3	26	222	.6	3.9	19	214
WERR-FM	.3	1.2	11	121		.4	1.2	14	113		.3	1.1	9	117	.1	.8	4	105
WFID-FM	.8	2.8	25	190		.9	2.6	30	174		.7	3.0	24	182	.5	3.2	16	153
WGSX-FM	.5	1.7	15	137		.6	1.8	21	137		.4	1.6	13	133	.1	.9	5	113
WIAC	1.1	3.8	34	222		1.3	3.7	41	218		.8	3.6	28	182	.8	5.1	25	161
WIAC-FM	.7	2.5	23	234		.9	2.6	29	218		.6	2.7	21	210	.4	2.4	12	178
WIDA	.4	1.5	13	174		.4	1.0	12	174		.4	1.5	12	166	.4	2.5	13	145
WIOA-FM	1.2	4.4	39	287		1.5	4.4	49	275		1.1	4.6	36	275	.7	4.6	23	238
WKAQ	1.3	4.6	41	424		1.6	4.6	52	416		.8	3.2	25	279	.4	2.8	14	230
WKAQ-FM	2.1	7.5	67	602		2.7	7.7	86	585		1.9	8.0	62	565	.9	5.9	29	480
WKVM	.3	1.2	10	77		.4	1.0	12	77		.2	1.0	8	40	.2	1.5	7	32
WLuz	.0	.1	1	20		.0	.1	1	20		.0	.1	1	16	.0	.2	1	16
WNRT-FM	.4	1.5	13	101		.6	1.6	18	101		.3	1.5	11	101	.1	.4	2	85
WORO-FM	.2	.8	8	73		.3	.9	10	57		.1	.6	5	48	.1	.5	2	44
WOSO	.1	.3	3	12		.1	.3	4	12		.0	.1	1	12				
WPRM-FM	2.0	7.3	65	569		2.6	7.5	85	565		1.6	6.9	53	549	.9	5.6	28	460
WQBS	1.5	5.4	48	355		2.0	5.8	66	347		1.2	4.9	38	335	.5	3.4	17	295
WQII	.2	.8	7	81		.3	.8	9	81		.2	.8	6	73	.2	1.2	6	48
WRSJ	.1	.3	3	16		.1	.4	4	16		.1	.3	2	16	.0	.2	1	16
WRTU-FM	.1	.3	3	40		.1	.4	4	40		.1	.4	3	32	.1	.5	2	24
WSRA-FM	.2	.6	5	36		.2	.6	7	36		.1	.4	3	28				
WUNO	1.6	5.7	51	396		1.8	5.2	58	351		1.0	4.4	34	303	.7	4.9	24	242
WVJP-FM	.4	1.5	13	117		.6	1.6	18	113		.4	1.5	12	109	.2	1.4	7	101
WVOZ	.4	1.4	13	89		.5	1.3	15	81		.4	1.6	13	73	.3	2.2	11	65
WVOZ-FM	.7	2.5	22	315		.9	2.5	28	307		.7	2.9	22	271	.6	4.0	20	246
WXYX-FM	1.7	6.2	55	593		2.2	6.2	70	593		1.6	6.9	53	573	1.0	6.6	33	448
WZNT-FM	5.2	18.9	169	1038		6.7	19.2	217	1038		4.5	19.1	148	880	3.1	20.0	99	678
WZOL-FM	.4	1.6	15	101		.6	1.8	20	101		.4	1.9	14	101	.2	1.4	7	97
TOTAL	27.5	100.0	892	3185		34.8	100.0	1128	3173		23.8	100.0	773	3068	15.3	100.0	496	2838

SAN JUAN METRO  
ASEORES INC.  
JAN/FEB/MARCH 1989

1989

LOWER S-E LEVEL MONDAY-FRIDAY

MEN 18 + 77  
POP. 2229 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.7	4.0	38	148	2.4	6.0	54	212	3.4	12.9	76	197	.7	6.4	15	98
WBMJ					.2	.5	4	15	.2	.6	4	10	.0	.4	1	5
WBRQ-FM					1.5	3.8	34	103	1.2	4.7	28	84	.5	5.1	12	93
WCAD-FM	.3	.6	6	69	1.0	2.4	22	69	.7	2.8	16	54	.3	2.6	6	34
WCRP-FM	.9	2.0	19	64	.9	2.1	19	108	.9	3.4	20	128	.7	7.0	16	118
WDQY-FM	.3	.7	7	93									.1	.6	1	44
WEER-FM	.5	1.2	12	59									.2	1.5	3	64
WFID-FM	.5	1.2	11	69									.0	.2		49
WGDX-FM	.7	1.8	17	54									.9	8.3	19	89
WIAC	1.9	4.5	43	133									.3	2.6	6	74
WIAC-FM	1.0	2.5	23	74									.6	6.0	14	59
WIDA	.2	.5	5	64									.2	1.7	4	64
WIOA-FM	1.2	2.9	27	98									.7	6.4	15	108
WKAQ	4.0	9.5	90	354									.8	7.7	18	207
WKAQ-FM	2.7	6.5	61	276									.1	.9	2	39
WKVM	.4	1.0	10	79												15
WLuz	.1	.1	1	20												20
WNRT-FM	.7	1.6	15	39												20
WORO-FM	.7	1.6	15	39												20
WOSO	.4	1.0	10	15												10
WPRM-FM	2.2	5.2	49	226												167
WQBS	3.4	8.1	77	172												123
WQII	.2	.5	5	10												5
WRSJ	.3	.6	6	30												10
WRTU-FM	.1	.3	2	30												30
WSRA-FM	.6	1.3	12	20												10
WUNO	3.4	7.9	75	226												133
WVJP-FM	.3	.6	6	30												20
WVOZ	.6	1.5	14	69												54
WVOZ-FM	1.0	2.4	23	143												138
WXYX-FM	2.6	6.1	58	271												226
WZNT-FM	9.1	21.3	202	650												325
WZOL-FM				5												10
TOTAL	42.5	100.0	948	1993	40.7	100.0	907	1875	26.3	100.0	587	1870	10.3	100.0	231	1383

SAN JUAN METRO  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

MEN 18 + 78  
POP. 2229 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.0	6.7	44	241	2.5	6.8	56	241	2.1	8.1	46	217	1.9	10.8	42	197
WBMJ				WKLY									.1	.6	2	10
WBRQ-FM	.1	.3	2	30	.1	.3	3	30	.1	.5	3	25	.8	4.9	19	103
WCAD-FM	.9	3.1	20	118	1.1	2.9	24	108	1.1	4.3	24	118	.5	2.7	11	54
WCRP-FM	.7	2.4	16	69	.9	2.3	19	69	.7	2.5	14	69	.8	4.6	18	153
WDQY-FM	.7	2.4	16	172	.7	1.9	16	167	.8	3.2	18	162	.0	.2	1	59
WEER-FM	.1	.5	3	69	.2	.4	4	69	.3	1.3	8	108	.1	.8	3	89
WFID-FM	.4	1.3	8	108	.5	1.3	10	93	.4	1.5	8	84	.2	1.1	4	74
WGSSX-FM	.5	1.5	10	84	.6	1.7	14	74	1.5	5.7	33	172	1.4	8.0	31	167
WIAC	1.6	5.3	35	197	1.8	5.0	41	182	.9	3.4	20	89	.6	3.4	13	89
WIAC-FM	.9	3.1	20	98	1.2	3.2	26	89	.3	1.3	7	69	.4	2.2	9	69
WIDA	.3	1.0	7	69	.2	.5	4	69	.5	1.9	11	113	.3	1.7	7	103
WIOA-FM	.7	2.2	15	123	.8	2.3	19	123	1.3	5.1	29	285	.8	4.4	17	217
WKAQ	1.9	6.5	43	394	2.4	6.5	54	384	1.8	6.9	39	369	1.1	6.3	25	310
WKAQ-FM	2.0	6.7	44	403	2.4	6.6	54	389	.1	.3	2	49	.0	.3	1	49
WKVM	.2	.5	4	79	.2	.5	4	79	.0	.1	1	30	.0	.3	1	25
WLuz	.0	.1	1	34	.1	.1	1	34	.4	1.7	9	39	.0	.3	1	30
WNRT-FM	.5	1.6	11	39	.7	1.8	15	39	.2	.9	5	39	.0	.3	1	34
WORO-FM	.3	1.1	7	59	.4	1.2	10	39	.1	.2	1	15	.9	5.4	21	276
WOZO	.1	.5	3	15	.2	.6	5	15	1.0	4.0	23	330	.4	2.0	8	187
WPRM-FM	1.3	4.4	29	349	1.6	4.4	36	344	1.2	4.7	27	231	.2	1.0	4	15
WQBS	1.7	5.8	38	236	2.4	6.4	53	236	.1	.4	2	25	.3	1.7	7	20
WQII	.1	.5	3	25	.1	.4	3	25	.2	.7	4	49	.1	.8	3	39
WRSJ	.3	1.1	7	30	.4	1.1	9	30	.3	1.3	8	30	.2	1.0	4	15
WRTU-FM	.2	.6	4	59	.2	.6	5	59	.2	.7	4	49	.7	4.1	16	153
WSRA-FM	.2	.8	5	30	.3	.9	8	30	.2	.6	4	20	.2	1.2	5	44
WUNO	1.5	5.1	34	261	1.8	4.9	40	251	1.0	3.8	22	212	.6	3.1	12	59
WVJP-FM	.3	1.0	7	49	.4	1.2	9	49	.3	1.2	7	49	.5	3.1	12	59
WVOZ	.6	2.1	14	79	.7	2.0	16	79	.6	2.4	14	69	.7	3.9	15	202
WVOZ-FM	.9	3.0	20	231	1.1	3.0	24	221	.9	3.3	19	231	1.3	7.7	30	315
WXXY-FM	2.1	7.1	47	408	2.6	6.9	57	408	2.0	7.6	44	394	2.9	16.6	64	517
WZNT-FM	6.1	20.7	136	777	8.0	21.7	178	777	5.3	20.4	117	684	.0	.1	1	10
WZOL-FM	.0	.0		10			10		.0	.1	10		.0	.1	1	10
TOTAL	29.5	100.0	657	2209	36.8	100.0	821	2204	25.8	100.0	574	2145	17.4	100.0	389	1958

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH 1989

LOWER S-E LEVEL MONDAY-FRIDAY

MEN 18-49 79  
POP. 1533 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.0	2.5	16	71												
WBMJ																
WBRQ-FM																
WCAD-FM	.3	.8	5	58												
WCRP-FM	1.1	2.6	16	50												
WDOY-FM	.4	.9	6	79												
WEER-FM	.4	1.0	6	29												
WFID-FM	.6	1.5	9	58												
WGSX-FM	.9	2.2	14	46												
WIAC	1.3	3.1	20	62												
WIAC-FM	.5	1.2	7	42												
WIDA	.3	.7	4	50												
WIOA-FM	1.2	3.0	19	75												
WKAQ	2.2	5.4	34	158												
WKAQ-FM	2.9	7.1	45	183												
WKVM	.5	1.3	8	33												
WLuz	.1	.2	1	12												
WNRT-FM	.8	2.0	12	33												
WORO-FM	.6	1.6	10	25												
WOSO	.5	1.3	8	12												
WPRM-FM	2.4	5.9	37	183												
WQBS	2.2	5.4	34	108												
WQII	.3	.7	4	8												
WRSJ	.1	.2	1	8												
WRTU-FM	.1	.3	2	25												
WSRA-FM	.7	1.6	10	17												
WUNO	3.6	8.7	55	158												
WVJP-FM	.1	.2	1	17												
WVOZ	.8	1.9	12	50												
WVOZ-FM	1.2	2.8	18	117												
WXYX-FM	3.2	7.8	49	229												
WZNT-FM	10.6	25.8	163	517												
WZOL-FM				4												
TOTAL	41.2	100.0	632	1341	42.3	100.0	648	1287	27.3	100.0	418	1321	10.9	100.0	166	979

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

MEN 18-49 80  
POP. 1533 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	4.7	22	137	WKL				WKL				WKL			
WBMJ					1.8	4.7	27	137	1.5	5.7	23	117	1.5	8.5	24	104
WBHQ-FM	.1	.3	1	21	.1	.3	2	21	.1	.5	2	17	.1	.7	2	8
WCAD-FM	1.1	3.8	17	100	1.3	3.5	20	92	1.3	5.0	21	100	1.0	5.7	16	87
WCRP-FM	.9	2.9	13	50	1.1	2.8	16	50	.8	3.0	12	50	.6	3.2	9	37
WDQY-FM	.9	2.9	13	146	.9	2.3	13	142	1.0	3.8	15	137	1.0	5.4	15	129
WEER-FM	.1	.3	1	33	.1	.3	2	33	.4	1.6	6	92	.2	1.0	3	33
WFID-FM	.5	1.5	7	92	.6	1.5	9	79	.5	1.7	7	62	.2	1.2	3	54
WGSX-FM	.6	1.9	9	62	.8	2.1	12	62	.4	1.5	6	46	1.2	6.5	18	83
WIAC	1.2	4.1	19	104	1.4	3.7	21	100	.4	1.6	6	87	.3	1.7	5	46
WIAC-FM	.4	1.4	6	54	.5	1.5	8	46	.4	1.5	6	46	.5	2.7	7	54
WIDA	.4	1.3	6	54	.2	.6	4	54	.4	1.5	6	54	.2	.9	2	79
WIOA-FM	.6	2.0	9	96	.8	2.2	13	96	.4	1.6	6	87	.5	2.7	8	112
WKAQ	1.3	4.3	20	179	1.6	4.4	25	171	1.0	3.8	16	125	1.4	7.5	21	229
WKAQ-FM	2.3	7.7	35	292	2.8	7.6	43	279	2.1	8.0	33	271	.1	.3	1	12
WKVM	.2	.5	2	33	.2	.4	3	33	.0	.1	1	12	.1	.3	1	17
WLuz	.0	.2	1	21	.1	.2	1	21	.0	.1	1	17	.1	.3	1	25
WNRT-FM	.6	2.0	9	33	.8	2.2	12	33	.5	2.0	8	33	.2	.6	3	8
WORO-FM	.3	1.1	5	42	.5	1.3	7	25	.3	.9	4	29	.1	.3	1	25
WOSO	.2	.6	3	12	.3	.7	4	12	.1	.3	1	12	.2	1.2	3	12
WPRM-FM	1.5	5.0	23	287	1.8	4.9	28	283	1.2	4.6	19	271	1.2	6.4	18	225
WQBS	1.5	5.1	23	162	2.1	5.6	32	162	1.3	4.9	20	162	.4	2.4	7	137
WQII	.2	.6	3	17	.2	.4	3	17	.1	.5	2	17	.2	1.2	3	12
WRSJ	.0	.1	8		.0	.1	8				8					8
WRTU-FM	.2	.7	3	42	.3	.8	4	42	.2	.8	3	33	.2	.9	3	25
WSRA-FM	.3	1.0	5	25	.4	1.1	6	25	.2	.7	3	17				17
WUNO	1.6	5.2	24	179	1.8	4.9	28	171	1.0	3.6	15	137	.7	3.8	11	100
WVJP-FM	.2	.7	3	29	.3	.7	4	29	.2	.9	4	29	.2	1.0	3	25
WVOZ	.7	2.5	11	58	.9	2.4	14	58	.7	2.8	11	50	.7	3.7	10	46
WVOZ-FM	1.1	3.6	16	192	1.3	3.5	20	183	1.1	3.9	16	192	.8	4.6	13	167
WXYY-FM	2.6	8.6	40	346	3.2	8.4	48	346	2.4	9.0	37	333	1.7	9.1	25	267
WZNT-FM	7.0	23.3	107	617	9.1	24.4	139	617	5.9	22.2	91	537	3.3	18.1	50	408
WZOL-FM	.0	.1	8				8		.0	.1	8		.0	.2		8
TOTAL	30.0	100.0	460	1516	37.3	100.0	572	1512	26.8	100.0	410	1487	18.2	100.0	278	1375

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

LOWER S-E LEVEL MONDAY-FRIDAY

WOMEN 18 + 81  
POP. 2476 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.0	4.8	50	139	1.5	4.1	37	124	.7	3.3	17	81	.2	2.6	4	38
WBMJ				WKLY 10									.1	1.2	2	57
WBHQ-FM	.9	2.1	22	57	1.3	3.5	33	91	.9	4.2	22	91	.1	1.6	3	100
WCAD-FM	.1	.2	2	57	.0	.1	1	48	.0	.2	1	53	.2	2.3	4	53
WCRP-FM	.8	1.9	20	119	.8	2.1	19	110	.5	2.3	12	86	.2	3.2	5	76
WOODY-FM	.6	1.4	14	105	1.0	2.8	26	91	.3	1.5	7	86	.4	6.8	11	72
WERR-FM	1.1	2.6	27	148	1.4	3.9	36	134	1.1	5.3	27	96	.2	3.2	5	62
WFID-FM	1.1	2.5	26	76	1.3	3.6	33	105	.1	.6	3	72	.4	5.9	10	110
WGSX-FM	.5	1.2	13	57	.7	1.8	16	57	.6	2.8	14	110	.3	4.4	7	124
WIAC	2.2	5.3	55	186	.8	2.2	20	129	.9	4.4	22	158	.5	8.2	13	105
WIAC-FM	1.3	3.1	32	124	1.6	4.3	39	153	.2	1.1	5	143	.6	9.4	15	148
WIDA	1.2	2.8	30	191	.7	1.8	17	177	1.5	7.4	38	177	.1	2.1	3	163
WIOA-FM	1.6	3.8	40	163	2.3	6.1	56	182	1.5	7.2	36	196	.2	3.5	6	19
WKAQ	5.1	12.2	127	392	2.1	5.7	53	220	.9	4.3	22	292	.0	1.2	2	76
WKAQ-FM	2.6	6.1	64	282	3.2	8.8	80	335	.4	2.0	10	29	.0	.6	1	14
WKVM	.7	1.5	16	67	.5	1.3	11	57	.0	.2	1	5				
WLuz				5	.1	.2	2	5								
WNRT-FM	.4	1.0	11	81	.4	1.0	10	72	.1	.5	2	72	.2	3.5	6	148
WORO-FM	.4	.9	9	48				14	.1	.5	3	29	.4	5.6	9	129
WOSO																
WPRM-FM	3.8	8.9	93	229	3.8	10.2	93	306	.8	4.1	21	282	.2	3.5	6	148
WQBS	3.1	7.4	78	210	1.9	5.2	47	206	1.2	6.0	31	191	.4	5.6	9	124
WQII	.3	.7	7	48	.3	.8	8	43	.5	2.3	12	53				
WRSJ	.2	.5	5	14	.2	.6	6	14	.1	.5	2	14				
WRTU-FM																
WSRA-FM	.0	.1	1	5	.1	.3	3	14	.1	.7	4	19				
WUNO	4.5	10.7	112	292	2.6	7.0	64	182	.5	2.6	13	158	1.1	16.4	27	201
WVJP-FM	.8	1.9	20	57	.8	2.0	19	67	.4	2.1	10	86	.0	.6	1	76
WVOZ	.3	.7	7	29	.2	.6	6	24					.1	1.2	2	19
WVOZ-FM	.2	.5	5	115	.3	.8	8	76	.8	3.7	19	91	.0	.6	1	43
WXYX-FM	.7	1.7	18	210	1.8	4.8	44	258	1.0	4.6	24	220				
WZNT-FM	4.4	10.3	108	406	3.8	10.2	94	382	4.4	21.2	108	325	1.0	15.9	26	167
WZOL-FM	.7	1.7	18	86	1.3	3.5	33	110	.7	3.5	18	105				
TOTAL	42.2	100.0	1044	2146	37.0	100.0	917	2070	20.6	100.0	509	1950	6.6	100.0	163	1377

SAN JUAN METRO  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

WOMEN 18 + 82  
POP. 2476 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.1	4.1	26	167									.4	3.1	10	WKL
WBMJ				10												100
WBRQ-FM	.8	3.0	19	129												
WCAD-FM	.0	.1	1	86												
WCRP-FM	.5	2.0	13	139												
WDQY-FM	.5	2.0	13	124												
WEER-FM	.7	2.8	18	163												
WFID-FM	1.0	3.7	24	134												
WGsx-FM	.3	1.2	8	91												
WIAC	.9	3.5	22	215												
WIAC-FM	1.0	4.0	26	239												
WIDA	.6	2.2	14	201												
WIOA-FM	1.5	5.7	37	263												
WKAQ	2.2	8.6	55	416												
WKAQ-FM	1.7	6.6	42	430												
WKVM	.4	1.6	11	76												
WLuz	.0	.1	1	5												
WNRT-FM	.2	.9	6	91												
WORO-FM	.1	.5	3	57												
WOSO																
WPRM-FM	2.1	8.2	53	354												
WQBS	1.6	6.2	40	253												
WQII	.3	1.0	6	86												
WRSJ	.1	.5	3	14												
WRTU-FM																
WSRA-FM	.1	.3	2	24												
WUNO	2.1	8.2	53	354												
WVJP-FM	.5	1.9	12	105												
WVOZ	.2	.6	4	48												
WVOZ-FM	.3	1.2	8	158												
WXYX-FM	.9	3.3	22	315												
WZNT-FM	3.3	12.6	81	550												
WZOL-FM	.7	2.6	17	110												
TOTAL	26.1	100.0	645	2423	33.5	100.0	831	2414	21.4	100.0	531	2285	12.8	100.0	317	2103

SAN JUAN METRO  
ASEORES INC.  
JAN/FEB/MARCH

1989

LOWER S-E LEVEL MONDAY-FRIDAY

WOMEN 18-49 83  
POP. 1709 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.8	4.5	30	86	1.4	3.8	24	75	.6	3.0	11	39	.2	3.1	4	24
WBMJ				WKLY 8												
WBRQ-FM	.6	1.6	11	39	1.0	2.8	17	59	1.0	5.0	18	67	.1	1.4	2	39
WCAO-FM	.1	.2	1	47	.0	.1	1	39	.1	.3	1	43	.1	1.9	2	67
WCRP-FM	.7	1.8	12	83	.8	2.1	13	71	.5	2.2	8	55	.2	2.8	3	43
WDY-FM	.7	1.7	12	86	1.2	3.4	21	75	.4	1.7	6	71	.3	3.8	4	47
WEER-FM	.8	2.0	13	75	1.0	2.7	17	71	.2	.8	3	59	.5	7.6	9	55
WFID-FM	1.1	2.8	19	55	1.4	3.8	24	75	1.1	5.1	18	71	.2	3.5	4	47
WGDX-FM	.6	1.5	10	47	.8	2.1	13	47	.7	3.3	12	71	.3	4.9	6	83
WIAC	2.2	5.4	37	102	.8	2.1	13	75	.5	2.6	9	114	.3	5.2	6	71
WIAC-FM	1.3	3.3	22	94	1.6	4.4	28	110	.3	1.2	4	79	.6	9.7	11	86
WIDA	.8	2.1	14	110	.3	.9	6	98	1.8	8.7	31	126	.4	5.5	6	75
WIOA-FM	1.8	4.6	31	122	2.6	7.1	44	130	.4	1.8	6	94	.2	2.4	3	134
WKAQ	3.6	9.1	62	224	.8	2.3	14	110	1.0	4.6	16	228	.3	4.2	5	16
WKAQ-FM	2.4	6.1	41	204	3.9	10.6	66	251	.5	2.4	8	20				
WKVM					.5	1.3	8	28								
WLuz	.7	1.7	11	39												
WNRT-FM	.5	1.3	9	59	.4	1.0	6	51	.1	.6	2	51	.1	1.4	2	55
WORO-FM	.4	1.1	8	28					.1	.6	2	20	.0	.7	1	8
WOSO																
WPRM-FM	4.0	10.2	69	181	4.5	12.2	77	251	1.0	4.9	17	232	.3	4.2	5	122
WQBS	2.9	7.4	50	157	1.8	5.0	31	153	1.3	6.0	21	141	.1	1.0	1	98
WQII	.3	.9	6	39	.4	1.0	6	35	.3	1.7	6	35				20
WRSJ	.2	.6	4	8	.3	.8	5	8	.1	.6	2	8				
WRTU-FM																
WSRA-FM																
WUNO	3.2	8.2	55	169	.1	.3	2	4								8
WVJP-FM	.9	2.4	16	47	1.7	4.5	28	98	.5	2.4	9	83	1.0	15.3	17	126
WVOZ	.1	.3	2	20	.9	2.4	15	55	.5	2.4	9	71	.0	.7	1	63
WVOZ-FM	.2	.6	4	94	.2	.5	3	12					.1	1.4	2	12
WXYX-FM	.9	2.2	15	173	.3	.9	6	59	.9	4.4	15	75	.0	.7	1	35
WZNT-FM	4.9	12.4	84	310	2.0	5.3	33	204	1.0	5.1	18	173	1.2	18.7	21	126
WZOL-FM	.9	2.2	15	71	4.3	11.7	73	295	4.9	23.7	84	251	.9	4.2	15	47
TOTAL	39.6	100.0	677	1473	36.6	100.0	625	1426	20.7	100.0	354	1348	6.6	100.0	113	963

SAN JUAN METRO  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUDPLICATED CUME  
LOWER S-E LEVEL MONDAY-FRIDAY

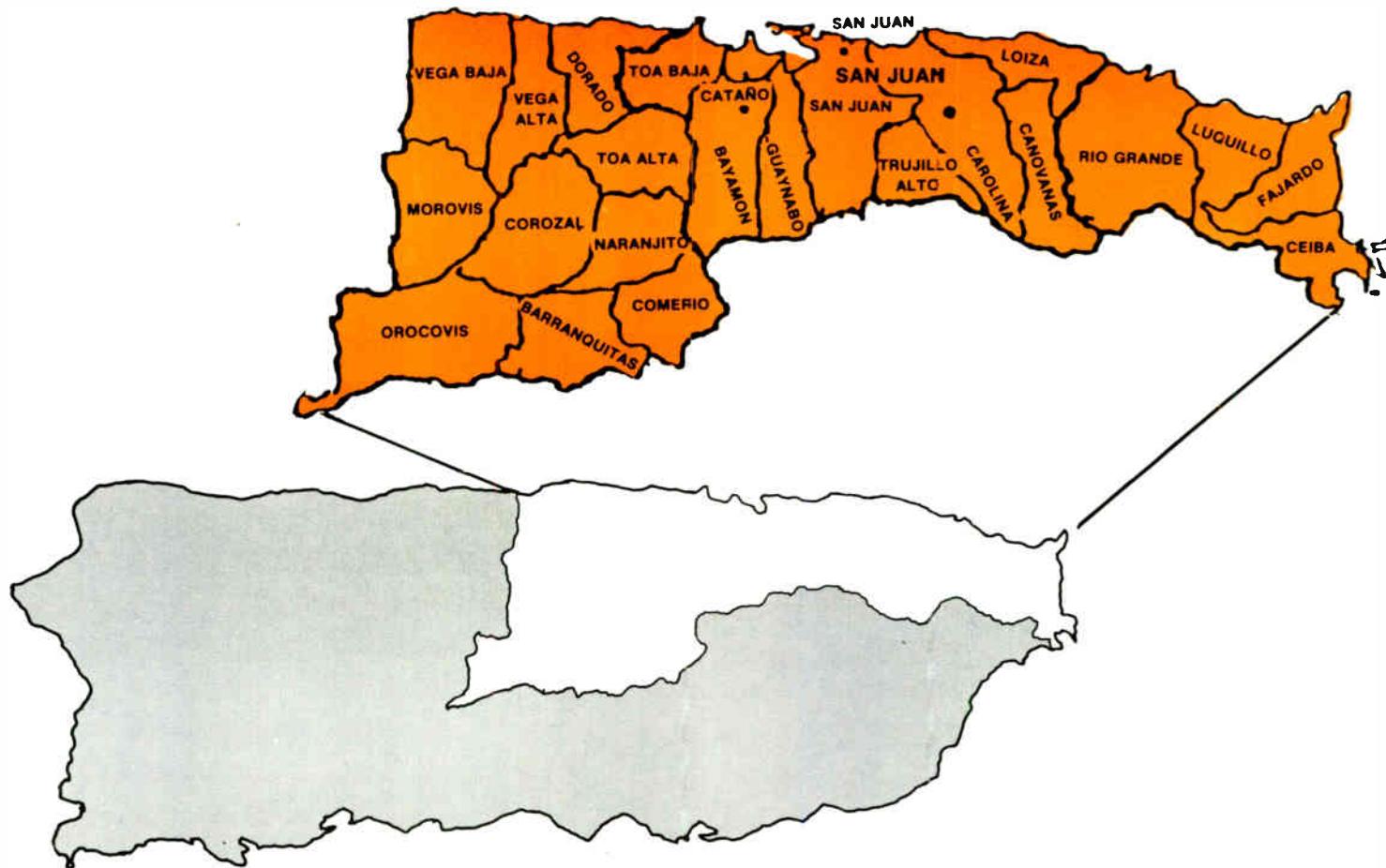
WOMEN 18-49 84  
POP. 1709 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.0	3.8	17	110												
WBMJ				WKLY 8												
WBRQ-FM	.7	2.7	12	90												
WCAD-FM	.0	.2	1	71												
WCRP-FM	.5	2.0	9	94												
WDOY-FM	.6	2.5	11	102												
WERR-FM	.6	2.2	9	86												
WFID-FM	1.0	4.0	17	98												
WGSX-FM	.4	1.5	7	75												
WIAC	.9	3.6	16	118												
WIAC-FM	.9	3.7	16	177												
WIDA	.4	1.7	7	118												
WIOA-FM	1.7	6.7	29	189												
WKAQ	1.2	4.8	21	244												
WKAQ-FM	1.9	7.4	32	310												
WKVM	.5	1.8	8	43												
WLUZ																
WNRT-FM	.3	1.1	5	67												
WORO-FM	.1	.6	2	31												
WOSO																
WPRM-FM	2.4	9.6	42	283												
WQBS	1.5	5.7	25	193												
WQII	.3	1.0	4	63												
WRSJ	.2	.6	3	8												
WRTU-FM																
WSRA-FM	.0	.1		12												
WUNO	1.6	6.2	27	216												
WVJP-FM	.6	2.3	10	86												
WVOZ	.1	.4	2	31												
WVOZ-FM	.4	1.4	6	126												
WXYX-FM	1.0	3.8	17	251												
WZNT-FM	3.7	14.6	63	428												
WZOL-FM	.8	3.2	14	90												
TOTAL	25.4	100.0	434	1670	32.6	100.0	558	1662	21.4	100.0	365	1583	12.9	100.0	220	1465



### **NORTH EAST AREA**

Municipios Included Proportionately in Radio Audience Estimates Survey



#### Population by Municipios

Estimated 1984 total population 12 + : 1,199,000

San Juan	318,300	Vega Baja	39,600	Corozal	22,300	Monovis	16,500
Bayamón	161,400	Vega Alta	38,600	Dorado	22,200	Orocovis	14,700
Carolina	148,000	Rio Grande	30,500	Cataño	19,700	Comerío	13,800
Toa Baja	72,300	Toa Alta	29,400	Naranjito	18,900	Ceiba	13,000
Guaynabo	65,300	Fajardo	27,400	Loíza	17,700	Luquillo	12,900
Trujillo Alto	47,300	Canóvanas	26,800	Barranquitas	16,700	Vieques	5,700

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

PERSONS 12 +  
POP. 11990 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	3.8	163	564	WKL				WKL				WKL			
WBRQ-FM	.5	1.4	62	275												
WCAD-FM	.6	1.6	68	629												
WCRP-FM	.5	1.4	58	287												
WDY-FM	1.0	2.8	119	883												
WEER-FM	.6	1.7	72	393												
WFID-FM	.9	2.6	113	603												
WGXS-FM	1.2	3.5	148	958												
WIAC	1.2	3.4	146	556												
WIAC-FM	1.1	3.2	134	710												
WIDA	.6	1.8	76	402												
WIOA-FM	1.3	3.6	153	824												
WKAQ	3.4	9.4	403	1629												
WKAQ-FM	2.7	7.6	323	2159												
WKCK	.3	.9	38	102												
WKVM	.8	2.2	96	349												
WLZU	.6	1.7	70	211												
WMDD	.1	.4	15	87												
WNRT-FM	.4	1.2	53	256												
WORO-FM	1.0	2.7	117	635												
WOSO	.2	.7	29	71												
WPRM-FM	2.0	5.7	243	989												
WQBS	1.3	3.5	150	586												
WQII	.5	1.5	65	201												
WRSJ	.2	.6	28	132												
WRTU-FM	.1	.4	17	119												
WSAN-FM	.4	1.0	42	175												
WSRA-FM	.4	1.1	48	196												
WUNO	2.4	6.7	288	864												
WVJP-FM	.8	2.2	94	403												
WVOZ	.3	.8	32	152												
WVOZ-FM	.4	1.1	49	333												
WXYX-FM	1.6	4.6	194	1325												
WZNT-FM	3.9	11.0	468	1866												
WZOL-FM	.2	.7	28	142												
TOTAL	35.6	100.0	4265	10232	31.8	100.0	3811	9194	25.6	100.0	3070	9780	10.2	100.0	1229	7088

**NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH**

1989

**COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY**

PERSONS 12 + 2  
POP. 11990 (00)

STATION	6 A.M - 12 MID				6 A.M - 7 P.M				10 A.M - 12 MID				3 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
				WKLV				WKLV				WKLV				WKLV
WAPA	.9	3.4	104	806	1.1	3.6	135	804	.7	3.3	88	650	.6	3.3	68	511
WBHQ-FM	.4	1.6	49	505	.5	1.6	61	477	.4	1.7	45	448	.3	1.6	33	322
WCAD-FM	.6	2.5	75	1244	.7	2.2	82	1146	.6	2.9	77	1162	.6	3.6	74	1058
WCRP-FM	.4	1.8	54	358	.5	1.7	62	340	.4	2.0	53	346	.3	1.9	38	286
WDQY-FM	1.1	4.5	137	1752	1.3	4.3	161	1707	1.2	5.3	143	1654	1.1	6.2	127	1506
WEER-FM	.4	1.5	46	503	.5	1.5	54	481	.3	1.4	38	458	.2	1.3	26	370
WFID-FM	.8	3.2	98	1033	.9	2.9	109	946	.8	3.5	94	937	.7	4.1	85	865
WGSK-FM	1.3	5.0	152	1602	1.4	4.5	169	1542	1.3	5.7	154	1497	1.2	7.1	144	1394
WIAC	.7	2.6	80	723	.8	2.7	101	697	.5	2.3	62	522	.4	2.2	44	418
WIAC-FM	.8	3.3	101	1071	1.0	3.3	123	1004	.8	3.4	91	900	.6	3.2	66	765
WIDA	.5	1.9	58	525	.5	1.7	65	495	.4	2.0	53	489	.3	1.7	36	426
WIOA-FM	1.0	3.9	118	1229	1.2	4.0	150	1191	.9	4.0	108	1096	.6	3.8	78	982
WKAQ	1.4	5.6	170	1817	1.8	5.9	221	1798	.9	3.9	104	1228	.6	3.3	67	917
WKAQ-FM	2.5	9.9	300	3533	3.0	9.8	365	3413	2.4	11.0	293	3259	2.0	11.6	238	2847
WKCK	.1	.4	13	111	.1	.5	18	111	.0	.2	6	83	.0	.1	3	56
WKVM	.4	1.4	43	402	.5	1.5	55	397	.2	1.1	28	272	.1	.9	18	184
WLWZ	.2	.8	26	261	.3	.9	34	250	.1	.5	13	184	.1	.4	7	141
WMDD	.1	.3	10	121	.1	.3	12	107	.1	.3	9	81	.1	.3	6	60
WNRT-FM	.3	1.1	35	350	.4	1.2	43	331	.2	1.1	30	325	.1	.8	17	274
WORO-FM	.7	2.8	85	859	.9	2.9	107	806	.6	2.8	76	676	.4	2.4	49	570
WOSO	.1	.5	16	83	.2	.6	21	83	.1	.4	12	71	.1	.3	6	58
WPRM-FM	1.5	6.0	180	1548	1.9	6.2	230	1539	1.4	6.1	162	1486	1.0	5.6	114	1248
WQBS	.8	3.2	96	801	1.0	3.4	126	774	.7	3.0	81	718	.4	2.4	50	603
WQII	.3	1.1	32	295	.3	1.1	42	292	.2	.8	23	257	.1	.8	17	166
WRSJ	.2	.8	25	154	.3	.8	31	154	.2	.9	25	135	.1	.8	17	116
WRTU-FM	.2	.6	19	164	.2	.6	23	164	.2	.7	20	148	.1	.8	17	119
WSAN-FM	.2	.7	22	220	.2	.8	29	219	.1	.6	16	161	.1	.4	9	115
WSRA-FM	.4	1.4	43	373	.4	1.4	51	356	.3	1.6	42	335	.2	1.4	29	277
WUNO	1.1	4.5	136	1102	1.3	4.3	161	1003	.8	3.5	93	832	.6	3.4	70	657
WVJP-FM	.6	2.2	68	587	.7	2.4	89	567	.5	2.3	61	514	.3	2.0	41	451
WVCZ	.2	.9	28	198	.3	.9	35	192	.2	1.0	27	176	.2	.9	19	130
WVOZ-FM	.4	1.4	43	537	.5	1.5	57	527	.3	1.5	41	468	.2	1.3	27	377
WXYX-FM	1.7	6.9	208	2285	2.0	6.6	246	2248	1.8	7.9	212	2130	1.6	9.3	190	1853
WZNT-FM	2.5	9.9	301	2435	3.2	10.3	383	2418	2.1	9.5	253	1987	1.6	9.3	191	1617
WZOL-FM	.2	.9	28	215	.3	1.0	36	215	.2	1.0	27	212	.1	.9	18	189
TOTAL	25.3	100.0	3030	11892	31.0	100.0	3723	11823	22.3	100.0	2677	11259	17.1	100.0	2047	10310

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

ADULTS 18 + 3  
POP. 9900 (00)

MONOAY-FRIDAY

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.7	4.3	167	578	1.3	3.6	127	554	1.2	5.0	122	480	.2	2.6	25	214
WBHQ-FM	.6	1.6	62	252	.7	1.9	67	305	.5	2.0	48	278	.2	2.1	19	162
WCAD-FM	.5	1.2	47	423	.7	2.1	72	445	.7	2.7	66	539	.4	4.7	44	492
WCRP-FM	.6	1.4	55	274	.8	2.1	75	269	.5	1.8	45	223	.2	2.4	22	212
WDY-FM	.7	1.7	66	508	1.2	3.5	121	576	1.2	5.1	123	700	.4	4.7	43	497
WERR-FM	.7	1.8	69	376	.6	1.7	61	335	.3	1.1	28	295	.2	2.0	18	210
WFIO-FM	1.1	2.7	106	503	1.1	3.1	109	477	.9	3.8	93	549	.6	6.0	56	487
WGDX-FM	1.0	2.5	98	521	1.1	3.1	110	523	.9	3.5	86	664	.5	5.4	51	533
WIAC	1.5	3.8	149	567	1.0	2.7	96	407	.7	2.9	70	359	.3	2.8	26	246
WIAC-FM	1.3	3.4	132	623	1.3	3.7	130	501	.8	3.1	75	557	.3	3.6	33	442
WIDA	.8	1.9	75	401	.9	2.4	85	385	1.3	5.1	124	813	.4	4.4	41	319
WIOA-FM	1.5	3.8	147	789	1.6	4.6	160	738	1.1	4.3	104	837	.3	3.7	35	523
WKAQ	4.0	10.2	398	1598	1.7	5.0	173	948	2.2	9.0	219	1557	.4	4.2	39	504
WKAQ-FM	2.4	6.2	242	1456	3.2	9.1	317	1354					.8	8.2	77	1062
WKCK	.4	1.0	38	84	.1	.3	10	49	.1	.3	7	52				19
WKVM	1.0	2.5	97	353	.5	1.4	49	207	.3	1.0	25	173	.1	1.4	13	99
WLuz	.7	1.9	73	212	.2	.6	21	123	.1	.4	10	111	.1	.6	5	73
WMD	.2	.4	16	89	.1	.4	14	51	.1	.3	7	47	.1	.6	6	31
WNRT-FM	.5	1.2	45	218	.5	1.6	54	222	.2	.7	16	192	.1	.8	8	151
WORO-FM	1.2	3.1	121	651	1.3	3.7	128	457	.8	3.1	74	480	.3	3.1	29	326
WOSO	.3	.8	30	73	.2	.6	23	50	.1	.5	13	60	.0	.1	1	27
WPRM-FM	2.4	6.0	237	879	2.2	6.3	221	914	1.5	6.0	147	954	.4	4.5	42	533
WQBS	1.5	3.7	145	503	1.3	3.7	130	487	.8	3.2	78	455	.2	2.0	19	295
WQII	.6	1.6	61	192	.3	1.0	33	182	.3	1.2	30	147	.1	.7	7	93
WRSJ	.3	.7	28	130	.4	1.1	40	110	.3	1.1	27	120	.1	1.1	10	66
WRTU-FM	.2	.4	17	113	.3	.7	26	120	.3	1.1	26	103	.0	.4	4	76
WSAN-FM	.4	1.1	43	170	.3	.8	29	135	.1	.6	13	95	.0	.4	3	42
WSRA-FM	.4	.9	36	142	.5	1.4	48	158	.3	1.1	27	177	.1	1.5	14	95
WUNO	2.9	7.4	289	860	1.4	3.9	136	532	.6	2.6	63	457	.7	7.8	73	525
WVJP-FM	.9	2.4	93	388	1.0	2.8	98	346	.7	3.0	74	371	.1	1.2	12	253
WVOZ	.3	.9	33	153	.4	1.2	42	154	.3	1.3	31	118	.1	1.0	9	76
WVOZ-FM	.5	1.3	50	330	.7	2.0	69	330	.5	2.1	52	329	.1	.8	7	205
WXYX-FM	1.3	3.3	129	849	1.9	5.3	184	951	1.4	5.7	139	1024	.6	6.0	56	635
WZNT-FM	4.4	11.1	433	1632	3.7	10.4	363	1348	3.1	12.4	302	1285	.8	8.1	76	772
WZOL-FM	.2	.6	23	122	.4	1.1	38	150	.3	1.0	25	142	.0	.3	3	84
TOTAL	39.5	100.0	3913	8763	35.3	100.0	3493	7827	24.6	100.0	2433	7885	9.4	100.0	935	5645

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18 +  
POP. 9900 (00) 4

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.1	4.0	106	813	1.4	4.2	138	811	.9	3.9	89	654	.7	4.3	68	513
WBHQ-FM	.5	1.8	48	478	.6	1.8	60	448	.4	2.0	45	432	.3	2.0	32	312
WCAD-FM	.6	2.2	58	752	.6	1.9	63	693	.6	2.7	60	693	.5	3.4	54	643
WCRP-FM	.5	1.9	49	333	.6	1.8	60	314	.5	2.1	47	324	.3	2.0	32	267
WDQY-FM	.9	3.3	88	956	1.1	3.2	105	922	.9	4.1	94	884	.8	4.9	79	797
WEER-FM	.4	1.6	43	471	.5	1.6	53	448	.4	1.6	36	431	.2	1.4	23	345
WFID-FM	.9	3.4	90	814	1.0	3.1	103	739	.9	3.8	86	735	.7	4.5	73	678
WGXS-FM	.9	3.2	85	874	1.0	3.0	99	834	.8	3.6	82	814	.7	4.2	66	742
WIAC	.8	3.1	83	740	1.1	3.2	104	713	.6	2.8	64	533	.5	2.9	46	426
WIAC-FM	.9	3.5	91	917	1.1	3.5	114	850	.8	3.5	80	757	.5	3.2	52	655
WIDA	.6	2.2	58	512	.7	2.0	65	481	.5	2.4	54	478	.4	2.3	36	421
WIOA-FM	1.2	4.3	114	1138	1.5	4.4	145	1098	1.1	4.6	105	1018	.8	4.7	74	905
WKAQ	1.7	6.5	171	1777	2.2	6.7	221	1760	1.1	4.6	105	1216	.7	4.2	68	918
WKAQ-FM	2.1	8.0	212	2218	2.7	8.0	264	2129	2.1	8.9	203	2002	1.4	8.7	140	1722
WKCK	.1	.5	13	87	.2	.5	17	87	.1	.2	5	76	.0	.2	3	55
WKVM	.4	1.7	44	400	.6	1.7	56	400	.3	1.3	29	273	.2	1.1	18	182
WLuz	.3	1.0	26	264	.3	1.0	34	252	.1	.5	12	184	.1	.5	8	139
WMOD	.1	.4	11	122	.1	.4	12	109	.1	.4	9	83	.1	.4	6	61
WNRT-FM	.3	1.2	31	283	.4	1.2	40	269	.3	1.2	27	266	.1	.7	11	217
WORO-FM	.9	3.3	87	862	1.1	3.3	110	811	.8	3.4	77	672	.5	3.1	49	565
WOSO	.2	.6	16	86	.2	.7	22	86	.1	.5	12	73	.1	.4	6	60
WPRM-FM	1.6	6.0	158	1288	2.1	6.2	203	1278	1.4	6.0	136	1223	.9	5.5	89	1012
WQBS	.9	3.4	91	671	1.2	3.6	118	650	.8	3.3	75	607	.5	2.8	45	502
WQII	.3	1.2	32	288	.4	1.2	41	284	.2	1.0	23	254	.2	1.1	17	167
WRSJ	.3	1.0	26	153	.3	1.0	32	153	.3	1.1	25	140	.2	1.1	17	120
WRTU-FM	.2	.7	18	159	.2	.7	23	159	.2	.8	18	143	.1	.9	14	113
WSAN-FM	.2	.8	21	205	.3	.9	28	203	.2	.7	15	149	.1	.5	8	101
WSRA-FM	.3	1.2	31	261	.4	1.1	38	251	.3	1.3	30	232	.2	1.3	20	198
WUNO	1.4	5.2	136	1096	1.6	4.9	160	994	.9	4.1	93	830	.7	4.3	69	648
WVJP-FM	.7	2.6	68	544	.9	2.7	89	524	.6	2.7	60	474	.4	2.5	39	416
WVOZ	.3	1.1	29	195	.4	1.1	36	188	.3	1.2	27	173	.2	1.2	19	128
WVOZ-FM	.4	1.7	44	514	.6	1.8	58	508	.4	1.8	42	443	.3	1.7	27	354
WXYY-FM	1.3	4.8	126	1398	1.5	4.6	153	1369	1.3	5.5	125	1299	.9	5.8	93	1088
WZNT-FM	2.9	10.8	285	2088	3.7	11.1	366	2073	2.5	10.7	243	1720	1.8	11.0	176	1383
WZDL-FM	.2	.8	22	169	.3	.9	30	169	.2	1.0	22	166	.1	.8	13	145
TOTAL	26.7	100.0	2640	9809	33.3	100.0	3296	9747	23.0	100.0	2277	9216	16.2	100.0	1601	8350

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

MONDAY-FRIDAY

TEENS 12-17  
POP. 2090 (00) 5

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.1	.4	2	5												
WBHQ-FM	.1	.3	1	28												
WCAD-FM	.9	4.7	19	189												
WCRR-FM	.2	1.0	4	19												
WDYY-FM	2.3	11.4	48	338												
WERR-FM	.2	1.2	5	25												
WFID-FM	.4	2.2	9	101												
WGSS-FM	2.2	11.1	46	392												
WIAC	.1	.5	2	7												
WIAC-FM	.3	1.4	6	93												
WIDA	.1	.6	3	12												
WIOA-FM	.4	2.1	9	54												
WKAQ	.7	3.6	15	73												
WKAQ-FM	3.7	18.4	77	649												
WKCK	.1	.3	1	18												
WKVM	.1	.4	2	7												
WLuz																
WMOD																
WNRT-FM	.4	1.9	8	39												
WORO-FM																
WOSO																
WPRM-FM	.6	3.1	13	121												
WQBS	.4	2.1	9	86												
WQII	.2	1.2	5	14												
WRSJ	.0	.2	1	6												
WRTU-FM	.0	.2	1	8												
WSAN-FM	.0	.2	1	10												
WSRA-FM	.5	2.7	11	50												
WUNO	.4	1.8	7	29												
WVJP-FM	.2	.9	4	24												
WVOZ	.0	.0		4												
WVOZ-FM																
WXYX-FM	2.9	14.4	60	435												
WZNT-FM	2.0	10.1	42	249												
WZOL-FM	.2	1.2	5	21												
TOTAL	20.0	100.0	417	1521	18.0	100.0	375	1407	29.6	100.0	619	1864	13.4	100.0	280	1408

**NORTH EAST AREA**

**ASESORES INC.**

JAN/FEB/MARCH 1989

**COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY**

TEENS 12-1  
POP. 2090 (00)

6

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
				WKL				WKL				WKL				WKL
WAPA	.1	.3	1	18	.1	.4	2	18	.1	.3	1	15	.1	.4	2	13
WBHQ-FM	.1	.4	2	38	.1	.6	3	38	.1	.5	2	27	.1	.5	2	18
WCAD-FM	.8	4.1	17	446	.9	4.0	18	411	.8	4.0	16	424	.9	4.4	19	377
WCRP-FM	.3	1.3	5	31	.2	.8	4	31	.3	1.4	6	29	.3	1.5	6	25
WDY-FM	2.2	11.0	46	715	2.5	11.2	52	704	2.2	10.9	45	689	2.1	10.1	44	635
WEER-FM	.2	.8	3	41	.1	.5	3	41	.1	.7	3	36	.2	.8	3	32
WFIO-FM	.4	2.3	9	212	.4	1.8	8	200	.5	2.3	9	196	.6	2.9	12	181
WGsx-FM	2.9	14.6	60	653	3.0	13.6	63	635	3.1	15.6	64	613	3.3	16.0	69	583
WIAC	.0	.1		7	.0	.1	1	7				6				6
WIAC-FM	.5	2.6	11	160	.5	2.3	11	158	.6	2.9	12	145	.7	3.2	14	114
WIDA	.1	.4	1	26	.1	.4	2	26	.1	.3	1	23	.0	.1		17
WIOA-FM	.3	1.6	7	112	.4	1.8	8	112	.3	1.4	6	96	.2	1.1	5	93
WKAQ	.2	1.2	5	86	.3	1.3	6	84	.1	.5	2	45	.1	.3	1	26
WKAQ-FM	3.9	19.9	82	1198	4.5	20.5	95	1169	4.0	20.3	83	1142	4.2	20.5	88	1020
WKCK	.0	.2	1	24	.0	.2	1	24	.0	.1		8				3
WKVM	.0	.1		14	.0	.1	1	9				7				7
WLuz	.0	.2	1	6	.0	.2	1	6	.0	.2	1	6				6
WMDD	.0	.0		2				1	.0	.0		1	.0	.0		1
WNRT-FM	.2	1.0	4	67	.2	.9	4	61	.2	.8	3	58	.2	1.2	5	56
WORO-FM	.0	.2	1	23	.0	.2	1	19	.1	.3	1	23	.1	.4	2	21
WOSO																
WPRM-FM	1.1	5.7	24	262	1.4	6.3	29	262	1.3	6.5	27	262	1.2	5.7	24	233
WBQS	.4	1.8	7	132	.5	2.1	10	126	.3	1.7	7	113	.3	1.2	5	102
WOII	.1	.3	1	15	.1	.4	2	15	.0	.1		10	.0	.1		4
WRSJ	.0	.0		6	.0	.0		6								
WRTU-FM	.1	.4	2	8	.0	.0		8	.1	.5	2	8	.1	.7	3	8
WSAN-FM	.1	.3	1	19	.1	.3	1	19	.1	.3	1	15	.1	.3	1	15
WSRA-FM	.5	2.6	11	104	.6	2.8	13	98	.5	2.6	11	95	.4	1.8	8	75
WUMO	.2	1.0	4	37	.2	1.0	5	37	.1	.8	3	26	.1	.7	3	26
WVJP-FM	.1	.6	2	53	.1	.5	2	53	.1	.5	2	48	.1	.5	2	43
WVOZ	.0	.1		9	.0	.0		9	.0	.1		8	.0	.2	1	5
WVOZ-FM	.0	.1		34	.0	.1	1	31	.0	.1	1	34	.0	.1	1	30
WXYX-FM	3.6	18.0	74	805	4.0	18.1	84	797	3.7	19.1	78	754	4.1	20.1	86	691
WZNT-FM	1.0	5.2	22	360	1.2	5.5	26	358	.7	3.8	16	280	.8	4.0	17	242
WZBL-FM	.3	1.3	5	44	.3	1.5	7	64	.3	1.3	5	44	.2	1.1	5	42
TOTAL	19.7	100.0	412	2082	22.2	100.0	463	2073	19.7	100.0	411	2030	20.6	100.0	431	1933

NORTH EAST AREA

ASEORES INC.

JAN/FEB/MARCH

1989

YOUTH 12-24

7

POP. 4083 (00)

STATION	MONDAY-FRIDAY								MONDAY-FRIDAY							
	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)	WKL	%	%	(00)	(00)	WKL	%	%	(00)	WKL	%	%	(00)
WAPA	.2	.9	9	38	.2	.7	7	46	.1	.4	5	40	.1	.6	3	13
WBHQ-FM	.3	1.3	13	89	.3	1.3	14	74	.3	1.1	13	79	1.1	8.4	45	550
WCAD-FM	1.2	4.9	50	409	1.2	4.3	47	447	1.6	5.5	67	606	.3	1.9	10	30
WCRR-FM	.2	.8	8	42	.1	.5	5	43	.1	.4	5	43	1.3	9.7	52	701
WDQY-FM	1.8	7.3	74	596	2.5	9.1	100	665	3.0	9.9	122	929	.2	1.5	8	39
WERR-FM	.3	1.1	11	64	.2	.8	9	65	1.0	3.4	41	338	.8	5.7	31	279
WFID-FM	.6	2.4	25	255	.6	2.2	25	267	3.4	11.5	141	893	2.1	15.7	84	768
WGSSX-FM	2.6	10.4	105	677	3.1	11.5	127	611	.7	2.2	27	268	.5	3.7	20	202
WIAC	.2	.8	8	22	.1	.5	5	11	.2	.2	2	62	.0	.2	1	24
WIAC-FM	.6	2.4	24	220	.9	3.5	38	208	.8	2.8	34	274	.2	1.5	8	190
WIDA	.1	.4	4	43	.2	.8	8	60	.1	.2	2	53	.0	.3	2	47
WIOA-FM	.7	2.9	29	214	.8	3.0	33	186	5.6	18.6	229	1613	2.0	15.3	82	1115
WKAQ	.5	2.1	22	131	.1	.3	4	58	.0	.1	1	10	.0	.0	0	0
WKAQ-FM	3.6	14.7	149	1159	4.6	16.9	186	1215	.5	2.2	27	268	.2	1.3	7	69
WKCK	.1	.3	3	22	.0	.1	1	9	.2	.6	8	72	.0	.2	1	45
WKVM	.1	.5	5	24	.1	.2	2	5	.2	.6	7	64	.1	.6	3	85
WLuz				5												10
WMDD	.0	.0		4	.1	.2	2	5					.0	.0	0	6
WNRT-FM	.3	1.2	12	68	.2	.6	6	65	.2	.6	8	72	.2	1.3	7	69
WORO-FM	.2	.9	10	64	.2	.7	8	46	.2	.6	7	64	.0	.2	1	45
WOSO				5												5
WPPM-FM	1.8	7.1	72	386	2.4	8.9	98	503	2.3	7.8	96	563	.7	5.4	29	353
WQBS	.6	2.4	25	155	.7	2.7	29	160	.6	2.1	26	186	.1	.6	3	85
WQII	.2	.8	8	30	.0	.1	2	23	.2	.5	6	23	.0	.3	2	23
WRSJ	.0	.1	1	5												
WRTU-FM	.0	.1	1	22	.0	.1	1	14					.1	1.0	5	11
WSAN-FM	.1	.3	3	24	.1	.4	4	19	.1	.3	4	23	.0	.1	1	10
WSRA-FM	.6	2.6	26	95	.9	3.4	37	112	.6	1.9	24	138	.4	2.9	16	89
WUNO	.3	1.4	14	71	.1	.4	4	29	.2	.6	8	30	.1	.6	3	40
WVJP-FM	.4	1.7	17	75	.4	1.5	17	65	.4	1.3	16	90	.1	.7	4	58
WVOZ	.1	.3	3	13									.0	.2	1	12
WVOZ-FM	.3	1.1	11	80	.4	1.6	18	90	.2	.8	10	103	.1	.8	5	63
WXXY-FM	2.5	9.9	101	803	3.7	13.6	151	896	5.0	16.7	206	1141	2.0	15.4	82	842
WZNT-FM	3.9	15.5	157	667	2.3	8.6	95	534	2.6	8.7	107	588	.7	5.1	27	342
WZOL-FM	.2	.6	6	58	.3	1.0	11	75	.3	1.0	13	92	.1	.6	3	37
TOTAL	24.8	100.0	1013	3127	27.0	100.0	1104	3042	30.1	100.0	1228	3628	13.1	100.0	535	2735

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

YOUTH 12-24 8  
POP. 4083 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.1	.5	5	73												
WBRQ-FM	.3	1.1	11	138												
WCAD-FM	1.3	5.4	52	832												
WCRP-FM	.2	.8	7	62												
WDQY-FM	2.1	9.0	86	1186												
WERR-FM	.2	.9	9	100												
WFID-FM	.7	3.1	30	479												
WGSX-FM	2.8	11.9	113	1126												
WIAC	.1	.4	3	27												
WIAC-FM	.7	2.9	28	400												
WIDA	.1	.4	4	74												
WIOA-FM	.6	2.7	25	374												
WKAQ	.2	.7	7	153												
WKAQ-FM	3.9	16.6	158	2044												
WKCK	.0	.1	1	30												
WKVM	.0	.1	1	31												
WLuz	.0	.1	1	5												
WMDD	.0	.0		11												
WNBT-FM	.2	.8	8	105												
WORO-FM	.2	.7	6	98												
WOSO				5												
WPRM-FM	1.8	7.6	73	691												
WQBS	.5	2.1	20	243												
WQII	.1	.4	4	53												
WRSJ	.0	.0		5												
WRTU-FM	.0	.2	2	22												
WSAN-FM	.1	.3	3	39												
WSRA-FM	.6	2.7	26	195												
WUNO	.2	.7	7	96												
WVJP-FM	.3	1.4	13	120												
WVOZ	.0	.1	1	21												
WVOZ-FM	.3	1.1	11	140												
WXYX-FM	3.3	13.9	133	1436												
WZNT-FM	2.3	9.7	93	927												
WZOL-FM	.2	.9	8	100												
TOTAL	23.3	100.0	953	4057	27.3	100.0	1114	4037	22.9	100.0	936	3958	20.6	100.0	843	3764

NORTH EAST AREA

ASESORES INC.

JAN/FEB/MARCH

1989

ADULTS 18-24  
POP. 1993 (00)

9

STATION	MONDAY-FRIDAY								ADULTS 18-24 POP. 1993 (00)							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)		%	%	(00)		%	%	(00)		%	%	(00)
WAPA	.3	1.2	7	32												
WBRQ-FM	.6	2.0	12	61												
WCAD-FM	1.5	5.1	30	219												
WCRP-FM	.2	.6	4	23												
WDOT-FM	1.3	4.4	26	259												
WERR-FM	.3	1.0	6	39												
WFID-FM	.8	2.6	15	154												
WGSK-FM	2.9	9.9	59	286												
WIAC	.3	1.0	6	14												
WIAC-FM	.9	3.0	18	126												
WIDA	.1	.2	1	30												
WIOA-FM	1.0	3.4	20	159												
WKAQ	.3	1.1	7	58												
WKAQ-FM	3.6	12.1	72	512												
WKCK	.1	.3	2	4												
WKVM	.1	.5	3	17												
WLuz																
WMDD	.0	.1		2												
WNRT-FM	.2	.8	5	29												
WORO-FM	.5	1.6	9	58												
WOSO				5												
WPRM-FM	2.9	9.9	59	263												
WQBS	.8	2.7	16	69												
WQII	.2	.5	3	16												
WRSJ																
WRTU-FM																
WSAN-FM	.1	.4	2	14												
WSRA-FM	.8	2.5	15	45												
WUNO	.3	1.1	6	42												
WVJP-FM	.6	2.2	13	51												
WVOZ	.1	.5	3	9												
WVOZ-FM	.5	1.8	11	68												
WXYX-FM	2.0	6.9	41	369												
WZNT-FM	5.7	19.2	114	415												
WZOL-FM	.1	.2	1	37												
TOTAL	29.8	100.0	593	1604	36.3	100.0	724	1631	30.5	100.0	608	1764	12.8	100.0	255	1327

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 18-24 10  
POP. 1993 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.2	.7	4	55												
WBRQ-FM	.4	1.6	9	100												
WCAD-FM	1.7	6.4	35	387												
WCRP-FM	.1	.3	2	30												
WDGY-FM	2.0	7.5	40	475												
WERR-FM	.3	1.1	6	59												
WFXD-FM	1.0	3.8	20	266												
WGSX-FM	2.7	9.9	53	475												
WIAC	.1	.5	3	20												
WIAC-FM	.8	3.1	17	240												
WIDA	.1	.4	2	48												
WIOA-FM	.9	3.5	19	261												
WKAQ	.1	.4	2	67												
WKAQ-FM	3.8	14.2	76	850												
WKCK	.0	.1	1	7												
WKVM	.0	.1	1	17												
WLuz																
WMDD	.0	.0		8												
WNRT-FM	.2	.7	4	38												
WORO-FM	.3	1.0	5	74												
WOSO				5												
WPRM-FM	2.4	9.0	49	427												
WQBS	.6	2.3	13	112												
WQII	.1	.5	3	38												
WRSJ																
WRTU-FM	.0	.1		13												
WSAN-FM	.1	.3	2	20												
WSRA-FM	.7	2.8	15	92												
WUNO	.1	.5	3	59												
WVJP-FM	.5	1.9	10	67												
WVOZ	.0	.1	1	12												
WVOZ-FM	.5	1.9	10	105												
WXYX-FM	2.9	10.9	59	632												
WZNT-FM	3.5	13.0	70	563												
WZOL-FM	.2	.6	3	55												
TOTAL	27.0	100.0	539	1975	32.5	100.0	648	1964	26.3	100.0	523	1928	20.7	100.0	412	1831

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 18-34 11  
POP. 4328 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.5	1.5	23	81	WKL	WKL	WKL	WKL	WKL	WKL	WKL	WKL	WKL	WKL	WKL	WKL
WBRQ-FM	.7	2.0	31	145	.7	1.8	28	157	.6	2.2	27	167	.1	1.0	5	38
WCAD-FM	.9	2.6	40	320	1.2	3.2	51	330	1.2	4.2	53	420	.3	2.8	13	108
WCRP-FM	.3	1.0	15	85	.4	1.2	19	82	.4	1.3	17	68	.9	7.8	37	398
WDOY-FM	1.2	3.3	52	408	2.2	5.9	94	466	2.2	7.6	95	538	.1	1.0	5	65
WERR-FM	.3	.8	13	89	.3	.8	13	97	.3	1.0	13	82	.8	7.0	33	396
WFID-FM	1.5	4.3	67	344	1.7	4.7	75	361	1.5	5.0	64	395	.1	.9	4	54
WGSX-FM	1.9	5.2	80	412	2.1	5.8	92	419	1.6	5.6	71	522	1.0	8.8	42	336
WIAC	.4	1.1	17	43	.2	.6	9	32	.1	.3	3	36	1.0	8.8	42	419
WIAC-FM	1.2	3.3	51	310	1.7	4.6	73	284	.9	3.0	38	338	.4	3.9	18	257
WIDA	.4	1.0	16	108	.6	1.6	25	124	.2	.7	9	114	.3	2.6	12	76
WIOA-FM	2.0	5.7	87	453	2.1	5.7	90	408	1.8	6.0	76	481	.5	4.1	20	334
WKAQ	1.4	3.8	59	282	.3	.9	14	143	.2	.6	8	135	.1	.8	4	77
WKAQ-FM	3.1	8.7	134	853	4.5	12.1	193	835	3.3	11.4	144	1030	1.2	10.7	51	705
WKCK	.2	.5	8	14	.0	.1	1	12	.0	.1	1	10	.1	.5	2	14
WKVM	.5	1.3	19	72	.1	.2	3	33	.0	.1	1	30	.2	.2	2	2
WLuz	.1	.1	2	14	WKL	WKL	WKL	WKL	.0	.1	1	30	.1	.5	2	14
WMDD	.1	.4	6	32	.1	.3	5	25	.1	.3	3	20	.1	.7	3	16
WNRT-FM	.3	.9	13	67	.3	.8	13	80	.1	.3	4	58	.1	.9	4	38
WORO-FM	.6	1.8	28	155	.5	1.3	21	107	.2	.8	11	119	.0	.1	1	79
WOSO	.1	.2	2	17	.1	.2	3	9	.0	.0	20	WKL	.0	.2	1	17
WPRM-FM	3.7	10.2	158	596	3.5	9.5	152	623	2.6	8.8	111	667	.7	6.5	31	402
WQBS	1.3	3.8	58	248	1.1	3.1	49	241	.8	2.6	33	232	.1	1.1	5	136
WQII	.3	.8	12	64	.2	.6	9	55	.2	.8	10	48	.0	.4	2	34
WRSJ	.1	.2	3	11	WKL	WKL	WKL	WKL	.1	.5	6	11	.0	.2	1	6
WRTU-FM	.2	.5	7	51	.1	.2	3	43	.3	1.0	13	37	WKL	WKL	26	26
WSAN-FM	.3	.8	12	62	.2	.6	9	57	.1	.4	5	43	WKL	WKL	21	21
WSRA-FM	.6	1.7	26	79	.9	2.3	37	103	.5	1.6	20	108	.2	2.1	10	60
WUNO	1.2	3.4	52	190	.5	1.4	22	92	.4	1.3	16	69	.3	2.8	13	99
WVJP-FM	.9	2.4	37	140	.9	2.5	40	122	.8	2.9	37	155	.1	.9	4	110
WVOZ	.2	.5	8	44	.3	.8	12	38	.2	.6	8	41	.1	.6	3	30
WVOZ-FM	.6	1.6	25	194	.9	2.4	38	191	.6	2.0	25	191	.1	1.1	5	117
WXYX-FM	1.7	4.7	73	580	2.8	7.6	121	644	2.5	8.6	108	756	1.1	10.1	48	489
WZNT-FM	6.6	18.5	285	1026	5.2	14.2	227	842	4.6	15.8	200	829	1.1	10.0	47	495
WZOL-FM	.1	.3	4	57	.3	.8	13	74	.3	.9	11	74	.1	.5	3	45
TOTAL	35.7	100.0	1543	3708	36.8	100.0	1592	3547	29.2	100.0	1262	3708	10.9	100.0	474	2676

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-34 12  
POP. 4328 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.4	1.3	15	145												
WBHQ-FM	.6	2.0	24	260												
WCAD-FM	1.0	3.8	45	577												
WCRP-FM	.3	1.1	14	105												
WDY-FM	1.6	5.7	68	747												
WEER-FM	.2	.9	11	128												
WFID-FM	1.4	5.1	62	568												
WGSH-FM	1.6	5.9	71	668												
WIAC	.2	.6	7	66												
WIAC-FM	1.0	3.8	45	495												
WIDA	.4	1.3	16	154												
WIOA-FM	1.5	5.6	67	665												
WKAQ	.5	1.7	20	317												
WKAQ-FM	3.0	10.8	129	1375												
WKCK	.1	.2	2	17												
WKVM	.1	.5	6	80												
WLuz	.0	.0	1	14												
WMDD	.1	.4	4	47												
WNRT-FM	.2	.7	9	95												
WORO-FM	.3	1.2	15	208												
WOSO	.0	.1	2	23												
WPRM-FM	2.6	9.2	111	885												
WQBS	.8	3.0	35	326												
WQII	.2	.7	8	101												
WRSJ	.1	.2	2	17												
WRTU-FM	.1	.4	5	63												
WSAN-FM	.1	.5	6	77												
WSRA-FM	.5	2.0	23	159												
WUNO	.6	2.1	25	248												
WVJP-FM	.7	2.4	29	219												
WVOZ	.2	.7	8	49												
WVOZ-FM	.5	1.9	23	294												
WXYX-FM	2.0	7.3	87	988												
WZNT-FM	4.2	15.4	184	1314												
WZOL-FM	.2	.6	8	87												
TOTAL	27.7	100.0	1197	4306	34.1	100.0	1475	4292	25.4	100.0	1098	4150	19.0	100.0	824	3871

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 18-49 13  
POP. 6821 (00)

STATION	MONDAY - FRIDAY								MONDAY - FRIDAY								MONDAY - FRIDAY							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID				MONDAY - FRIDAY							
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.3	3.4	88	294	1.0	2.8	71	298	.9	3.6	64	234	.2	2.2	15	112	WKL	WKL	WKL	WKL	WKL	WKL	WKL	WKL
WBRQ-FM	.7	1.7	45	188	.7	1.8	46	229	.6	2.2	40	219	.2	2.3	16	123								
WCAD-FM	.6	1.6	41	360	.9	2.5	62	385	.8	3.2	57	466	.6	5.7	38	425								
WCRP-FM	.6	1.6	41	187	.8	2.1	52	175	.5	2.1	37	151	.2	2.3	15	137								
WDOY-FM	.8	2.2	56	436	1.5	4.0	101	492	1.5	5.7	104	596	.5	5.5	37	429								
WERR-FM	.6	1.5	38	220	.5	1.5	37	219	.3	1.3	23	202	.1	1.0	7	126								
WFID-FM	1.3	3.5	90	429	1.3	3.7	92	403	1.1	4.3	78	469	.7	7.2	48	413								
WGSX-FM	1.2	3.2	84	445	1.4	3.8	95	447	1.1	4.1	75	571	.6	6.5	44	452								
WIAC	1.0	2.6	67	274	.7	1.9	49	208	.6	2.2	40	195	.2	2.1	14	132								
WIAC-FM	1.3	3.5	90	466	1.4	3.7	94	375	.7	2.7	49	433	.3	3.6	23	348								
WIDA	.6	1.6	41	256	.8	2.1	53	253	.3	1.1	20	252	.4	3.6	24	196								
WIOA-FM	1.8	4.7	122	623	1.9	5.3	132	579	1.4	5.5	98	628	.4	4.1	28	428								
WKAQ	2.5	6.5	168	812	1.3	3.4	85	477	.6	2.4	43	422	.3	3.0	20	260								
WKAQ-FM	2.6	6.9	180	1119	3.8	10.4	262	1052	2.5	9.6	173	1229	.9	9.5	64	854								
WKCK	.3	.7	19	44	.1	.2	6	30	.1	.3	5	29												
WKVM	.8	2.1	54	191	.4	1.2	29	102	.2	.9	16	91	.1	1.5	10	61								
WLuz	.4	1.1	28	78	.1	.1	3	35	.1	.2	4	33												
WMDD	.1	.4	9	59	.1	.4	10	36	.1	.3	6	30												
WNRT-FM	.6	1.5	38	167	.7	1.8	45	175	.2	.6	11	144												
WORO-FM	1.0	2.7	70	380	1.1	2.9	73	271	.7	2.5	45	295												
WOSO	.4	1.0	25	60	.2	.7	17	40	.2	.6	11	52												
WPRM-FM	2.8	7.3	188	717	2.7	7.4	185	754	1.8	6.9	125	802												
WQBS	1.2	3.3	84	360	1.2	3.3	82	352	.9	3.3	59	341												
WQII	.6	1.6	42	132	.2	.7	17	113	.3	1.0	19	90												
WRSJ	.2	.4	11	55	.2	.5	13	32	.2	.6	11	49												
WRTU-FM	.2	.5	13	80	.2	.5	12	80	.2	.9	15	72												
WSAN-FM	.4	1.0	26	114	.3	.7	19	97	.1	.4	8	61												
WSRA-FM	.4	1.2	30	111	.6	1.6	41	124	.3	1.2	21	140												
WUNO	2.3	5.9	154	490	1.0	2.7	68	266	.5	1.7	31	217												
WVJP-FM	1.0	2.6	66	283	1.0	2.8	70	244	.9	3.2	58	274												
WVOZ	.3	.7	19	96	.4	1.1	29	93	.4	1.3	24	80												
WVOZ-FM	.6	1.6	41	268	.8	2.2	55	265	.7	2.5	45	268												
WXYX-FM	1.6	4.3	112	732	2.3	6.2	157	814	1.7	6.6	119	874												
WZNT-FM	5.2	13.7	353	1303	4.3	11.7	294	1071	3.6	13.5	243	1026												
WZOL-FM	.2	.6	15	98	.4	1.1	28	123	.2	.9	16	117												
TOTAL	37.9	100.0	2585	5945	36.8	100.0	2508	5467	26.4	100.0	1803	5619	9.8	100.0	671	4050								

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-49 14  
POP. 6821 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WAPA	.8	3.1	58	429	—	—	—	—	—	—	—	—	.5	3.1	37	250	
WBRQ-FM	.5	1.9	36	363	—	—	—	—	—	—	—	—	.4	2.2	26	245	
WCAD-FM	.7	2.7	50	645	—	—	—	—	—	—	—	—	.7	4.0	47	556	
WCRP-FM	.5	1.9	36	225	—	—	—	—	—	—	—	—	.4	2.1	25	182	
WDQY-FM	1.1	4.0	74	817	1.3	3.8	88	788	—	—	—	—	1.0	5.7	67	680	
WERR-FM	.4	1.4	26	286	.5	1.4	33	272	—	—	—	—	.2	1.2	14	222	
WFID-FM	1.1	4.1	76	689	1.3	3.7	87	631	—	—	—	—	.9	5.2	61	575	
WGXS-FM	1.1	4.0	74	739	1.2	3.7	85	714	—	—	—	—	.8	4.9	57	631	
WIAC	.6	2.2	41	376	.8	2.2	52	361	—	—	—	—	.4	2.2	26	221	
WIAC-FM	.9	3.4	63	695	1.2	3.4	79	645	—	—	—	—	.5	2.9	34	503	
WIDA	.5	1.9	35	333	.6	1.7	39	320	—	—	—	—	.3	1.9	22	276	
WIOA-FM	1.4	5.0	93	898	1.7	5.1	118	864	—	—	—	—	.9	5.0	59	708	
WKAQ	1.1	4.1	76	917	1.4	4.2	98	908	—	—	—	—	.4	2.6	30	473	
WKAQ-FM	2.5	9.1	169	1727	3.1	9.0	209	1656	—	—	—	—	1.6	9.6	112	1360	
WKCK	.1	.4	7	47	.1	.4	9	47	—	—	—	—	.0	.2	2	29	
WKVM	.4	1.4	26	215	.5	1.4	33	215	—	—	—	—	.2	1.1	13	93	
WLuz	.1	.4	8	98	.2	.5	11	98	—	—	—	—	.0	.1	2	39	
WMDD	.1	.4	7	79	.1	.4	9	73	—	—	—	—	.1	.4	5	38	
WNRT-FM	.4	1.3	25	212	.5	1.4	32	206	—	—	—	—	.1	.7	8	159	
WORO-FM	.7	2.7	50	510	.9	2.7	64	489	—	—	—	—	.4	2.4	29	343	
WOSO	.2	.7	13	72	.3	.8	17	72	—	—	—	—	.1	.5	6	52	
WPRM-FM	1.9	7.1	131	1066	—	2.5	7.2	168	1057	—	1.7	7.0	115	1015	—	—	
WQBS	.8	3.1	58	493	—	1.1	3.3	76	478	—	.7	3.0	50	445	1.1	6.5	
WQII	.3	1.0	19	186	—	.4	1.1	25	186	—	.2	.8	13	158	.5	2.7	
WRSJ	.1	.5	9	60	—	.2	.5	12	60	—	.1	.5	8	49	.1	.9	
WRTU-FM	.1	.5	10	106	—	.2	.6	13	106	—	.1	.5	9	92	.1	.6	
WSAN-FM	.2	.7	13	138	—	.3	.8	18	137	—	.1	.5	9	102	.1	.3	
WSRA-FM	.4	1.6	26	212	—	.5	1.4	32	203	—	.4	1.5	25	187	.2	1.4	
WUMO	1.0	3.8	70	610	—	1.2	3.6	83	547	—	.7	2.8	46	436	.5	2.9	
WVJP-FM	.7	2.6	49	404	—	1.0	2.8	65	386	—	.6	2.7	44	346	.4	2.5	
WVOZ	.3	1.1	20	126	—	.4	1.0	24	120	—	.3	1.2	20	110	.2	1.3	
WVOZ-FM	.5	1.9	36	421	—	.7	2.1	47	415	—	.5	2.1	35	360	.3	2.0	
WXYX-FM	1.6	5.8	108	1197	—	1.9	5.7	131	1173	—	1.6	6.5	107	1112	1.2	6.8	
WZNT-FM	3.4	12.5	232	1677	—	4.3	12.8	296	1664	—	2.9	12.0	198	1375	2.1	12.3	
WZOL-FM	.2	.8	15	139	—	.3	.9	20	139	—	.2	.9	15	137	.1	.7	
TOTAL	27.2	100.0	1858	6759	33.9	100.0	2314	6729	—	24.2	100.0	1650	6430	17.2	100.0	1174	5924

## NORTH EAST AREA

ASESORES INC.

JAN/FEB/MARCH 1989

MONDAY-FRIDAY

ADULTS 25 +  
POP. 7907 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.1	5.0	168	571	1.6	4.6	126	541	1.6	7.2	128	474	.3	4.0	26	213
WBRQ-FM	.6	1.5	50	187	.7	2.0	55	252	.5	2.2	40	217	.2	2.5	16	116
WCAD-FM	.1	.3	11	163	.4	1.1	30	182	.2	.9	17	205	.1	.8	6	147
WCRP-FM	.7	1.6	54	261	1.0	2.8	79	264	.6	2.5	45	212	.3	3.4	22	205
WDOY-FM	.4	1.0	35	201	.7	2.1	59	236	.7	3.0	53	284	.2	2.4	16	153
WERR-FM	.8	1.9	65	349	.7	2.0	55	307	.3	1.2	21	268	.2	2.3	15	191
WFID-FM	1.2	2.7	92	333	1.1	3.2	89	286	.8	3.5	62	341	.4	5.4	36	290
WGSX-FM	.3	.8	27	178	.3	.8	22	163	.3	1.4	24	216	.2	1.9	12	147
WIAC	1.9	4.4	150	583	1.2	3.4	95	425	.9	4.1	74	374	.4	4.3	28	254
WIAC-FM	1.5	3.4	117	496	1.3	3.6	99	366	.9	3.8	68	385	.3	3.5	23	292
WIDA	1.0	2.3	78	387	1.0	3.0	82	355	.4	1.7	30	338	.6	6.6	44	311
WIOA-FM	1.6	3.8	130	630	1.7	5.0	137	596	1.2	5.5	98	624	.4	4.5	30	367
WKAQ	5.2	12.3	415	1621	2.3	6.6	183	976	1.4	6.1	108	848	.5	6.3	41	498
WKAQ-FM	2.1	4.8	163	876	2.4	6.9	192	753	1.4	6.3	113	769	.5	5.7	37	507
WKCK	.5	1.1	38	83	.1	.4	10	46	.1	.3	6	46				20
WKVM	1.3	2.9	99	353	.7	1.9	52	205	.3	1.5	27	175	.2	2.1	14	98
WLuz	1.0	2.3	77	225	.3	.8	22	130	.1	.6	11	118	.1	.9	6	77
WMDD	.2	.5	16	91	.2	.6	15	52	.1	.4	7	45	.1	1.0	6	26
WNRT-FM	.5	1.2	42	194	.6	1.8	50	191	.2	.8	15	168	.1	.7	5	134
WORO-FM	1.5	3.4	116	616	1.6	4.6	126	431	.9	4.1	73	448	.4	4.6	30	306
WOSO	.4	.9	32	71	.3	.9	24	53	.2	.8	14	56	.0	.2	1	21
WPRM-FM	2.2	5.2	174	589	1.9	5.3	147	580	1.1	4.9	88	572	.2	2.8	19	301
WQBS	1.7	3.9	133	444	1.4	4.1	113	399	.8	3.5	63	360	.2	2.7	18	256
WQII	.8	1.8	61	182	.4	1.2	34	176	.3	1.4	25	132	.1	.7	5	74
WRSJ	.4	.9	30	138	.5	1.5	42	116	.4	1.6	28	127	.1	1.6	11	71
WRTU-FM	.2	.5	18	102	.3	.9	26	109	.4	1.6	28	127	.1	.6	4	78
WSAN-FM	.5	1.3	43	162	.3	1.0	27	123	.2	.7	13	89	.0	.5	4	40
WSRA-FM	.2	.5	18	92	.3	.8	23	86	.1	.6	11	97	.0	.4	3	43
WUNO	3.8	8.8	299	858	1.8	5.2	143	537	.8	3.5	62	473	1.0	11.6	76	529
WVJP-FM	1.0	2.4	81	346	1.1	3.1	85	308	.8	3.4	60	327	.1	1.7	11	225
WVOZ	.4	.9	32	151	.6	1.6	45	155	.4	1.8	32	114	.1	1.5	10	68
WVOZ-FM	.5	1.2	40	263	.6	1.8	51	253	.6	2.5	44	251	.0	.3	2	154
WXYX-FM	1.1	2.5	84	419	1.0	3.0	82	432	.7	2.9	52	433	.2	2.3	15	192
WZNT-FM	3.9	9.2	311	1190	3.5	10.1	279	959	2.7	12.0	215	879	.8	9.1	60	532
WZOL-FM	.3	.7	22	81	.4	1.3	35	96	.3	1.2	21	85	.0	.1	1	60
TOTAL	42.8	100.0	3380	7209	34.9	100.0	2763	6179	22.6	100.0	1789	6065	8.3	100.0	660	4259

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 25 + 16  
POP. 7907 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	5.2	108	792	1.8	5.3	140	790	1.2	5.3	91	638	.9	6.2	72	510
WBRQ-FM	.5	1.9	40	377	.6	1.8	49	352	.5	2.1	37	349	.3	2.3	27	241
WCAD-FM	.2	.8	16	292	.3	.7	20	282	.2	1.0	17	267	.1	.9	10	233
WCRP-FM	.6	2.4	50	314	.8	2.3	61	304	.6	2.8	49	310	.4	2.8	32	249
WDGY-FM	.5	1.9	40	394	.6	1.9	50	390	.5	2.4	42	365	.4	2.8	32	309
WERR-FM	.5	1.8	39	423	.6	1.8	48	409	.4	1.8	31	391	.2	1.5	18	311
WFID-FM	.9	3.3	69	517	1.0	3.1	82	467	.8	3.6	62	469	.6	4.1	47	430
WGSX-FM	.3	1.0	21	307	.3	.9	24	296	.2	1.1	19	285	.2	1.5	18	237
WIAC	1.1	4.0	84	760	1.3	4.0	105	731	.8	3.8	65	559	.6	4.2	49	445
WIAC-FM	1.0	3.6	75	660	1.2	3.6	95	610	.7	3.7	63	522	.5	3.7	43	463
WIDA	.7	2.8	59	481	.8	2.4	65	452	.7	3.1	53	445	.5	3.2	37	385
WIOA-FM	1.2	4.6	97	867	1.6	4.6	123	844	1.1	5.1	88	773	.8	5.2	60	682
WKAQ	2.3	8.5	178	1800	2.9	8.7	231	1782	1.4	6.4	111	1245	.9	6.1	71	930
WKAQ-FM	1.6	6.0	125	1243	2.0	6.0	159	1186	1.4	6.6	114	1082	.9	6.1	71	869
WKCK	.2	.6	13	83	.2	.7	17	83	.1	.3	5	72	.0	.2	3	49
WKVM	.6	2.2	46	403	.7	2.2	59	403	.4	1.8	31	275	.2	1.7	19	184
WLuz	.3	1.3	27	280	.5	1.3	36	267	.2	.7	13	196	.1	.7	8	148
WMOD	.1	.5	11	119	.2	.5	13	108	.1	.6	10	80	.1	.6	7	57
WNRT-FM	.4	1.3	28	250	.5	1.4	37	236	.3	1.4	24	233	.1	.8	9	195
WORO-FM	1.1	4.1	86	818	1.3	4.0	107	772	1.0	4.4	77	638	.6	4.2	49	532
WOSO	.2	.8	17	85	.3	.9	23	85	.2	.7	13	71	.1	.6	7	56
WPRM-FM	1.3	5.0	104	810	1.7	5.2	137	802	1.1	4.9	85	778	.6	4.3	50	615
WQBS	1.0	3.8	80	566	1.3	3.9	104	544	.8	3.7	65	506	.5	3.3	38	411
WQII	.4	1.4	30	256	.5	1.5	40	252	.3	1.2	21	235	.2	1.2	14	142
WRSJ	.3	1.3	28	162	.4	1.3	34	162	.3	1.6	27	148	.2	1.6	18	127
WRTU-FM	.2	.9	19	152	.3	.9	24	152	.2	1.1	19	134	.2	1.3	15	109
WSAN-FM	.3	1.0	21	191	.3	1.0	27	190	.2	.8	14	137	.1	.7	8	95
WSRA-FM	.2	.7	14	157	.2	.7	18	146	.2	.7	12	135	.1	.6	7	112
WUNO	1.8	6.7	141	1087	2.1	6.3	166	989	1.2	5.5	96	830	.9	6.0	70	658
WVJP-FM	.7	2.8	58	490	1.0	2.9	76	469	.6	3.0	51	430	.4	2.8	33	372
WVOZ	.4	1.4	30	191	.5	1.4	37	184	.4	1.7	29	172	.3	1.7	20	124
WVOZ-FM	.4	1.6	33	409	.6	1.7	45	402	.4	1.8	32	337	.3	1.8	21	272
WXYX-FM	.7	2.7	57	658	.9	2.8	73	636	.6	2.9	50	604	.4	2.7	32	465
WZNT-FM	2.7	10.1	211	1480	3.4	10.1	269	1476	2.3	10.5	183	1227	1.6	11.1	129	967
WZOL-FM	.2	.9	20	108	.3	1.0	27	108	.2	1.1	19	104	.1	.8	10	88
TOTAL	26.6	100.0	2099	7833	33.6	100.0	2653	7782	21.9	100.0	1733	7265	14.7	100.0	1162	6472

NORTH EAST AREA

ASESORES INC.

JAN/FEB/MARCH

1989

## MONDAY-FRIDAY

ADULTS 25-34 17  
POP. 2334 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.7	1.7	16	49	.6	1.5	13	57	.7	2.5	16	58	.2	2.2	5	28
WBRQ-FM	.8	2.0	19	84	.7	1.9	16	105	.8	2.9	19	108	.4	4.7	10	66
WCAD-FM	.3	.8	8	93	.6	1.7	14	100	.5	1.7	11	129	.2	1.7	4	100
WCRP-FM	.5	1.2	11	64	.8	2.2	19	68	.6	2.3	15	50	.2	1.9	4	52
WDOY-FM	1.1	2.6	25	142	1.7	4.6	40	170	1.5	5.3	34	177	.4	4.2	9	98
WEER-FM	.3	.7	7	51	.2	.6	5	60	.3	1.0	6	48	.0	.4	1	30
WFIO-FM	2.3	5.5	53	191	2	6.5	57	193	1.5	5.4	35	209	1.0	10.8	23	160
WGXS-FM	.8	2.0	19	114	.7	1.9	17	108	.7	2.7	17	133	.4	4.1	9	84
WIAC	.5	1.1	11	30	.2	.4	4	28	.2	.5	4	32	.4	4.2	9	120
WIAC-FM	1.4	3.4	33	185	1.9	5.1	44	156	1.3	4.7	30	179	.5	5.8	13	57
WIDA	.7	1.6	15	80	.9	2.3	20	84	.2	1.1	7	70	.6	6.8	15	191
WIOA-FM	3.0	7.2	69	299	2.9	7.7	67	269	2.2	7.9	51	302	.2	1.9	4	50
WKAQ	2.3	5.6	54	232	.6	1.6	14	124	.3	1.0	6	107	.7	7.4	16	215
WKAQ-FM	2.6	6.3	61	328	3.4	9.2	80	296	2.1	7.7	50	332	.1	1.1	2	2
WKCK	.3	.7	7	10	.0	.1	1	7	.0	.2	1	24	.1	.7	1	18
WKVM	.7	1.8	17	57	.1	.3	3	22	.1	.5	3	17	.0	.2	1	49
WLuz	.1	.3	2	14	.2	.6	5	5	.1	.4	2	31	.1	1.5	3	12
WMDD	.2	.6	6	31	.3	.8	7	46	.2	.9	6	73	.0	.2	1	49
WNRT-FM	.4	.9	9	38	.6	1.6	14	66	.0	.1	15	.1	.6	1	12	
WORO-FM	.8	2.0	19	98	.1	.3	3	9	.8	2.7	18	140	.4	4.9	10	197
WOZO	.1	.3	3	12	.1	.3	3	9	.2	.7	4	29	.2	1.8	4	93
WPRM-FM	4.3	10.5	101	334	3.7	9.8	85	322	2.5	9.1	59	326	.1	.6	1	14
WQBS	1.9	4.5	46	185	1.3	3.5	31	153	.8	2.7	18	140	.4	4.9	10	197
WQII	.4	1.0	10	49	.4	1.0	8	43	.2	.7	4	29	.1	.6	1	6
WRSJ	.1	.3	3	12	.1	.3	3	9	.3	.9	6	12	.1	.6	1	14
WRTU-FM	.3	.8	7	39	.1	.3	2	30	.6	2.1	13	30	.1	.6	1	24
WSAN-FM	.4	1.1	10	49	.3	.7	6	43	.1	.5	3	34	.0	.3	1	18
WSRA-FM	.5	1.1	11	33	.7	1.8	15	39	.3	1.0	7	37	.5	5.8	13	14
WUNO	2.0	4.9	47	153	1.0	2.6	22	73	.6	2.0	13	62	.1	1.6	3	80
WVJP-FM	1.0	2.5	24	91	1.1	2.9	25	78	1.0	3.5	23	106	.1	1.6	3	79
WVOZ	.2	.6	6	36	.6	1.5	13	33	.4	1.3	9	32	.1	1.4	3	22
WVOZ-FM	.6	1.5	14	128	.9	2.4	21	119	.7	2.7	17	117	.0	.3	1	69
WXXY-FM	1.3	3.3	31	200	1.3	3.6	31	187	1.4	5.0	33	239	.6	6.0	13	106
WZNT-FM	7.4	18.0	173	617	6.3	17.0	148	483	5.1	18.5	120	459	1.4	15.0	32	276
WZOL-FM	.1	.3	3	18	.3	.9	8	24	.3	1.0	7	21	.0	.3	1	22
TOTAL	41.2	100.0	963	2115	37.2	100.0	869	1915	27.9	100.0	650	1937	9.2	100.0	215	1339

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 25-34 18  
POP. 2334 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.5	1.8	12	92	.6	1.8	15	92	.5	1.9	11	74	.4	2.4	10	64
WBHQ-FM	.7	2.4	16	162	.8	2.2	18	150	.6	2.6	15	153	.6	3.5	14	120
WCAD-FM	.4	1.4	9	176	.5	1.4	11	168	.4	1.7	10	164	.3	1.7	7	147
WCRP-FM	.3	1.9	12	77	.7	1.9	16	74	.5	2.2	13	77	.4	2.2	9	61
WDQY-FM	1.1	4.1	27	258	1.4	4.1	34	255	1.2	4.8	27	242	.9	5.0	20	198
WEER-FM	.2	.7	5	69	.3	.7	6	69	.2	.7	4	66	.1	.8	3	51
WFIO-FM	1.6	6.4	42	302	2.1	5.9	49	277	1.7	6.8	39	286	1.2	7.0	29	255
WGXS-FM	.7	2.3	15	175	.8	2.1	18	175	.6	2.5	14	163	.5	3.1	13	136
WIAC	.2	.6	4	47	.2	.7	6	46	.1	.4	2	35	.1	.4	2	34
WIAC-FM	1.2	4.4	29	254	1.6	4.4	36	245	1.2	4.8	28	223	.8	4.5	18	200
WIDA	.6	2.1	14	109	.6	1.8	15	106	.6	2.4	14	102	.4	2.5	10	73
WIOA-FM	2.1	7.5	50	409	2.7	7.6	63	397	1.9	7.7	44	359	1.3	7.6	31	340
WKAQ	.8	2.8	19	259	1.0	2.9	24	259	.4	1.5	8	159	.2	1.3	5	122
WKAQ-FM	2.2	7.8	51	501	2.8	7.8	65	480	2.1	8.5	48	436	1.3	7.6	31	369
WKCK	.1	.3	2	10	.1	.3	3	10	.0	.1	7	2	.1	.4	2	24
WKVM	.2	.8	5	66	.3	.8	7	66	.1	.4	2	30	.1	.7	3	87
WLuz	.0	.1	1	14	.0	.1	1	14	.2	.7	4	33	.1	.8	3	20
WMDO	.2	.7	4	41	.2	.6	5	39	.2	.7	4	51	.1	.5	2	34
WNRT-FM	.2	.8	5	57	.3	.8	6	57	.3	1.2	7	107	.1	.7	3	87
WORO-FM	.4	1.4	9	136	.6	1.6	13	130	.3	1.2	7	15	.0	.2	1	15
WOSO	.1	.3	2	18	.1	.2	2	18	.1	.3	2	15	.4	2.4	10	152
WPRM-FM	2.7	9.4	62	456	3.5	9.9	82	450	2.2	8.9	51	441	1.4	7.8	32	359
WQBS	1.0	3.5	23	218	1.3	3.7	31	218	.7	3.0	17	184	.1	.5	2	34
WQII	.2	.8	5	64	.3	.9	8	64	.2	.7	4	52	.1	.5	2	35
WRSD	.1	.4	2	18	.1	.3	3	18	.1	.4	2	12	.1	.8	3	12
WRTU-FM	.2	.8	5	51	.3	.9	7	51	.2	.8	5	36	.3	1.5	6	30
WSAN-FM	.2	.7	5	59	.3	.8	7	58	.1	.6	3	47	.1	.4	2	35
WSRA-FM	.3	1.2	8	65	.5	1.4	11	62	.3	1.3	7	58	.1	.7	3	40
WUNO	1.0	3.5	23	195	1.2	3.3	27	171	.7	2.8	16	127	.5	3.1	13	95
WVJP-FM	.8	2.8	18	156	1.0	2.9	24	141	.7	2.9	17	141	.5	2.9	12	129
WVOZ	.3	1.2	8	38	.4	1.1	9	38	.3	1.4	8	38	.2	1.3	5	35
WVOZ-FM	.6	2.0	13	192	.8	2.2	18	186	.5	2.2	13	157	.3	2.0	8	129
WXXY-FM	1.1	4.0	27	336	1.4	3.8	32	321	1.1	4.4	25	302	.9	5.3	22	260
WZNT-FM	4.9	17.5	115	755	6.3	17.7	147	755	4.2	17.2	99	623	3.1	17.5	71	495
WZOL-FM	.2	.7	4	30	.3	.7	6	30	.2	.9	5	27	.1	.8	3	24
TOTAL	28.3	100.0	659	2331	35.6	100.0	830	2328	24.5	100.0	573	2219	17.5	100.0	408	2033

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25-49 19  
POP. 4828 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.7	4.1	83	267	1.4	3.7	66	268	1.3	5.4	64	210	.3	3.7	15	104
WBRQ-FM	.7	1.6	33	126	.7	1.9	34	176	.7	2.7	32	159	.3	3.0	12	79
WCAD-FM	.2	.4	9	130	.5	1.4	25	152	.3	1.2	14	172	.1	1.1	5	123
WCRP-FM	.8	1.9	38	167	1.1	3.0	53	162	.7	3.0	36	135	.3	3.6	15	125
WDY-FM	.6	1.4	29	165	1.0	2.6	46	192	.9	3.5	41	229	.3	3.1	13	127
WERR-FM	.7	1.6	32	184	.6	1.7	29	183	.3	1.3	16	169	.1	.9	4	103
WFID-FM	1.6	3.8	75	273	1.5	4.0	72	231	1.0	4.1	49	279	.6	7.2	29	234
WGSX-FM	.4	1.1	22	144	.4	1.0	19	132	.4	1.7	20	178	.2	2.5	10	114
WIAC	1.3	3.1	63	265	.9	2.5	44	208	.8	3.5	41	195	.3	3.5	15	129
WIAC-FM	1.5	3.6	73	341	1.3	3.6	64	245	.8	3.4	41	272	.3	3.2	13	209
WIDA	.8	2.0	40	230	1.0	2.7	49	214	.4	1.5	18	209	.5	6.0	25	178
WIOA-FM	2.1	5.1	103	466	2.2	6.1	108	438	1.5	6.1	73	446	.5	5.5	22	283
WKAQ	3.4	8.2	165	771	1.8	4.9	87	465	.9	3.6	43	400	.4	5.0	20	236
WKAQ-FM	2.2	5.3	106	589	3.1	8.3	147	508	1.6	6.6	78	524	.6	6.9	28	358
WKCK	.4	.9	18	41	.1	.3	6	26	.1	.3	4	22				7
WKVM	1.1	2.6	52	178	.6	1.7	30	93	.3	1.4	16	86	.2	2.5	10	56
WLuz	.6	1.4	29	80	.1	.2	4	36	.1	.3	4	34				19
WMDD	.2	.5	9	58	.2	.6	10	36	.1	.5	6	27	.1	1.0	4	14
WNRT-FM	.7	1.7	34	139	.8	2.2	40	142	.2	.7	9	119	.1	.8	3	89
WORO-FM	1.3	3.1	62	327	1.4	3.7	67	232	.9	3.5	41	252	.3	3.8	16	173
WOSO	.5	1.3	25	56	.4	1.0	17	41	.2	1.0	11	47	.0	.3	1	18
WPRM-FM	2.7	6.4	129	449	2.4	6.6	117	448	1.5	6.0	72	455	.3	3.8	16	243
WQBS	1.4	3.4	69	294	1.3	3.6	64	263	.9	3.7	44	248	.2	2.2	9	172
WQII	.8	2.0	40	118	.3	.9	16	101	.3	1.1	13	72	.0	.4	2	41
WRSJ	.2	.6	11	56	.3	.8	14	32	.2	1.0	12	50	.0	.3	1	32
WRTU-FM	.3	.7	14	68	.2	.6	11	68	.3	1.3	16	65				
WSAN-FM	.5	1.2	25	102	.3	.9	16	82	.1	.6	7	52				27
WSRA-FM	.3	.7	15	65	.4	1.0	19	59	.2	.6	7	68	.0	.6	2	36
WUNO	3.1	7.5	151	458	1.4	3.9	69	250	.6	2.4	28	212	.7	8.6	35	271
WVJP-FM	1.1	2.7	54	236	1.2	3.1	56	201	.9	3.7	44	225	.1	1.2	5	177
WVOZ	.3	.8	17	89	.6	1.6	29	89	.5	2.1	25	72	.2	2.0	8	51
WVOZ-FM	.6	1.5	30	202	.8	2.1	38	191	.8	3.1	37	193	.0	.4	1	124
WXYY-FM	1.5	3.5	70	348	1.4	3.7	66	353	.9	3.6	43	351	.3	3.1	13	161
WZNT-FM	4.9	11.9	238	885	4.4	11.9	213	706	3.3	13.6	161	648	1.0	12.2	50	413
WZOL-FM	.3	.7	14	61	.5	1.3	23	73	.2	1.0	12	65	.0	.1	1	44
TOTAL	41.6	100.0	2007	4354	37.0	100.0	1784	3833	24.6	100.0	1187	3843	8.5	100.0	411	2710

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 25-49 20  
POP. 4828 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.1	4.2	55	381	1.5	4.2	71	379	1.0	4.2	47	307	.8	4.9	37	228
WBRQ-FM	.6	2.1	27	264	.7	2.0	33	246	.5	2.3	26	246	.4	2.8	21	177
WCAD-FM	.3	1.0	13	239	.3	1.0	17	230	.3	1.3	15	223	.2	1.2	9	195
WCRP-FM	.7	2.7	35	198	.9	2.6	43	192	.7	3.1	34	195	.5	3.2	24	159
WDYI-FM	.7	2.4	32	320	.8	2.4	39	317	.7	2.9	33	296	.5	3.4	25	249
WEER-FM	.4	1.5	20	230	.5	1.6	26	223	.3	1.5	16	216	.2	1.2	9	181
WFID-FM	1.2	4.2	56	418	1.4	4.0	66	382	1.0	4.5	50	378	.8	5.0	38	348
WGSX-FM	.4	1.3	17	240	.4	1.2	20	240	.3	1.4	16	222	.3	2.0	15	187
WIAC	.8	3.0	39	365	1.0	2.9	49	350	.7	2.9	33	273	.5	3.5	26	222
WIAC-FM	1.0	3.5	47	452	1.2	3.6	60	419	.8	3.5	39	363	.5	3.4	25	322
WIDA	.7	2.5	33	290	.8	2.2	37	280	.6	2.8	31	268	.5	2.9	22	231
WIOA-FM	1.6	5.7	75	637	2.0	5.7	96	618	1.4	6.0	67	558	.9	5.9	45	494
WKAQ	1.6	5.8	76	869	2.0	5.8	97	860	1.0	4.5	51	597	.6	4.0	30	448
WKAQ-FM	1.9	6.8	90	844	2.3	6.8	113	802	1.8	7.6	85	731	1.0	6.7	51	595
WKCK	.1	.5	6	41	.2	.5	9	41	.1	.3	3	36	.0	.2	2	22
WKVM	.5	2.0	26	203	.7	2.0	33	203	.4	1.7	19	129	.3	1.7	13	88
WLuz	.2	.6	8	101	.2	.7	11	101	.1	.2	2	53	.0	.2	2	40
WMDD	.2	.6	7	72	.2	.5	9	68	.1	.6	7	48	.1	.7	5	32
WNRT-FM	.4	1.6	22	175	.6	1.7	29	170	.4	1.6	18	165	.1	.8	6	133
WORO-FM	.9	3.5	46	443	1.2	3.4	57	428	.9	3.7	41	354	.6	3.6	27	295
WOSO	.3	1.0	13	68	.4	1.1	18	68	.2	.9	10	56	.1	.8	6	47
WPRM-FM	1.7	6.2	82	628	2.2	6.4	107	622	1.4	6.1	68	607	.8	5.4	41	491
WQBS	.9	3.4	45	384	1.2	3.5	59	369	.8	3.4	38	342	.5	3.3	25	283
WQII	.3	1.3	17	150	.5	1.3	22	150	.2	.9	10	132	.1	.9	7	78
WRSJ	.2	.7	9	62	.3	.7	12	62	.2	.8	9	50	.1	.8	6	50
WRTU-FM	.2	.7	10	94	.3	.8	13	94	.2	.8	9	80	.1	.9	7	74
WSAN-FM	.2	.9	11	120	.3	.9	16	119	.2	.7	8	86	.1	.4	3	56
WSRA-FM	.2	.8	11	117	.3	.8	14	108	.2	.9	10	99	.1	.6	5	81
WUNO	1.4	5.2	69	562	1.7	4.9	82	506	.9	4.0	45	405	.7	4.2	32	323
WVJP-FM	.8	2.9	39	342	1.1	3.1	52	324	.7	3.0	34	294	.5	3.0	22	260
WVOZ	.4	1.5	20	116	.5	1.4	24	110	.4	1.8	21	103	.3	2.1	16	81
WVOZ-FM	.5	2.0	26	318	.7	2.1	35	312	.5	2.2	25	258	.4	2.3	17	210
WXYX-FM	1.0	3.6	47	539	1.2	3.6	60	521	.8	3.6	40	494	.5	3.4	26	377
WZNT-FM	3.4	12.3	162	1107	4.2	12.3	205	1103	2.9	12.5	140	911	2.1	13.2	99	721
WZOL-FM	.3	.9	12	83	.4	1.0	17	83	.2	1.1	12	80	.1	.7	6	68
TOTAL	27.3	100.0	1319	4784	34.6	100.0	1669	4766	23.3	100.0	1123	4496	15.7	100.0	756	4083

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

ADULTS 35 + 21  
POP. 5572 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.9	6.6	161	556	2.2	6.4	120	513	2.1	10.7	118	438	.4	5.1	22	194
WBRQ-FM	.5	1.3	31	95	.7	2.1	39	139	.3	1.7	18	96	.1	1.0	5	42
WCAD-FM	.0	.1	1	57	.3	.7	14	69	.1	.4	4	57	.0	.3	1	31
WCRP-FM	.8	1.8	44	201	1.1	3.2	61	199	.5	2.6	29	166	.3	4.2	19	156
WDOY-FM	.1	.3	6	36	.2	.7	12	37	.2	1.2	14	82	.1	1.2	5	40
WERR-FM	1.1	2.5	61	312	.9	2.8	53	255	.3	1.3	15	229	.3	3.5	15	168
WFID-FM	.6	1.3	32	116	.4	1.3	24	63	.4	2.0	22	101	.2	2.0	9	109
WGSX-FM	.1	.2	4	46	.0	.1	2	39	.1	.4	4	63	.0	.5	2	52
WIAC	2.7	6.1	148	593	1.8	5.2	98	424	1.4	6.8	76	363	.5	6.9	30	265
WIAC-FM	1.5	3.5	84	300	.9	2.7	51	194	.6	3.2	35	187	.2	3.1	14	162
WIDA	1.2	2.7	65	316	1.1	3.3	63	277	.4	2.1	23	277	.6	7.1	31	264
WIOA-FM	.9	2.1	52	299	1.1	3.3	63	301	.7	3.7	41	289	.2	3.0	13	153
WKAQ	6.8	15.6	379	1458	3.2	9.6	180	897	2.0	9.9	109	780	.7	9.0	39	476
WKAQ-FM	1.8	4.1	98	529	1.9	5.6	106	436	1.1	5.3	59	407	.4	4.6	20	274
WKCK	.6	1.3	32	78	.2	.5	10	40	.1	.6	7	47				19
WKVM	1.5	3.5	85	309	.9	2.8	53	193	.5	2.5	28	159	.2	2.6	12	95
WLuz	1.4	3.3	81	225	.4	1.3	24	134	.2	1.1	12	124	.1	1.4	6	81
WMDD	.2	.4	10	58	.2	.5	10	25	.1	.3	4	27	.0	.6	3	13
WNRT-FM	.6	1.4	34	161	.8	2.4	45	148	.2	1.2	13	142	.1	.7	3	122
WORO-FM	1.8	4.2	102	540	2.1	6.3	119	381	1.3	6.4	71	391	.6	7.3	32	269
WOSO	.6	1.3	31	61	.4	1.2	22	46	.3	1.3	14	42				8
WPRM-FM	1.1	2.5	60	210	.9	2.7	51	215	.4	1.8	20	203	.1	1.6	7	73
WQBS	1.6	3.6	88	245	1.5	4.4	83	236	.8	4.1	45	211	.3	3.3	15	157
WQII	1.0	2.2	54	134	.5	1.4	26	136	.4	1.9	21	105	.1	1.2	5	61
WRSJ	.5	1.2	28	134	.8	2.4	46	126	.4	2.1	23	122	.2	2.3	10	69
WRTU-FM	.2	.4	10	61	.5	1.3	25	80	.2	1.2	13	69	.1	1.0	5	53
WSAN-FM	.6	1.4	33	112	.4	1.1	21	78	.2	.9	9	52	.1	.9	4	21
WSRA-FM	.1	.3	6	57	.1	.3	5	43	.1	.3	4	58	.1	.7	3	28
WUNO	4.7	10.8	263	733	2.3	6.7	126	487	.9	4.6	51	433	1.2	15.1	67	471
WVJP-FM	1.0	2.3	57	258	1.1	3.2	59	233	.6	3.3	36	219	.1	1.7	7	143
WVOZ	.5	1.1	27	118	.6	1.7	32	125	.4	2.2	24	82	.1	1.6	7	46
WVOZ-FM	.4	1.0	25	120	.5	1.5	28	123	.5	2.3	26	122	.0	.3	1	79
WXYX-FM	.9	2.1	51	198	.9	2.6	49	229	.3	1.4	15	163				73
WZNT-FM	2.1	4.8	115	499	2.0	6.0	113	420	1.4	7.2	79	365	.4	5.4	24	223
WZOL-FM	.4	.9	21	64	.5	1.5	27	73	.3	1.3	14	64				37
TOTAL	43.6	100.0	2427	5098	33.7	100.0	1879	4237	19.8	100.0	1104	4087	7.9	100.0	439	2897

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY - FRIDAY

ADULTS 35 + 22  
POP. 5572 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.8	7.1	102	740	2.4	7.3	132	737	1.5	7.4	85	595	1.2	8.8	65	469
WBHQ-FM	.4	1.6	23	201	.5	1.7	30	190	.4	1.8	21	182	.2	1.5	11	108
WCAD-FM	.1	.4	6	91	.1	.4	7	91	.1	.6	7	80	.0	.4	3	64
WCRP-FM	.7	2.7	38	241	.8	2.5	46	234	.7	3.2	37	238	.4	3.2	23	192
WDYI-FM	.2	.7	9	97	.2	.6	11	97	.2	.9	10	85	.2	1.2	9	82
WEER-FM	.6	2.5	36	369	.8	2.4	44	354	.5	2.5	28	338	.3	2.0	15	271
WFID-FM	.4	1.5	21	174	.5	1.4	26	151	.3	1.6	18	143	.3	2.0	15	139
WGXS-FM	.1	.2	3	108	.1	.2	4	96	.1	.2	3	100	.1	.4	3	83
WIAC	1.5	6.0	85	762	1.9	5.9	107	733	1.2	5.9	67	560	.9	6.9	50	439
WIAC-FM	.8	3.1	45	390	1.0	3.1	56	347	.6	2.9	33	280	.4	3.2	23	246
WIDA	.8	3.2	46	382	.9	2.8	51	354	.7	3.5	40	352	.5	3.7	27	323
WIOA-FM	.7	2.9	42	416	.9	2.9	53	406	.7	3.4	39	378	.5	3.5	26	303
WKAQ	3.0	11.9	169	1616	3.9	12.1	219	1597	2.0	9.6	109	1143	1.3	9.6	70	849
WKAQ-FM	1.3	4.9	70	705	1.6	4.9	89	670	1.1	5.4	62	614	.7	5.1	37	469
WKCK	.2	.8	11	78	.3	.9	16	78	.1	.5	5	68	.1	.4	3	50
WKVM	.8	3.0	43	352	1.0	3.0	55	352	.6	2.7	31	259	.3	2.5	19	168
WLuz	.5	2.0	29	285	.7	2.1	38	271	.3	1.2	14	205	.2	1.2	9	156
WMDD	.1	.5	7	77	.1	.4	8	67	.1	.5	5	45	.1	.4	3	37
WNRT-FM	.4	1.7	24	198	.6	1.8	32	182	.4	1.8	21	187	.1	1.0	7	168
WORO-FM	1.4	5.6	80	712	1.8	5.5	99	669	1.3	6.5	74	553	.9	6.7	50	463
WOSO	.3	1.1	16	69	.4	1.2	22	69	.2	1.0	12	57	.1	.9	6	42
WPRM-FM	.6	2.4	34	294	.8	2.4	44	294	.5	2.3	26	279	.2	1.7	13	208
WQBS	1.0	4.0	57	334	1.3	4.0	73	310	.9	4.2	48	312	.5	3.9	28	250
WQII	.5	1.8	25	195	.6	1.8	33	191	.3	1.5	17	188	.2	1.7	13	109
WRSJ	.5	1.9	27	153	.6	1.8	33	153	.5	2.3	26	145	.3	2.1	16	122
WRTU-FM	.2	.9	13	99	.3	.9	17	99	.3	1.3	14	99	.1	1.1	8	80
WSAN-FM	.3	1.1	16	131	.4	1.2	21	131	.2	1.0	11	88	.1	.9	6	58
WSRA-FM	.1	.3	4	87	.1	.3	5	79	.1	.3	4	73	.1	.4	3	71
WUHO	2.2	8.6	123	927	2.6	8.0	145	852	1.5	7.3	83	736	1.1	8.1	60	592
WVJP-FM	.7	2.7	39	331	.9	2.8	51	327	.6	3.0	34	285	.4	2.7	20	237
WVOZ	.4	1.6	22	158	.5	1.6	28	150	.4	1.8	21	137	.3	2.0	15	89
WVOZ-FM	.3	1.4	19	198	.5	1.5	26	198	.3	1.6	18	164	.2	1.6	12	130
WXYY-FM	.5	2.0	28	282	.7	2.1	39	278	.4	1.9	22	267	.1	.9	7	171
WZNT-FM	1.5	5.7	81	637	1.9	5.7	103	633	1.3	6.3	72	531	.9	6.6	48	413
WZOL-FM	.3	1.1	15	78	.4	1.2	21	78	.2	1.2	14	78	.1	.9	6	64
TOTAL	25.6	100.0	1429	5496	32.5	100.0	1809	5444	20.5	100.0	1143	5025	13.2	100.0	735	4404

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35-49 23  
POP. 2494 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WAPA	2.7	6.4	66	216	WKL	2.1	5.8	53	209	WKL	1.9	8.9	48	151	.4	5.2	10	75
WBRQ-FM	.6	1.4	14	42		.7	1.9	18	71		.5	2.3	13	52	.1	1.2	2	14
WCAD-FM	.0	.1	1	38		.4	1.2	11	53		.1	.6	3	43	.0	.6	1	24
WCRP-FM	1.0	2.5	26	103		1.3	3.7	34	94		.8	3.8	21	84	.4	5.4	11	73
WDY-FM	.2	.4	4	25		.3	.7	7	23		.3	1.4	7	53	.1	1.9	4	30
WEER-FM	1.0	2.4	25	132		1.0	2.6	24	122		.4	1.8	10	121	.1	1.3	3	73
WFID-FM	.9	2.2	23	83		.6	1.7	16	40		.5	2.5	14	72	.3	3.3	6	75
WGDX-FM	.1	.3	3	31		.1	.2	2	25		.1	.6	3	46	.1	.9	2	31
WIAC	2.1	4.9	51	233		1.6	4.4	40	179		1.5	6.9	37	161	.6	7.3	14	121
WIAC-FM	1.6	3.8	40	156		.8	2.2	20	90		.4	2.0	11	94	.2	2.2	4	90
WIDA	1.0	2.4	25	150		1.1	3.1	28	130		.4	2.1	11	139	.5	6.1	12	121
WIOA-FM	1.4	3.2	34	169		1.7	4.5	41	170		.9	4.1	22	145	.3	4.0	8	93
WKAQ	4.4	10.6	110	536		2.9	7.9	72	338		1.4	6.7	36	290	.6	8.2	16	184
WKAQ-FM	1.8	4.3	45	262		2.7	7.4	68	213		1.2	5.3	29	193	.5	6.4	12	144
WKCK	.4	1.0	11	31		.2	.5	5	19		.2	.7	4	19				5
WKVM	1.4	3.3	35	120		1.1	3.0	27	70		.6	2.8	15	62	.3	4.0	8	47
WLuz	1.0	2.5	26	65		.1	.4	4	30		.2	.7	4	31				16
WMDD	.1	.4	4	27		.2	.6	5	11		.1	.5	3	10	.0	.5	1	3
WNRT-FM	1.0	2.4	25	101		1.3	3.5	32	96		.3	1.2	6	87	.1	.9	2	70
WORO-FM	1.7	4.1	43	227		2.1	5.7	52	165		1.4	6.5	35	178	.6	7.7	15	123
WOSO	.9	2.2	23	44		.6	1.5	14	32		.4	2.0	11	32				6
WPRM-FM	1.2	2.8	29	117		1.3	3.6	33	128		.5	2.5	13	132	.2	2.7	5	47
WQBS	1.0	2.5	26	111		1.3	3.6	33	110		1.1	4.9	26	108	.2	2.7	5	79
WQII	1.2	2.9	30	69		.3	.8	8	58		.4	1.6	9	42	.1	.9	2	26
WRSJ	.3	.8	8	44		.5	1.5	13	32		.2	1.1	6	38				26
WRTU-FM	.2	.6	6	29		.4	1.0	9	38		.1	.5	3	35				32
WSAN-FM	.6	1.4	14	53		.4	1.0	9	39		.1	.7	4	18				10
WSRA-FM	.2	.4	4	32		.1	.4	3	20		.0	.1	1	32				21
WUNO	4.1	9.9	103	303		1.9	5.1	46	176		.6	2.8	15	150	.9	11.4	22	190
WVJP-FM	1.2	2.8	29	144		1.2	3.3	30	122		.9	4.0	22	120	.1	.7	1	98
WVOZ	.4	1.0	11	53		.7	1.8	16	56		.6	3.0	16	40	.2	2.7	5	30
WVOZ-FM	.6	1.5	16	74		.7	1.9	17	73		.8	3.7	20	76	.0	.4	1	55
WXYX-FM	1.5	3.7	39	149		1.4	3.8	35	167		.4	1.9	10	113				56
WZNT-FM	2.7	6.4	67	273		2.7	7.2	66	226		1.7	7.8	42	193	.7	9.2	18	139
WZOL-FM	.5	1.1	11	42		.6	1.6	15	49		.2	.9	5	43				23
TOTAL	41.9	100.0	1044	2240	36.7	100.0	916	1919	21.6	100.0	538	1908	7.9	100.0	196	1372		

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-49 24  
POP. 2494 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.7	6.5	43	288	2.2	6.6	55	286	1.4	6.6	36	231	1.1	7.7	27	162
WBHQ-FM	.5	1.7	12	103	.6	1.8	15	97	.4	2.0	11	94	.3	2.0	7	58
WCAD-FM	.2	.6	4	64	.2	.6	5	64	.2	.9	5	61	.1	.6	2	49
WCRP-FM	.9	3.4	23	121	1.1	3.2	27	118	.9	3.9	22	118	.6	4.3	15	98
WDQY-FM	.2	.8	5	65	.2	.7	6	65	.2	1.0	6	56	.2	1.5	5	53
WERR-FM	.6	2.3	15	159	.8	2.4	20	153	.5	2.2	12	148	.2	1.7	6	130
WFID-FM	.6	2.2	14	118	.7	2.1	17	107	.5	2.1	12	95	.4	2.8	10	95
WGSX-FM	.1	.3	2	66	.1	.3	2	66	.1	.4	2	61	.1	.7	2	52
WIAC	1.4	5.3	35	315	1.7	5.1	43	301	1.2	5.4	30	236	1.0	7.0	24	186
WIAC-FM	.7	2.7	18	199	.9	2.8	23	175	.5	2.2	12	141	.3	2.0	7	123
WIDA	.8	2.9	19	181	.9	2.6	22	173	.7	3.2	18	166	.5	3.3	12	157
WIOA-FM	1.0	3.9	26	231	1.3	3.9	33	223	1.0	4.3	24	202	.6	4.1	14	156
WKAQ	2.3	8.6	57	606	2.9	8.7	73	597	1.7	7.6	42	434	1.0	7.2	25	323
WKAQ-FM	1.6	5.9	39	346	2.0	5.8	49	324	1.5	6.7	37	297	.8	5.7	20	228
WKCK	.2	.7	5	31	.3	.8	6	31	.1	.5	3	28	.1	.5	2	19
WKVM	.8	3.1	21	136	1.0	3.1	26	136	.7	3.0	17	98	.4	3.2	11	64
WLuz	.3	1.2	8	85	.4	1.3	11	85	.1	.4	2	47	.1	.5	2	37
WMOD	.1	.5	3	32	.2	.5	4	29	.1	.5	3	15	.1	.5	2	13
WNRT-FM	.7	2.5	16	118	.9	2.6	22	112	.6	2.5	14	113	.2	1.1	4	99
WORO-FM	1.4	5.4	36	306	1.8	5.2	44	296	1.4	6.2	34	246	1.0	6.9	24	206
WOSO	.5	1.7	11	50	.6	1.9	16	50	.3	1.5	8	41	.2	1.4	5	32
WPRM-FM	.8	3.0	20	176	1.0	3.1	26	176	.7	3.2	17	170	.4	2.6	9	135
WQBS	.9	3.4	22	166	1.1	3.4	29	152	.8	3.8	21	158	.6	4.2	15	131
WQII	.4	1.7	11	86	.6	1.8	15	86	.2	1.1	6	80	.2	1.4	5	42
WRSJ	.3	1.0	7	44	.4	1.1	9	44	.3	1.2	6	38	.1	.7	3	38
WRTU-FM	.2	.7	4	44	.2	.7	6	44	.2	.7	4	44	.0	.3	1	44
WSAN-FM	.3	1.0	7	61	.4	1.1	9	61	.2	.8	4	39	.1	.4	2	21
WSRA-FM	.1	.4	3	53	.1	.3	3	46	.1	.4	2	41	.1	.4	2	41
WUNO	1.8	6.9	45	365	2.2	6.5	54	333	1.2	5.2	29	276	.8	5.5	19	227
WVJP-FM	.8	3.0	20	186	1.1	3.3	27	183	.7	3.2	17	153	.4	3.0	10	131
WVOZ	.5	1.8	12	78	.6	1.7	15	72	.5	2.2	12	65	.4	2.9	10	46
WVOZ-FM	.5	2.0	13	127	.7	2.1	18	127	.5	2.2	12	103	.4	2.7	9	82
WXYY-FM	.8	3.1	21	204	1.1	3.4	28	201	.6	2.8	15	193	.2	1.3	5	119
WZNT-FM	1.9	7.2	48	357	2.4	7.0	59	353	1.7	7.6	42	293	1.1	8.2	29	229
WZOL-FM	.3	1.2	8	53	.4	1.3	11	53	.3	1.2	7	53	.1	.6	2	43
TOTAL	26.5	100.0	661	2453	33.6	100.0	839	2438	22.1	100.0	551	2279	14.0	100.0	348	2051

NORTH EAST AREA

ASESORES INC.

JAN/FEB/MARCH 1989

## MONDAY-FRIDAY

ADULTS 35-64 25  
POP. 4307 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.9	6.6	125	429	2.2	6.4	93	397	2.1	10.7	91	339	.4	5.1	17	150
WBHQ-FM	.5	1.3	24	74	.7	2.1	30	107	.3	1.7	14	74	.1	1.0	4	32
WCAD-FM	.0	.1	1	44	.3	.7	11	53	.1	.4	3	44	.0	.3	1	24
WCRP-FM	.8	1.8	34	155	1.1	3.2	47	154	.5	2.6	22	128	.3	4.2	14	121
WDY-FM	.1	.3	5	28	.2	.7	10	29	.2	1.2	11	63	.1	1.2	4	31
WEER-FM	1.1	2.5	47	242	.9	2.8	41	197	.3	1.3	11	177	.3	3.5	12	130
WFID-FM	.6	1.3	25	90	.4	1.3	18	49	.4	2.0	17	78	.2	2.0	7	84
WGXS-FM	.1	.2	3	36	.0	.1	2	30	.1	.4	3	49	.0	.5	2	40
WIAC	2.7	6.1	115	458	1.8	5.2	76	328	1.4	6.8	58	281	.5	6.9	23	205
WIAC-FM	1.5	3.5	65	232	.9	2.7	40	150	.6	3.2	27	145	.2	3.1	11	125
WIDA	1.2	2.7	50	244	1.1	3.3	49	214	.4	2.1	18	214	.6	7.1	24	204
WIOA-FM	.9	2.1	40	231	1.1	3.3	49	233	.7	3.7	31	223	.2	3.0	10	119
WKAQ	6.8	15.6	293	1127	3.2	9.6	139	694	2.0	9.9	84	603	.7	9.0	30	368
WKAQ-FM	1.8	4.1	76	409	1.9	5.6	82	337	1.1	5.3	45	315	.4	4.6	16	212
WKCK	.6	1.3	25	60	.2	.5	8	31	.1	.6	5	36	.2	2.6	9	14
WKVM	1.5	3.5	66	239	.9	2.8	41	149	.5	2.5	21	123	.1	1.4	5	62
WLuz	1.4	3.3	62	174	.4	1.3	18	104	.2	1.1	9	96	.0	.6	2	10
WMDD	.2	.4	8	45	.2	.5	7	19	.1	.3	3	21	.1	.7	2	94
WNRT-FM	.6	1.4	26	124	.8	2.4	35	114	.2	1.2	10	110	.6	7.3	25	208
WORO-FM	1.8	4.2	79	418	2.1	6.3	92	295	1.3	6.4	55	302	.1	1.6	5	57
WOSO	.6	1.3	24	47	.4	1.2	17	35	.3	1.3	11	32	.3	3.3	11	122
WPRM-FM	1.1	2.5	46	162	.9	2.7	39	166	.4	1.8	16	157	.1	1.2	4	47
WQBS	1.6	3.6	68	189	1.5	4.4	64	183	.8	4.1	35	163	.3	3.3	11	122
WQII	1.0	2.2	42	104	.5	1.4	20	105	.4	1.9	17	81	.1	1.2	4	41
WRSJ	.5	1.2	22	103	.8	2.4	35	97	.4	2.1	18	94	.2	2.3	8	53
WRTU-FM	.2	.4	8	47	.5	1.3	19	62	.2	1.2	10	53	.1	1.0	4	41
WSAN-FM	.6	1.4	25	87	.4	1.1	16	60	.2	.9	7	40	.1	.9	3	16
WSRA-FM	.1	.3	5	44	.1	.3	4	34	.1	.3	3	45	.1	.7	2	22
WUNO	4.7	10.8	203	567	2.3	6.7	97	377	.9	4.6	39	335	1.2	15.1	51	364
WVJP-FM	1.0	2.3	44	199	1.1	3.2	46	180	.6	3.3	28	169	.1	1.7	6	111
WVOZ	.5	1.1	21	91	.6	1.7	25	97	.4	2.2	19	63	.1	1.6	5	36
WVOZ-FM	.4	1.0	19	93	.5	1.5	22	95	.5	2.3	20	95	.0	.3	1	61
WXYX-FM	.9	2.1	39	153	.9	2.6	38	177	.3	1.4	12	126	.2	5.4	18	173
WZNT-FM	2.1	4.8	89	386	2.0	6.0	88	325	1.4	7.2	61	282	.4	5.4	18	29
WZOL-FM	.4	.9	16	50	.5	1.5	21	56	.3	1.3	11	50				
TOTAL	43.6	100.0	1876	3940	33.7	100.0	1452	3275	19.8	100.0	853	3159	7.9	100.0	340	2240

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 35-64 26  
POP. 4307 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.8	7.1	79	572	2.4	7.3	102	570	1.5	7.4	65	460	1.2	8.8	50	363
WBRQ-FM	.4	1.6	18	155	.5	1.7	23	147	.4	1.8	16	141	.2	1.5	8	83
WCAD-FM	.1	.4	4	70	.1	.4	5	70	.1	.6	5	62	.0	.4	2	50
WCRP-FM	.7	2.7	29	186	.8	2.5	35	181	.7	3.2	28	184	.4	3.2	18	149
WDQY-FM	.2	.7	7	75	.2	.6	8	75	.2	.9	8	66	.2	1.2	7	63
WFRR-FM	.6	2.5	28	286	.8	2.4	34	274	.5	2.5	22	261	.3	2.0	12	210
WFID-FM	.4	1.5	16	134	.5	1.4	20	117	.3	1.6	14	111	.3	2.0	11	108
WGSX-FM	.1	.2	2	83	.1	.2	3	74	.1	.2	2	77	.1	.4	2	64
WIAC	1.5	6.0	66	589	1.9	5.9	82	567	1.2	5.9	52	433	.9	6.9	39	339
WIAC-FM	.8	3.1	34	301	1.0	3.1	44	268	.6	2.9	26	216	.4	3.2	18	190
WIDA	.8	3.2	35	295	.9	2.8	40	274	.7	3.5	31	272	.5	3.7	21	250
WIOA-FM	.7	2.9	32	322	.9	2.9	41	314	.7	3.4	30	292	.5	3.5	20	234
WKAQ	3.0	11.9	131	1249	3.9	12.1	170	1235	2.0	9.6	85	884	1.3	9.6	54	657
WKAQ-FM	1.3	4.9	54	545	1.6	4.9	69	518	1.1	5.4	48	474	.7	5.1	29	362
WKCK	.2	.8	9	60	.3	.9	12	60	.1	.5	4	53	.1	.4	2	38
WKVM	.8	3.0	33	272	1.0	3.0	43	272	.6	2.7	24	200	.3	2.5	14	130
WLuz	.5	2.0	22	220	.7	2.1	29	209	.3	1.2	11	158	.2	1.2	7	121
WMDD	.1	.5	5	59	.1	.4	6	52	.1	.5	4	35	.1	.4	2	28
WNRT-FM	.4	1.7	18	153	.6	1.8	25	141	.4	1.8	16	144	.1	1.0	6	130
WORO-FM	1.4	5.6	62	550	1.8	5.5	76	517	1.3	6.5	57	428	.9	6.7	38	358
WOSO	.3	1.1	13	53	.4	1.2	17	53	.2	1.0	9	44	.1	.9	5	32
WPRM-FM	.6	2.4	26	227	.8	2.4	34	227	.5	2.3	20	215	.2	1.7	10	160
WQBS	1.0	4.0	44	258	1.3	4.0	56	239	.9	4.2	37	241	.5	3.9	22	193
WQII	.5	1.8	20	150	.6	1.8	26	148	.3	1.5	13	145	.2	1.7	10	84
WRSJ	.5	1.9	21	118	.6	1.8	26	118	.5	2.3	20	112	.3	2.1	12	94
WRTU-FM	.2	.9	10	77	.3	.9	13	77	.3	1.3	11	77	.1	1.1	6	62
WSAN-FM	.3	1.1	13	102	.4	1.2	16	102	.2	1.0	9	68	.1	.9	5	45
WSRA-FM	.1	.3	3	67	.1	.3	4	61	.1	.3	3	56	.1	.4	3	55
WUMO	2.2	8.6	95	717	2.6	8.0	112	658	1.5	7.3	64	569	1.1	8.1	46	457
WVJP-FM	.7	2.7	30	256	.9	2.8	40	253	.6	3.0	26	221	.4	2.7	16	183
WVOZ	.4	1.6	17	122	.5	1.6	22	116	.4	1.8	16	106	.3	2.0	11	69
WVQZ-FM	.3	1.4	15	153	.5	1.5	20	153	.3	1.6	14	127	.2	1.6	9	100
WXTX-FM	.5	2.0	22	218	.7	2.1	30	215	.4	1.9	17	206	.1	.9	5	132
WZNT-FM	1.5	5.7	63	493	1.9	5.7	80	489	1.3	6.3	55	411	.9	6.6	37	320
WZOL-FM	.3	1.1	12	60	.4	1.2	16	60	.2	1.2	11	60	.1	.9	5	50
TOTAL	25.6	100.0	1104	4248	32.5	100.0	1398	4208	20.5	100.0	884	3884	13.2	100.0	568	3404

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MEN 18 +  
POP. 4690 (00) 27

STATION	MONDAY - FRIDAY								MONDAY - FRIDAY							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)	WKL	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	3.9	70	261	1.5	4.3	72	315	2.0	7.5	95	324	.4	3.3	17	131
WBRQ-FM	.5	1.4	25	93	.4	1.1	18	117	.3	1.0	13	85	.1	1.1	6	48
WCAD-FM	.6	1.5	27	261	1.1	3.0	50	298	1.1	3.9	50	366	.8	7.3	37	351
WCRP-FM	.6	1.5	27	97	.6	1.7	29	100	.3	1.3	16	82	.2	2.1	11	68
WDY-FM	.8	2.1	38	285	1.4	3.8	64	319	1.3	4.6	59	364	.5	4.2	21	290
WERR-FM	.3	.8	15	115	.2	.7	11	109	.2	.7	9	103	.1	1.0	5	94
WFID-FM	.9	2.3	42	255	1.2	3.4	57	224	.9	3.4	43	275	.6	5.3	27	244
WGDX-FM	1.0	2.7	48	277	1.5	4.3	72	308	1.2	4.3	55	388	.8	7.5	38	305
WIAC	1.4	3.6	64	282	1.1	3.1	53	195	1.1	3.9	50	204	.4	3.8	19	146
WIAC-FM	1.1	3.0	54	227	1.4	3.9	66	191	.8	3.0	38	223	.3	2.8	14	194
WIDA	.4	1.1	19	120	.4	1.1	19	115	.2	.6	8	133	.4	3.2	17	113
WIOA-FM	1.3	3.3	60	273	1.4	3.8	65	292	.9	3.5	44	338	.4	3.2	16	238
WKAQ	3.9	10.4	185	796	2.3	6.3	106	476	1.1	4.2	53	431	.5	4.4	22	261
WKAQ-FM	2.0	5.3	95	648	2.7	7.6	128	591	2.3	8.4	106	732	.8	7.7	39	535
WKCK	.2	.4	8	29	.0	.1	2	10	.1	.3	4	18				16
WKVM	.6	1.6	29	156	.1	.4	6	59	.1	.3	4	81	.1	1.2	6	56
WLuz	.4	.9	17	83	.2	.7	12	66	.1	.3	3	66	.1	1.0	5	54
WMDD	.1	.3	6	44	.1	.4	7	24	.1	.3	4	21	.1	.5	2	13
WNRT-FM	.3	.7	12	74	.5	1.5	26	92	.1	.6	7	67	.1	.9	4	48
WORO-FM	1.3	3.3	60	311	1.3	3.7	63	233	.8	2.8	36	233	.4	3.7	19	186
WOSO	.4	1.1	20	48	.3	.9	16	32	.2	.6	8	52	.0	.3	1	26
WPRM-FM	2.3	5.9	106	462	2.0	5.5	92	456	1.8	6.7	85	501	.5	4.3	22	299
WQBS	1.4	3.8	68	212	1.2	3.5	58	207	.5	1.9	24	203	.2	1.7	9	133
WQII	.2	.4	7	28				29	.1	.3	4	27	.1	.9	5	16
WRSJ	.4	1.1	19	84	.5	1.4	24	81	.4	1.6	20	78	.2	1.6	8	48
WRTU-FM	.0	.1	2	39	.3	.9	16	58	.5	2.0	25	58	.1	.8	4	45
WSAN-FM	.5	1.2	21	76	.3	.7	12	56	.2	.6	7	31				7
WSRA-FM	.4	1.0	18	59	.5	1.4	24	58	.2	.7	8	59	.0	.1	1	27
WUNO	3.0	7.9	141	433	1.0	2.8	47	255	.6	2.0	26	222	.5	5.0	26	238
WVJP-FM	.5	1.3	23	142	.7	1.9	31	129	.6	2.3	29	134	.1	.8	4	99
WVOZ	.4	.9	17	90	.6	1.5	26	98	.6	2.1	27	81	.2	1.5	8	54
WVOZ-FM	.8	2.0	36	204	1.1	2.9	49	226	.8	2.9	36	235	.1	1.2	6	159
WXYX-FM	1.9	4.9	87	487	2.0	5.6	94	514	1.7	6.4	81	609	.9	7.9	40	400
WZNT-FM	6.2	16.4	292	1020	5.3	14.8	249	859	3.9	14.5	184	799	.9	8.2	42	522
WZOL-FM	.1	.1	2	26	.1	.2	3	33	.0	.1	2	26	.0	.3	2	19
TOTAL	38.0	100.0	1784	4136	35.9	100.0	1685	3722	27.1	100.0	1271	3870	10.9	100.0	510	2858

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18 + 28  
POP. 4690 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.3	4.8	61	405	1.7	4.9	78	405	1.3	5.1	59	362	1.1	6.1	52	331
WBRQ-FM	.3	1.2	15	173	.4	1.2	19	160	.3	1.1	12	163	.2	1.1	9	101
WCAD-FM	.9	3.2	41	491	.9	2.7	43	443	1.0	4.0	45	462	.9	5.0	43	432
WCRP-FM	.4	1.6	20	119	.5	1.5	24	116	.4	1.6	19	116	.3	1.5	13	93
WDGY-FM	1.0	3.5	45	512	1.2	3.4	54	488	1.0	4.1	47	478	.8	4.5	38	421
WERR-FM	.2	.8	10	160	.2	.7	12	146	.2	.7	8	150	.1	.8	7	127
WFID-FM	.9	3.3	42	391	1.0	3.0	48	349	.9	3.7	42	357	.7	4.0	34	337
WGSX-FM	1.1	4.1	53	479	1.3	3.7	59	447	1.2	4.8	55	460	1.0	5.4	45	427
WIAC	1.0	3.5	45	378	1.2	3.5	55	358	.9	3.5	40	280	.7	3.9	33	238
WIAC-FM	.9	3.3	43	331	1.1	3.4	54	300	.8	3.4	39	284	.5	2.9	25	260
WIDA	.3	1.2	16	162	.3	1.0	16	156	.3	1.3	15	149	.3	1.5	13	139
WIOA-FM	1.0	3.5	46	410	1.2	3.6	57	385	.9	3.6	42	386	.6	3.4	29	377
WKAQ	1.9	6.9	89	883	2.4	7.2	114	872	1.3	5.3	61	625	.8	4.3	36	474
WKAQ-FM	1.9	7.1	91	1015	2.4	7.0	111	974	1.9	7.9	90	903	1.5	8.1	69	799
WKCK	.1	.2	3	29	.1	.3	4	29	.0	.1	2	24	.0	.2	2	21
WKVM	.2	.8	10	166	.3	.8	12	166	.1	.5	5	100	.1	.6	5	83
WLuz	.2	.7	9	118	.2	.7	11	112	.1	.6	7	102	.1	.5	4	83
WMBD	.1	.4	5	59	.1	.4	6	52	.1	.4	5	44	.1	.4	3	28
WNRT-FM	.3	1.0	13	104	.3	1.0	16	104	.3	1.1	13	98	.1	.7	6	72
WORO-FM	.9	3.4	44	409	1.1	3.4	54	379	.8	3.4	39	335	.6	3.1	26	287
WOSO	.2	.8	11	61	.3	.9	15	61	.2	.7	8	55	.1	.5	4	52
WPRM-FM	1.6	5.8	74	682	2.0	5.9	94	672	1.4	5.7	65	653	1.1	5.9	50	546
WQBS	.8	3.0	39	294	1.1	3.2	51	289	.7	2.7	31	273	.3	1.8	15	220
WQII	.1	.3	4	58	.1	.2	3	55	.1	.2	3	49	.1	.5	4	30
WRSJ	.4	1.4	18	100	.5	1.3	21	100	.4	1.5	17	97	.3	1.6	14	78
WRTU-FM	.2	.9	11	84	.3	.9	14	84	.3	1.2	14	74	.3	1.6	13	65
WSAN-FM	.2	.7	10	88	.3	.8	13	87	.1	.5	6	66	.1	.4	3	34
WSRA-FM	.3	1.0	13	102	.4	1.1	17	92	.2	1.0	11	83	.1	.5	4	69
WUNO	1.2	4.4	57	520	1.5	4.4	69	491	.7	2.9	33	394	.5	3.0	26	298
WVJP-FM	.5	1.7	21	210	.6	1.8	28	194	.4	1.8	21	188	.3	1.8	15	159
WVOZ	.4	1.5	19	117	.5	1.5	23	117	.4	1.7	20	107	.3	1.9	16	85
WVDZ-FM	.7	2.4	31	332	.9	2.6	41	325	.6	2.6	30	309	.4	2.3	20	253
WXYX-FM	1.6	5.8	75	793	1.9	5.5	88	767	1.5	6.2	71	736	1.2	6.9	59	655
WZNT-FM	4.0	14.5	187	1258	5.2	15.3	242	1252	3.3	13.6	157	1071	2.2	12.4	105	861
WZOL-FM	.0	.2	2	44	.0	.1	2	44	.0	.2	2	40	.0	.2	2	29
TOTAL	27.5	100.0	1289	4658	33.9	100.0	1588	4628	24.5	100.0	1147	4446	18.1	100.0	848	4067

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

MEN 18-34 29  
POP. 2049 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.3	1.0	7	32	WKLY				WKLY				WKLY			
WBRQ-FM	.6	1.7	13	54	.3	.9	7	56	.6	2.0	12	62	.2	1.6	4	31
WCAD-FM	1.1	3.2	23	211	.4	1.1	8	54	.2	.6	4	44	.2	1.6	4	35
WCRP-FM	.1	.2	2	15	1.9	5.2	39	237	2.0	6.4	41	299	1.5	11.8	31	284
WOODY-FM	1.5	4.2	31	227	.1	.3	2	18	.1	.2	1	14	.1	.8	2	11
WERR-FM	.1	.4	3	21	2.3	6.3	48	258	2.2	7.1	45	284	.8	6.3	17	232
WFID-FM	1.3	3.6	26	167	2.0	5.4	41	169	1.5	4.9	31	195	.2	1.3	3	23
WGSX-FM	2.0	5.5	40	232	2.9	7.9	60	256	2.3	7.3	46	313	1.0	7.9	21	166
WIAC	.0	.1	1	11	.3	.7	5	15	.1	.3	2	19	1.5	11.5	31	239
WIAC-FM	.8	2.1	15	98	1.5	4.1	31	88	.9	2.9	19	116	.3	2.2	6	93
WIDA	.2	.5	4	28	.1	.4	3	30	.2	.5	3	39	.4	3.4	9	31
WIOA-FM	1.7	4.7	34	151	1.9	5.1	39	176	1.0	3.3	21	192	.3	2.5	7	149
WKAQ	1.1	3.2	23	128	.4	1.0	8	83	.2	.8	5	86	.2	.8	5	40
WKAQ-FM	2.7	7.7	56	349	3.6	9.7	74	350	3.6	11.5	73	463	1.2	9.4	25	333
WKCK																
WKVM	.2	.6	4	37	.1	.2	2	15								
WLuz	.0	.0		5												8
WMDD	.0	.1		14	.1	.3	3	11	.1	.4	3	7	.1	.4	1	2
WNRT-FM	.0	.1	1	16	.2	.4	3	31	.1	.2	2	16	.2	1.4	4	14
WORO-FM	.4	1.2	9	67	.2	.5	3	47	.1	.2	1	46	.0	.2	2	51
WOSO	.0	.1	1	14	.1	.4	3	8	.0	.1		19	.1	.4	1	16
WPRM-FM	3.5	9.9	72	310	2.8	7.5	57	306	3.0	9.6	61	348	.7	5.2	14	222
WQBS	1.3	3.6	26	89	1.4	3.7	28	93	.6	2.0	13	98	.2	1.8	5	56
WQII	.2	.4	3	8												5
WRSJ									.1	.4	3	5				
WRTU-FM	.1	.2	1	19	.1	.3	2	16	.6	1.9	12	16				11
WSAN-FM	.3	.7	5	27	.2	.4	3	23	.1	.2	1	11				4
WSRA-FM	.7	2.0	14	33	.9	2.5	19	35	.3	1.1	7	35				11
WUNO	1.1	3.0	22	74	.3	.7	5	32	.2	.6	4	25	.2	1.2	3	40
WVJP-FM	.3	.8	6	32	.2	.6	4	33	.3	1.1	7	45	.1	.8	2	36
WVOZ	.4	1.1	8	38	.6	1.5	11	33	.4	1.2	8	32	.1	1.0	3	24
WVOZ-FM	.9	2.6	19	119	1.2	3.1	24	129	.7	2.4	15	135	.2	1.7	5	91
WXYX-FM	2.3	6.6	48	322	3.0	8.2	62	341	3.0	9.8	62	452	1.7	12.8	34	299
WZNT-FM	9.8	27.6	201	640	7.3	19.8	151	532	6.0	19.4	123	524	1.4	10.8	29	334
WZOL-FM	.0	.1	1	17	.1	.3	2	23	.0	.1	1	18	.1	.6	2	14
TOTAL	35.6	100.0	729	1752	37.2	100.0	761	1676	31.1	100.0	636	1824	13.0	100.0	266	1386

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 18-34 30  
POP. 2049 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.4	1.3	7	73												
WBRQ-FM	.4	1.2	7	84												
WCAD-FM	1.6	5.7	34	397												
WCRP-FM	.1	.3	2	21												
WDOY-FM	1.7	5.9	35	407												
WEER-FM	.2	.6	4	37												
WFID-FM	1.5	5.1	30	266												
WGSX-FM	2.2	7.6	44	381												
WIAC	.1	.4	2	31												
WIAC-FM	.9	3.0	18	150												
WIDA	.2	.9	5	47												
WIOA-FM	1.2	4.2	25	236												
WKAQ	.4	1.4	8	143												
WKAQ-FM	2.7	9.5	56	608												
WKCK																
WKVM	.1	.2	1	40												
WLuz	.0	.0														
WNDD	.1	.3	2	19												
WNRT-FM	.1	.4	2	35												
WORO-FM	.2	.6	3	86												
WOSO	.1	.2	1	19												
WPRM-FM	2.4	8.4	49	465												
WBBS	.9	3.0	18	127												
WQII	.0	.1	1	25												
WRSJ	.0	.1	1	5												
WRTU-FM	.2	.6	4	30												
WSAN-FM	.1	.4	2	30												
WSRA-FM	.5	1.7	10	57												
WUNO	.4	1.4	8	100												
WVJP-FM	.2	.8	5	66												
WVOZ	.4	1.3	7	40												
WVOZ-FM	.8	2.6	15	189												
WXYX-FM	2.5	8.7	51	546												
WZNT-FM	5.9	20.7	122	797												
WZOL-FM	.1	.2	1	31												
TOTAL	28.7	100.0	589	2049	34.8	100.0	713	2035	26.8	100.0	549	1996	21.0	100.0	430	1885

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18-49 31  
POP. 3224 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WAPA	1.1	2.9	34	129	WKL	1.1	2.8	34	169	WKL	1.5	5.3	49	164	.3	2.8	11	76
WBRO-FM	.6	1.7	20	76		.4	1.1	13	90		.4	1.2	11	72	.2	1.3	5	42
WCAD-FM	.7	2.0	24	226		1.3	3.6	43	258		1.3	4.6	43	316	1.0	8.5	32	304
WCRP-FM	.7	1.8	22	70		.8	2.0	25	72		.4	1.5	14	60	.3	2.3	9	48
WDY-FM	1.0	2.7	32	244		1.6	4.3	52	273		1.5	5.2	48	312	.6	4.9	19	251
WEER-FM	.2	.6	7	67		.2	.5	6	73		.2	.7	7	69	.1	.9	3	57
WFID-FM	1.1	3.1	36	221		1.5	4.1	50	194		1.2	4.0	37	237	.7	6.2	23	211
WGSK-FM	1.3	3.5	41	239		1.9	5.1	62	267		1.5	5.1	47	336	1.0	8.7	33	255
WIAC	.6	1.8	21	135		1.0	2.6	32	107		.9	3.0	28	109	.3	2.7	10	81
WIAC-FM	1.1	3.0	35	160		1.3	3.5	43	126		.8	2.7	25	165	.3	2.4	9	149
WIDA	.4	1.2	14	76		.4	1.0	12	81		.2	.7	7	92	.4	3.5	13	75
WIOA-FM	1.5	4.1	48	214		1.6	4.3	53	233		1.0	3.5	33	264	.4	3.2	12	188
WKAQ	2.3	6.3	74	403		1.9	5.1	62	252		.9	3.1	29	234	.4	3.3	13	137
WKAQ-FM	2.3	6.2	73	490		3.4	8.9	108	470		2.7	9.3	86	576	1.0	8.2	31	430
WKCK	.0	.1	2	9							.1	.3	3	7				5
WKVM	.5	1.5	18	86							.1	.3	3	37	.1	1.1	4	32
WLuz	.1	.4	4	29							.0	.1	1	24				18
WMDD	.1	.3	3	27							.1	.4	4	12	.1	.5	2	7
WNRT-FM	.3	.9	11	55							.1	.3	3	51	.1	1.0	4	35
WORO-FM	1.0	2.7	32	170							.4	1.5	14	122	.3	2.8	11	120
WOSO	.5	1.4	16	39							.2	.7	7	45	.0	.3	1	22
WPRM-FM	2.7	7.2	86	381							2.2	7.7	72	418	.6	5.0	19	250
WQBS	1.1	2.9	34	141							.5	1.9	17	145	.2	1.8	7	91
WQII	.2	.5	6	22							.1	.3	3	20	.1	.4	2	11
WRSJ	.1	.3	3	25							.2	.7	6	28				17
WRTU-FM	.0	.1	1	31							.5	1.6	15	36				34
WSAN-FM	.3	.9	11	45							.1	.5	4	17				4
WSRA-FM	.5	1.3	15	43							.2	.8	7	44	.0	.1	1	23
WUNO	2.2	6.1	72	232							.3	1.0	9	108	.4	3.1	12	130
WVJP-FM	.3	.9	11	97							.6	2.2	20	91	.1	.9	3	83
WVOZ	.4	1.2	14	64							.7	2.4	22	62	.2	1.8	7	44
WVOZ-FM	.9	2.4	28	159							1.0	3.4	32	186	.2	1.4	5	133
WXYY-FM	2.3	6.4	75	419							2.2	7.6	70	522	1.1	9.2	35	346
WZNT-FM	7.4	20.2	238	808							4.6	15.8	148	636	1.1	9.5	36	436
WZOL-FM	.1	.2	2	23							.0	.1	1	22	.0	.4	2	17
TOTAL	36.6	100.0	1181	2781							28.9	100.0	931	2752	11.7	100.0	378	2084

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 18-49 32  
POP. 3224 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.0	3.4	31	214												
WBHQ-FM	.4	1.3	12	137												
WCAD-FM	1.1	3.9	36	425												
WCRP-FM	.5	1.9	17	87												
WDQY-FM	1.2	4.1	38	440												
WEER-FM	.2	.6	6	95												
WFED-FM	1.1	4.0	37	339												
WGSX-FM	1.4	5.1	46	406												
WIAC	.7	2.5	22	200												
WIAC-FM	.9	3.0	28	241												
WIDA	.4	1.3	12	109												
WIOA-FM	1.1	3.9	36	326												
WKAQ	1.4	4.8	44	450												
WKAQ-FM	2.3	8.1	74	794												
WKCK	.0	.1	1	9												
WKVM	.2	.7	7	92												
WLuz	.0	.1	1	40												
WMDD	.1	.4	4	34												
WNRT-FM	.3	1.1	10	81												
WORO-FM	.7	2.4	22	230												
WOSO	.3	.9	8	50												
WPRM-FM	1.9	6.7	61	569												
WQBS	.8	2.7	24	205												
WQXI	.1	.3	2	42												
WRSJ	.1	.3	3	31												
WRTU-FM	.2	.6	5	56												
WSAN-FM	.2	.6	6	54												
WSRA-FM	.3	1.2	11	80												
WUNO	.9	3.1	28	275												
WVJP-FM	.4	1.3	12	150												
WVOZ	.5	1.7	16	84												
WVOZ-FM	.8	2.8	26	266												
WXYX-FM	2.0	7.1	65	681												
WZNT-FM	4.7	16.6	152	1003												
WZOL-FM	.1	.2	2	38												
TOTAL	28.3	100.0	913	3207	34.7	100.0	1119	3184	26.0	100.0	837	3089	19.4	100.0	624	2881

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MEN 25 +  
POP. 3735 (00)

STATION	MONDAY-FRIDAY				MONDAY-FRIDAY				MONDAY-FRIDAY				MONDAY-FRIDAY				
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WAPA	2.0	4.8	74	269	WKLY				WKLY				WKLY				
WBRQ-FM	.5	1.2	18	61		.4	1.0	14		.3	1.2	11		.5	5.2	18	126
WCAD-FM	.1	.3	5	88		.5	1.4	19		.3	1.3	12		.2	1.8	6	24
WCRP-FM	.8	1.8	28	97		.8	2.3	30		.4	1.7	16		.1	.9	3	121
WDY-FM	.7	1.7	26	125		1.0	2.6	36		.7	2.7	25		.3	3.2	11	70
WERD-FM	.3	.8	13	105		.2	.7	9		.0	.1	1		.2	2.6	9	91
WFID-FM	1.0	2.4	36	182		1.4	3.8	52		.8	3.2	30		.0	.3	1	80
WGSX-FM	.4	.9	14	87		.4	1.1	14		.5	1.8	17		.3	3.6	13	156
WIAC	1.8	4.5	68	294		1.3	3.7	49		1.4	5.7	53		.2	2.7	9	93
WIAC-FM	1.4	3.5	53	206		1.6	4.6	62		1.0	3.8	36		.6	5.9	21	148
WIDA	.5	1.3	20	120		.5	1.4	19		.2	.8	7		.2	2.6	9	160
WIOA-FM	1.5	3.6	55	232		1.5	4.1	55		1.0	4.1	38		.5	5.0	18	114
WKAQ	5.3	12.8	196	824		3.0	8.4	113		1.5	5.8	55		.4	4.6	16	181
WKAQ-FM	1.9	4.7	72	436		2.4	6.6	89		1.7	6.6	62		.6	6.9	24	258
WKCK	.2	.5	8	31		.0	.1	2		.1	.4	4		.4	4.6	16	280
WKVM	.8	1.9	30	151		.2	.5	6		.1	.4	4		.2	1.8	6	53
WLuz	.5	1.1	18	88		.3	.9	12		.1	.4	3		.1	1.6	6	57
WMDD	.2	.4	6	45		.2	.5	7		.1	.5	5		.1	.7	3	14
WNRT-FM	.3	.8	12	63		.7	2.0	27		.2	.7	7		.0	.4	1	40
WORO-FM	1.6	4.0	61	309		1.8	5.0	67		1.0	4.1	38		.5	5.7	20	170
WOSO	.6	1.4	22	45		.4	1.2	17		.2	.9	8		.0	.4	1	21
WPRM-FM	2.5	6.2	95	350		2.0	5.4	73		1.2	5.0	47		.4	3.9	14	192
WQBS	1.5	3.7	57	184		1.2	3.4	46		.4	1.4	14		.2	2.2	8	110
WQII	.1	.3	5	23						.1	.4	4		.1	1.4	5	10
WRSJ	.5	1.3	20	90		.7	1.9	25		.6	2.3	22		.2	2.6	9	52
WRTU-FM	.0	.1	2	41		.4	1.2	17		.7	2.9	27		.1	1.2	4	48
WSAN-FM	.6	1.4	21	72		.3	.9	12		.2	.8	8		.1	.7	3	8
WSRA-FM	.1	.2	3	37		.2	.5	6		.1	.4	4		.0	.2	1	20
WUNO	3.8	9.3	143	434		1.3	3.6	49		.6	2.5	23		.7	7.8	27	240
WVJP-FM	.6	1.5	22	144		.8	2.3	31		.7	2.9	28		.1	1.2	4	96
WVOZ	.4	.9	14	87		.7	2.0	28		.8	3.0	28		.2	2.4	8	52
WVOZ-FM	.7	1.8	28	164		1.1	3.1	42		.8	3.4	32		.0	.2	1	118
WXYX-FM	1.6	3.8	59	240		1.1	3.0	40		.8	3.4	32		.3	3.3	11	123
WZNT-FM	5.4	13.2	202	731		5.0	13.9	188		3.4	13.7	128		1.0	10.9	38	340
WZOL-FM	.1	.1	2	15		.0	.0	1		.0	.1	1		.0	.2	1	9
TOTAL	41.1	100.0	1534	3380		36.1	100.0	1349		25.1	100.0	936		9.3	100.0	349	2096

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25 + 34  
POP. 3735 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.7	6.3	65	399	2.2	6.5	83	399	1.7	7.1	62	355	1.5	8.9	54	325
WBRQ-FM	.3	1.2	12	140	.4	1.1	15	126	.3	1.2	11	133	.2	1.4	9	73
WCAD-FM	.3	1.0	10	177	.3	1.0	13	167	.3	1.3	12	166	.2	1.2	7	153
WCRP-FM	.6	2.1	21	120	.7	2.0	25	117	.5	2.2	20	117	.4	2.2	13	93
WDOY-FM	.6	2.3	24	214	.8	2.3	29	211	.6	2.7	23	203	.4	2.7	16	158
WERR-FM	.2	.6	6	142	.2	.6	8	129	.1	.4	4	131	.0	.1	1	111
WFID-FM	.9	3.2	33	258	1.1	3.2	40	237	.8	3.6	32	237	.5	3.3	20	230
WGSK-FM	.4	1.3	14	162	.4	1.2	15	152	.4	1.5	13	159	.3	2.1	13	145
WIAC	1.2	4.5	46	391	1.5	4.4	56	369	1.1	4.6	40	292	.9	5.7	35	247
WIAC-FM	1.1	3.9	39	278	1.4	4.0	51	250	1.0	4.1	35	238	.6	3.4	21	214
WIDA	.4	1.6	16	155	.4	1.2	16	149	.4	1.8	15	142	.4	2.1	13	131
WIOA-FM	1.1	4.0	41	327	1.3	3.9	50	313	1.0	4.2	37	306	.7	4.3	26	306
WKAQ	2.5	9.2	94	909	3.2	9.4	121	897	1.7	7.4	64	641	1.0	6.2	38	480
WKAQ-FM	1.6	5.8	59	635	2.0	5.9	76	610	1.5	6.3	55	546	1.0	6.0	36	455
WKCK	.1	.3	3	31	.1	.3	4	31	.0	.2	2	25	.0	.3	2	22
WKVM	.3	1.1	11	161	.3	1.0	13	161	.2	.6	6	97	.1	.9	5	80
WLuz	.3	.9	10	126	.3	.9	11	119	.2	.8	7	109	.1	.8	5	88
WMDO	.1	.5	5	62	.2	.5	6	54	.1	.6	5	47	.1	.6	4	30
WNRT-FM	.3	1.2	12	85	.4	1.3	16	85	.3	1.4	12	79	.1	.6	4	65
WORO-FM	1.2	4.5	46	399	1.5	4.4	56	374	1.1	4.8	42	325	.8	4.6	28	272
WOSO	.3	1.1	12	59	.4	1.2	15	59	.2	1.0	9	52	.1	.7	4	48
WPRM-FM	1.5	5.4	55	461	1.9	5.6	71	454	1.2	5.1	44	444	.8	4.6	28	355
WBBS	.8	3.0	31	243	1.1	3.1	39	238	.6	2.6	23	224	.3	1.7	10	176
WQII	.1	.3	3	45	.1	.2	3	42	.1	.3	3	42	.1	.7	4	22
WRSJ	.5	1.8	19	107	.6	1.8	23	107	.5	2.1	18	103	.4	2.4	15	83
WRTU-FM	.3	1.2	12	90	.4	1.2	15	90	.4	1.7	15	79	.4	2.4	14	69
WSAN-FM	.3	1.0	10	84	.4	1.1	13	82	.2	.7	6	60	.1	.5	3	35
WSRA-FM	.1	.3	3	62	.1	.3	4	50	.1	.4	4	48	.1	.3	2	43
WUNO	1.6	5.7	58	511	1.9	5.5	70	484	.9	3.9	34	390	.7	4.2	25	303
WVJP-FM	.6	2.1	21	200	.7	2.1	27	183	.6	2.4	21	176	.4	2.4	15	149
WVOZ	.5	1.9	19	116	.6	1.9	24	116	.6	2.4	21	109	.5	2.8	17	85
WVOZ-FM	.7	2.5	25	263	.9	2.7	34	256	.7	2.8	24	239	.4	2.4	14	195
WXYX-FM	.9	3.4	34	380	1.2	3.4	43	359	.7	3.1	28	346	.5	3.3	20	272
WZNT-FM	3.6	13.3	136	871	4.7	13.6	174	867	3.1	13.4	117	741	2.1	12.8	78	556
WZOL-FM	.0	.1	1	23	.0	.1	1	23	.0	.1	1	20	.0	.1	1	14
TOTAL	27.3	100.0	1021	3701	34.2	100.0	1279	3684	23.4	100.0	874	3496	16.3	100.0	610	3120

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MEN 25-49 35  
POP. 2268 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	3.8	35	126	WKLY				2.2	8.0	49	146				
WBRQ-FM	.6	1.5	14	47		.4	1.1	10	.4	1.6	10	48	.5	4.8	11	67
WCAD-FM	.2	.4	4	73		.7	1.8	16	.5	1.7	10	109	.2	2.3	5	20
WCRP-FM	1.0	2.4	22	67		1.1	2.9	25	.6	2.2	14	56	.1	1.1	3	101
WDOT-FM	.9	2.3	21	102		1.2	3.0	27	.8	3.0	18	115	.4	4.0	9	47
WERR-FM	.2	.5	4	54		.2	.5	4	.2	.5			.3	3.4	8	76
WFID-FM	1.3	3.4	30	153		1.9	4.9	43	1.1	4.1	25	158	.5	4.7	11	130
WGSX-FM	.5	1.3	12	73		.5	1.3	12	.6	2.4	15	113	.3	3.4	8	69
WIAC	.9	2.3	21	134		1.2	3.1	27	1.3	4.7	29	106	.5	4.6	10	78
WIAC-FM	1.5	3.6	33	135		1.6	4.2	37	.9	3.5	21	121	.2	2.0	5	114
WIDA	.7	1.6	15	72		.5	1.3	12	.3	1.0	6	81	.6	6.0	14	72
WIOA-FM	1.9	4.6	42	172		1.9	4.8	43	1.2	4.4	27	207	.5	4.9	11	133
WKAQ	3.3	8.3	76	395		2.8	7.3	64	1.3	4.7	28	221	.6	5.7	13	125
WKAQ-FM	2.3	5.7	52	293		3.2	8.1	72	2.0	7.6	46	280	.5	4.6	10	200
WKCK	.1	.2	2	9					.1	.4	3	7				
WKVM	.8	1.9	17	76		.2	.4	4	.1	.4	3	31	.2	1.9	4	27
WLuz	.2	.5	5	30					.1	.2	1	24				
WMOD	.1	.3	3	26		.2	.6	5	.2	.6	4	13	.1	.9	2	8
WNRT-FM	.5	1.1	10	43		.9	2.4	21	.1	.3	2	42	.0	.5	1	27
WORO-FM	1.4	3.4	31	156		1.4	3.6	32	.6	2.4	15	104	.5	4.8	11	100
WOSO	.7	1.9	17	35		.5	1.2	11	.3	1.1	7	40	.1	.5	1	17
WPRM-FM	3.2	8.0	73	274		2.5	6.3	56	1.6	6.1	37	251	.5	5.0	11	152
WQBS	1.0	2.5	22	110		1.2	3.1	27	.4	1.3	8	101	.3	2.5	6	68
WQII	.2	.4	3	17					.1	.5	3	12	.1	.8	2	5
WRSJ	.2	.4	4	26		.2	.4	3	.3	1.1	6	29				
WRTU-FM	.1	.2	1	32		.3	.7	6	.7	2.5	15	37				
WSAN-FM	.5	1.2	11	39		.3	.9	8	.2	.7	4	16				
WSRA-FM	.1	.2	2	23		.2	.6	5	.1	.5	3	20				
WUNO	3.0	7.5	68	217		1.1	2.8	25	.2	.9	6	101	.0	.3	1	17
WVJP-FM	.4	1.0	9	94		.6	1.6	14	.8	3.0	18	76	.5	5.3	12	123
WVOZ	.5	1.3	12	58		.9	2.4	21	1.0	3.7	23	59	.2	1.5	3	78
WVOZ-FM	.9	2.2	20	120		1.4	3.6	31	1.2	4.3	26	135	.3	3.0	7	41
WXYX-FM	2.2	5.4	49	199		1.5	3.8	34	1.2	4.4	27	196	.0	.3	1	94
WZNT-FM	6.8	17.0	154	536		6.3	16.3	144	4.2	15.5	95	358	.4	4.2	10	103
WZOL-FM	.1	.2	2	13		.0	.1	1	.0	.1	1	9	.0	.3	1	8
TOTAL	40.1	100.0	910	2008		39.0	100.0	885	26.9	100.0	610	1846	10.0	100.0	228	1354

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25-49 36  
POP. 2268 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	4.8	31	194												
WBRQ-FM	.4	1.4	9	104												
WCAD-FM	.4	1.3	8	148												
WCRP-FM	.8	2.7	18	84												
WDQY-FM	.8	2.8	18	176												
WEER-FM	.1	.3	2	74												
WFED-FM	1.2	4.2	27	216												
WGSX-FM	.5	1.8	11	127												
WIAC	.9	3.3	22	195												
WIAC-FM	1.0	3.7	24	187												
WIDA	.5	1.8	12	98												
WIOA-FM	1.3	4.7	30	245												
WKAQ	2.0	6.9	45	438												
WKAQ-FM	2.0	6.9	45	445												
WKCK	.0	.1	1	9												
WKVM	.3	1.0	7	81												
WLuz	.1	.2	1	42												
WMDD	.2	.6	4	34												
WNRT-FM	.4	1.4	9	61												
WORO-FM	1.0	3.4	22	206												
WOSO	.4	1.3	9	46												
WPRM-FM	1.9	6.7	43	365												
WQBS	.7	2.5	16	153												
WQII	.1	.3	2	29												
WRSJ	.1	.5	3	32												
WRTU-FM	.2	.8	5	58												
WSAN-FM	.2	.9	6	47												
WSRA-FM	.1	.4	3	43												
WUHO	1.2	4.1	27	248												
WVJP-FM	.5	1.7	11	135												
WVOZ	.7	2.4	15	79												
WVOZ-FM	.9	3.0	19	199												
WXYX-FM	1.3	4.5	29	313												
WZNT-FM	4.6	16.1	104	641												
WZOL-FM	.0	.1	1	20												
TOTAL	28.5	100.0	647	2251	35.6	100.0	808	2239	25.2	100.0	572	2145	17.5	100.0	398	1956

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 35 + 37  
POP. 2642 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.7	6.7	72	259	2.8	8.1	74	290	3.5	15.5	93	292	.5	6.0	14	110
WBRQ-FM	.4	1.1	12	34	.4	1.0	9	62	.4	1.6	10	38	.0	.3	1	7
WCAD-FM					.2	.5	5	21	.1	.4	2	14				
WCRP-FM	1.1	2.7	29	92	1.1	3.3	30	92	.6	2.8	17	76	.4	4.2	10	65
WDOT-FM	.1	.2	2	20	.3	.9	9	16	.2	1.0	6	32	.1	.9	2	18
WERR-FM	.5	1.3	14	105	.4	1.0	10	86	.0	.1	1	81	.0	.5	1	78
WFID-FM	.5	1.1	12	66	.4	1.1	10	29	.3	1.2	7	51	.1	1.2	3	55
WGSS-FM					.0	.1	1	6					.1	1.0	2	25
WIAC	2.8	6.9	74	313	2.0	5.9	54	208	2.1	9.1	55	212	.9	9.9	23	161
WIAC-FM	1.6	3.9	41	130	1.3	3.6	33	101	.7	3.1	19	100	.3	3.8	9	98
WIOA	.6	1.5	16	102	.7	2.0	18	93	.2	.7	4	101	.3	2.9	7	90
WIOA-FM	.9	2.1	23	111	.8	2.4	22	97	.9	3.7	23	130	.4	4.5	10	72
WKAQ	7.0	17.1	184	751	4.3	12.3	113	440	2.1	9.2	55	384	1.0	11.5	26	249
WKAQ-FM	1.3	3.1	33	274	1.8	5.2	48	207	.9	3.7	23	215	.4	5.0	11	165
WKCK	.3	.8	9	34	.1	.2	2	12	.2	.8	5	21				
WKVM	1.0	2.6	28	131	.2	.5	5	47	.2	.7	4	74	.3	3.1	7	54
WLuz	.7	1.8	19	90	.5	1.5	14	74	.1	.6	4	74	.2	2.6	6	60
WMDD	.2	.6	7	31	.2	.5	5	13	.1	.3	2	15	.0	.6	1	8
WNRT-FM	.5	1.2	13	65	1.0	2.8	25	64	.2	1.0	6	57				
WORO-FM	2.2	5.4	58	270	2.6	7.5	69	206	1.5	6.7	40	207	.8	9.3	21	147
WOSO	.8	2.1	22	38	.5	1.6	14	26	.3	1.4	8	34				
WPRM-FM	.9	2.2	24	110	1.1	3.2	29	109	.6	2.4	15	105	.2	2.7	6	42
WQBS	1.6	4.0	43	124	1.1	3.2	29	113	.4	1.7	10	102	.1	1.6	4	77
WQII	.2	.4	4	22					.2	.7	4	12	.2	2.3	5	11
WRSJ	.8	2.0	22	98	1.1	3.0	28	94	.7	3.3	20	83	.4	4.3	10	56
WRTU-FM					.6	1.6	15	45	.5	2.1	13	45	.2	2.0	5	38
WSAN-FM	.7	1.6	17	51	.4	1.0	10	34	.2	1.0	6	21				
WSRA-FM	.0	.1	1	23	.1	.2	2	18	.0	.1	20		.0	.3	1	16
WUNO	5.1	12.4	133	402	1.8	5.2	48	253	.9	4.1	25	225	1.0	11.1	25	223
WVJP-FM	.7	1.7	18	121	1.1	3.3	30	105	.9	4.0	24	94	.1	.7	2	66
WVOZ	.3	.8	8	52	.5	1.6	14	69	.8	3.4	20	50	.2	2.3	5	30
WVOZ-FM	.6	1.4	15	73	.9	2.7	24	85	.8	3.6	22	87	.0	.3	1	60
WXYX-FM	1.3	3.2	35	125	.9	2.6	24	129	.3	1.4	9	86				
WZNT-FM	2.4	5.9	63	306	3.1	9.0	83	267	1.7	7.4	45	209	.3	3.9	9	147
WZOL-FM	.1	.2	2	7				7	.0	.1	1	5				3
TOTAL	40.7	100.0	1075	2406	34.6	100.0	915	2028	22.9	100.0	605	1996	8.6	100.0	228	1420

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 35 +  
POP. 2642 (00)

38

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID											
	AVG RTG		AVG SHARE		AVG PERS		CUME PERS		AVG RTG		AVG SHARE		AVG PERS		CUME PERS		AVG RTG		AVG SHARE		AVG PERS		CUME PERS	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	2.3	8.9	61	371	3.0	9.2	80	371	2.2	10.0	58	330	1.9	12.4	49	301	1.9	12.4	49	301	1.9	12.4	49	301
WBRO-FM	.3	1.1	8	85	.4	1.2	10	82	.2	1.1	6	82	.2	1.2	5	42	.2	1.2	5	42	.2	1.2	5	42
WCAD-FM	.1	.3	2	25	.1	.3	2	25	.1	.4	2	21	.0	.3	1	21	.0	.3	1	21	.0	.3	1	21
WCRP-FM	.8	3.1	21	109	1.0	3.0	26	109	.2	1.0	6	36	.2	1.0	6	32	.5	3.2	13	86	.5	3.2	13	86
WDOT-FM	.2	.7	5	36	.2	.7	6	36	.7	3.8	19	106	.1	1.0	6	32	.1	1.0	6	32	.1	1.0	6	32
WEER-FM	.2	.9	6	137	.3	.9	8	123	.2	.7	4	125	.2	.7	4	125	.0	.2	1	103	.0	.2	1	103
WFID-FM	.3	1.1	8	89	.4	1.1	10	81	.2	1.1	7	74	.2	1.2	5	74	.2	1.2	5	74	.2	1.2	5	74
WGXS-FM	.0	.1	1	32	.0	.0	21	21	.0	.2	1	32	.0	.2	1	32	.0	.3	1	32	.0	.3	1	32
WIAC	1.9	7.2	50	398	2.3	7.0	60	376	1.6	7.4	48	298	1.4	9.4	37	250	1.4	9.4	37	250	1.4	9.4	37	250
WIAC-FM	.9	3.6	25	179	1.2	3.6	31	156	.8	3.5	20	146	.6	3.8	13	131	.6	3.8	13	131	.6	3.8	13	131
WIDA	.4	1.7	12	124	.5	1.6	14	120	.4	1.8	10	112	.2	1.4	6	105	.2	1.4	6	105	.2	1.4	6	105
WIOA-FM	.7	2.7	19	152	.8	2.6	22	152	.7	3.1	18	135	.6	4.0	16	138	.6	4.0	16	138	.6	4.0	16	138
WKAQ	3.5	13.3	92	832	4.4	13.5	117	818	2.5	11.5	66	586	1.5	9.9	39	426	1.5	9.9	39	426	1.5	9.9	39	426
WKAQ-FM	1.1	4.2	29	345	1.5	4.1	36	326	1.0	4.8	28	297	.6	4.1	16	254	.6	4.1	16	254	.6	4.1	16	254
WKCK	.1	.5	4	34	.2	.6	5	36	.1	.3	2	28	.2	.5	6	76	.2	.5	6	76	.2	.5	6	76
WKVM	.4	1.5	10	138	.5	1.5	12	138	.2	.9	5	92	.2	.6	6	94	.2	.6	6	94	.2	.6	6	94
WLuz	.4	1.5	11	131	.5	1.6	12	124	.3	1.4	8	116	.2	1.3	5	101	.2	1.3	5	101	.2	1.3	5	101
WNOD	.1	.5	3	43	.2	.5	4	36	.1	1.0	1	67	.1	1.1	3	59	.1	1.1	3	59	.1	1.1	3	59
WNRT-FM	.4	1.6	11	73	.6	1.8	16	73	.4	1.0	1	67	.1	1.1	3	59	.1	1.1	3	59	.1	1.1	3	59
WORO-FM	1.8	6.7	47	358	2.1	6.5	56	330	1.6	7.5	43	292	1.1	7.5	30	252	1.1	7.5	30	252	1.1	7.5	30	252
WOSO	.4	1.6	11	45	.6	1.7	15	45	.3	1.3	8	38	.2	1.0	5	34	.2	1.0	5	34	.2	1.0	5	34
WPRM-FM	.7	2.7	18	153	.9	2.7	23	153	.6	2.9	17	146	.4	2.5	10	110	.4	2.5	10	110	.4	2.5	10	110
WQBS	.8	3.0	21	167	1.0	3.2	28	161	.6	2.5	15	157	.2	1.7	7	122	.2	1.7	7	122	.2	1.7	7	122
WQII	.1	.5	3	34	.3	.3	3	30	.1	.5	3	34	.1	.5	3	34	.1	.5	3	34	.1	.5	3	34
WRSJ	.7	2.0	20	109	.9	2.7	24	109	.7	3.3	19	105	.5	2.5	15	157	.5	2.5	15	157	.5	2.5	15	157
WRTU-FM	.3	1.2	8	56	.4	1.1	10	56	.4	3.3	19	105	.1	3.6	14	83	.1	3.6	14	83	.1	3.6	14	83
WSAN-FM	.3	1.1	8	62	.4	1.3	11	62	.2	1.8	1	56	.3	2.2	8	53	.3	2.2	8	53	.3	2.2	8	53
WSRA-FM	.0	.2	4	41	.0	.1	1	32	.0	.2	4	39	.1	.1	1	23	.1	.1	1	23	.1	.1	1	23
WUNO	2.1	8.0	55	468	2.5	7.7	67	446	1.3	5.7	33	376	1.0	6.4	25	29	1.0	6.4	25	29	1.0	6.4	25	29
WVJP-FM	.7	2.6	18	154	.9	2.8	25	150	.7	3.2	18	131	.4	2.9	12	109	.4	2.9	12	109	.4	2.9	12	109
WVOZ	.4	1.7	12	80	.5	1.7	14	80	.5	2.2	13	73	.5	3.0	12	50	.5	3.0	12	50	.5	3.0	12	50
WVOZ-FM	.6	2.2	15	126	.8	2.4	21	126	.6	2.6	15	114	.4	2.5	10	95	.4	2.5	10	95	.4	2.5	10	95
WXYX-FM	.0	2.4	16	171	.0	2.6	23	168	.4	1.9	11	160	.1	1.0	4	94	.1	1.0	4	94	.1	1.0	4	94
WZNT-FM	1.9	7.2	50	368	2.5	7.5	65	363	1.7	7.8	46	318	.9	6.3	25	241	.9	6.3	25	241	.9	6.3	25	241
WZOL-FM	.0	.1	1	8	.0	.1	1	8	.0	.0	8	5	.0	.1	1	5	.0	.1	1	5	.0	.1	1	5
TOTAL	26.1	100.0	691	2605	32.9	100.0	869	2589	22.0	100.0	581	2431	15.0	100.0	395	2142								

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18 + 39  
POP. 5210 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.9	4.6	97	318	1.0	3.0	54	235	.5	2.2	26	151	.1	1.8	8	81
WBRQ-FM	.7	1.8	37	160	1.0	2.8	50	189	.7	3.0	35	196	.3	3.2	14	116
WCAD-FM	.4	.9	20	159	.4	1.2	21	142	.3	1.3	15	168	.1	1.5	6	134
WCRP-FM	.5	1.3	29	179	.9	2.6	47	170	.6	2.5	29	143	.2	2.7	11	145
WDY-FM	.5	1.3	27	220	1.1	3.1	57	254	1.2	5.6	65	334	.4	5.2	22	205
WERR-FM	1.0	2.6	55	264	1.0	2.8	50	229	.4	1.7	19	195	.3	3.3	14	116
WFID-FM	1.2	3.0	65	247	1.0	2.8	51	252	1.0	4.3	50	274	.6	6.9	29	243
WGSX-FM	1.0	2.3	50	242	.7	2.0	36	211	.6	2.7	31	271	.2	2.8	12	226
WIAC	1.6	4.0	84	284	.8	2.4	43	211	.4	1.7	19	153	.1	1.6	7	98
WIAC-FM	1.5	3.7	79	399	1.2	3.6	64	313	.7	3.2	37	337	.4	4.6	19	248
WIDA	1.1	2.7	57	285	1.3	3.7	66	274	.4	2.0	23	243	.5	5.9	25	208
WIOA-FM	1.7	4.1	88	521	1.8	5.3	96	450	1.6	7.0	81	477	.3	4.3	18	286
WKAQ	4.1	10.0	214	799	1.3	3.7	66	471	1.0	4.4	51	404	.3	3.8	16	242
WKAQ-FM	2.8	6.9	148	811	3.7	10.6	191	765	2.2	9.7	112	824	.7	8.9	38	525
WKCK	.6	1.4	30	55	.2	.5	8	39	.1	.2	3	34				3
WKVM	1.3	3.2	69	197	.8	2.4	44	150	.4	1.9	22	92	.1	1.6	7	43
WLuz	1.1	2.7	57	130	.2	.5	9	56	.1	.6	7	44				18
WMDD	.2	.5	10	45	.1	.4	7	27	.0	.2	2	25	.1	.8	4	18
WNRT-FM	.6	1.6	33	146	.6	1.6	29	131	.2	.8	9	126	.1	.7	3	104
WORO-FM	1.2	2.9	61	339	1.3	3.6	65	224	.7	3.3	38	247	.2	2.3	10	138
WOSO	.2	.4	9	24	.1	.4	7	17	.1	.4	5	7				
WPRM-FM	2.5	6.1	131	415	2.5	7.2	130	457	1.2	5.3	61	450	.4	4.8	20	232
WQBS	1.5	3.6	77	293	1.4	4.0	71	281	1.1	4.7	55	252	.2	2.5	10	163
WQII	1.1	2.6	55	167	.7	1.9	34	156	.5	2.4	27	123	.0	.5	2	79
WRSJ	.2	.4	9	44	.3	.9	16	27	.1	.5	6	41	.0	.3	1	17
WRTU-FM	.3	.7	16	75	.2	.6	10	61	.1	.5	6	44				31
WSAN-FM	.4	1.0	22	94	.3	.9	17	79	.1	.5	6	65	.1	.8	3	36
WSRA-FM	.3	.8	18	84	.5	1.3	24	101	.4	1.6	19	120	.3	3.4	14	69
WUNO	2.8	7.0	148	426	1.7	5.0	90	277	.7	3.2	37	234	.9	11.4	48	287
WVJP-FM	1.4	3.3	71	248	1.3	3.8	68	218	.9	3.9	45	239	.2	1.9	8	155
WVOZ	.3	.8	17	63	.3	.9	16	54	.1	.3	3	36	.0	.3	1	21
WVOZ-FM	.3	.7	14	124	.4	1.0	19	100	.3	1.3	15	90	.0	.2	1	42
WXYX-FM	.8	1.9	41	357	1.7	4.9	89	433	1.1	4.9	57	408	.3	3.5	15	229
WZNT-FM	2.6	6.4	136	598	2.1	6.1	110	477	2.2	10.0	115	476	.7	8.1	34	242
WZOL-FM	.4	1.0	21	97	.7	2.0	37	119	.5	2.1	24	118	.0	.3	1	66
TOTAL	40.9	100.0	2133	4628	34.7	100.0	1806	4104	22.2	100.0	1155	4007	8.1	100.0	421	2777

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18 + 40  
POP. 5210 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
HAPA	.9	3.3	44	407												
HBRQ-FM	.7	2.5	34	308												
WCAD-FM	.3	1.1	15	254												
WCRP-FM	.6	2.1	29	216												
WDYI-FM	.8	3.1	42	440												
WEER-FM	.7	2.5	34	314												
WFID-FM	.9	3.5	48	422												
WGSX-FM	.6	2.3	31	391												
WIAC	.7	2.7	37	360												
WIAC-FM	.9	3.6	49	592												
WIDA	.8	3.2	43	355												
WIDA-FM	1.3	5.1	69	735												
WKAQ	1.6	6.0	82	892												
WKAQ-FM	2.3	9.0	121	1205												
WKCK	.2	.7	10	59												
WKVM	.7	2.5	34	236												
WLuz	.3	1.2	17	146												
WMDD	.1	.4	6	63												
WNRT-FM	.4	1.4	18	180												
WORO-FM	.8	3.2	43	453												
WOSO	.1	.4	5	24												
WPRM-FM	1.6	6.2	84	602												
WQBS	1.0	3.9	52	379												
WQII	.5	2.1	28	234												
WRSJ	.2	.6	8	51												
WRTU-FM	.1	.5	6	75												
WSAN-FM	.2	.9	12	117												
WSRA-FM	.4	1.4	19	160												
WUNO	1.5	5.9	79	576												
WVJP-FM	.9	3.5	47	336												
WVOZ	.2	.7	9	76												
WVOZ-FM	.2	.9	12	178												
WXTY-FM	1.0	3.8	51	597												
WZNT-FM	1.8	7.1	96	815												
WZOL-FM	.4	1.5	20	128												
TOTAL	25.9	100.0	1350	5150	32.8	100.0	1707	5118	21.6	100.0	1126	4765	14.3	100.0	748	4277

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

WOMEN 18-34 41  
POP. 2279 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.7	1.9	16	49												
WBRQ-FM	.8	2.2	18	92												
WCAD-FM	.7	2.0	16	104												
WCRP-FM	.6	1.7	14	72												
WDY-FM	.9	2.5	20	178												
WEER-FM	.5	1.3	11	70												
WFID-FM	1.8	5.0	41	176												
WGSX-FM	1.8	4.9	40	176												
WIAC	.7	2.0	16	33												
WIAC-FM	1.6	4.4	36	216												
WIDA	.5	1.5	12	82												
WIOA-FM	2.4	6.6	54	307												
WKAQ	1.6	4.4	36	154												
WKAQ-FM	3.4	9.6	78	509												
WKCK	.4	1.1	9	14												
WKVM	.7	1.9	16	35												
WLuz	.1	.3	2	9												
WNDD	.2	.7	6	18												
WNRT-FM	.6	1.6	13	53												
WORO-FM	.9	2.4	19	88												
WOSO	.1	.2	1	3												
WPRM-FM	3.8	10.6	86	284												
WQBS	1.4	4.0	32	162												
WQII	.4	1.2	9	58												
WRSJ	.1	.4	3	12												
WRTU-FM	.3	.7	6	33												
WSAN-FM	.3	.8	7	34												
WSRA-FM	.5	1.4	12	47												
WUNO	1.3	3.7	30	117												
WVJP-FM	1.4	3.9	32	111												
WVOZ																
WVOZ-FM	.2	.6	5	72												
WXXY-FM	1.0	2.9	24	255												
WZNT-FM	3.5	9.7	79	373												
WZOL-FM	.1	.4	3	40												
TOTAL	35.7	100.0	815	1956	36.4	100.0	830	1871	27.3	100.0	622	1879	9.0	100.0	204	1280

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-34 42  
POP. 2279 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.3	1.3	8	71												
WBRQ-FM	.8	2.9	17	179	.5	1.4	11	71	.2	1.0	6	49	.1	.5	2	27
WCAD-FM	.5	1.7	10	169	.9	2.7	21	170	.8	3.2	17	158	.7	4.0	16	135
WCRP-FM	.5	2.0	12	86	.6	1.7	13	160	.4	1.6	9	150	.3	1.9	8	144
WDOY-FM	1.5	5.4	33	336	1.7	5.2	39	328	.5	2.2	12	81	.4	2.2	9	71
WERR-FM	.3	1.1	7	94	.4	1.2	9	88	1.6	6.7	37	309	1.4	8.1	31	287
WFID-FM	1.4	5.2	31	302	1.6	4.7	36	286	1.3	5.2	29	275	1.1	.8	3	61
WGSX-FM	1.1	4.2	25	281	1.4	4.1	31	275	.9	3.9	21	252	.7	4.2	16	246
WIAC	.2	.8	5	34	.3	.9	7	34	.1	.3	2	18	.0	.2	1	18
WIAC-FM	1.2	4.5	28	353	1.5	4.4	33	335	1.1	4.6	25	313	.7	4.1	16	257
WIDA	.5	1.8	11	109	.6	1.9	15	106	.5	2.0	11	105	.2	1.0	4	79
WIOA-FM	1.9	7.0	43	435	2.4	7.1	54	431	1.7	7.2	39	365	1.4	8.4	33	331
WKAQ	.5	1.9	12	174	.6	1.9	14	174	.2	.8	5	85	.2	.9	4	60
WKAQ-FM	3.2	12.2	74	771	4.0	12.1	92	741	3.2	13.2	73	714	2.0	11.6	45	638
WKCK	.1	.4	2	17	.1	.4	3	17	.0	.1	1	15	.0	.1	10	
WKVM	.2	.8	5	41	.2	.7	6	41	.1	.3	1	23	.1	.4	2	15
WLuz	.0	.1	9		.0	.1	1	9								
WMDD	.1	.4	3	28	.1	.4	3	26	.1	.3	2	22	.1	.4	1	17
WNRT-FM	.3	1.1	6	60	.4	1.1	9	60	.2	.8	5	55	.1	.4	2	44
WORO-FM	.5	1.9	12	122	.7	2.1	16	116	.4	1.7	9	91	.2	1.1	4	80
WOSO	.0	.1	3		.0	.1	3									
WPRM-FM	2.7	10.1	62	415	3.4	10.3	79	415	2.4	9.9	54	390	1.4	8.0	31	327
WBQS	.8	2.9	18	201	1.1	3.2	24	201	.6	2.4	13	172	.4	2.4	9	148
WQXI	.3	1.3	8	79	.4	1.3	10	79	.3	1.3	7	63	.2	1.4	6	50
WRSJ	.1	.3	2	12	.1	.2	2	12	.1	.2	1	6	.1	.5	2	6
WRTU-FM	.1	.3	2	33	.1	.3	2	33	.0	.1						
WSAN-FM	.2	.7	4	48	.2	.7	6	48	.1	.6	3	35				
WSRA-FM	.6	2.3	14	104	.7	2.0	15	104	.6	2.6	14	98	.1	.4	1	33
WUNO	.7	2.8	17	149	.9	2.6	20	125	.6	2.5	13	103	.5	3.1	12	80
WVJP-FM	1.1	4.1	25	156	1.5	4.4	33	153	1.0	4.1	23	132	.5	2.8	11	74
WVOZ	.0	.0	7		.0	.0	7		.0	.0	7		.6	3.8	15	126
WVOZ-FM	.3	1.2	7	100	.4	1.3	10	100	.3	1.4	8	73	.0	.0		
WXIX-FM	1.5	5.8	35	435	1.9	5.7	44	433	1.7	7.0	38	402	.2	1.2	5	58
WZHT-FM	2.6	9.7	59	502	3.3	9.8	75	496	2.3	9.8	53	389	1.2	6.9	27	311
WZOL-FM	.3	1.0	6	57	.4	1.1	8	57	.3	1.3	7	57	.2	1.4	5	57
TOTAL	26.6	100.0	607	2256	33.4	100.0	761	2256	24.0	100.0	547	2151	17.1	100.0	390	1982

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

WOMEN 18-49 43  
POP. 3597 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.5	3.8	54	165	WKL				WKL				WKL			
WBRQ-FM	.7	1.8	25	112												
WCAD-FM	.5	1.2	17	131												
WCRP-FM	.5	1.3	19	117												
WDOY-FM	.6	1.7	23	190												
WEER-FM	.9	2.3	32	155												
WFIO-FM	1.5	3.8	54	208												
WGXS-FM	1.2	3.0	42	205												
WIAC	1.3	3.4	47	138												
WIAC-FM	1.5	3.9	56	309												
WIDA	.7	1.9	27	182												
WIOA-FM	2.1	5.3	74	413												
WKAQ	2.6	6.7	94	408												
WKAQ-FM	3.0	7.6	107	631												
WKCK	.5	1.3	18	36												
WKVM	1.0	2.6	37	105												
WLuz	.7	1.7	24	49												
WMDD	.2	.4	6	32												
WNRT-FM	.8	2.0	28	112												
WORO-FM	1.1	2.7	38	211												
WOSO	.2	.6	8	21												
WPRM-FM	2.9	7.3	103	334												
WQBS	1.4	3.6	50	221												
WQII	1.0	2.6	37	113												
WRSJ	.2	.5	8	29												
WRTU-FM	.3	.9	12	50												
WSAN-FM	.4	1.1	15	69												
WSRA-FM	.4	1.1	15	69												
WUNO	2.3	5.8	82	258												
WVJP-FM	1.6	4.0	57	189												
WVOZ	.1	.3	4	31												
WVOZ-FM	.3	.9	12	107												
WXYX-FM	1.0	2.5	35	309												
WZNT-FM	3.1	7.9	111	485												
WZOL-FM	.4	1.0	13	77												
TOTAL	39.1	100.0	1406	3166	35.7	100.0	1285	2866	24.1	100.0	867	2862	8.0	100.0	289	1957

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-49 44  
POP. 3597 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.7	2.8	26	214												
WBRQ-FM	.7	2.6	24	228												
WCAD-FM	.4	1.4	13	213												
WCRP-FM	.5	2.0	19	139												
WDQY-FM	1.0	3.8	36	374												
WEER-FM	.6	2.1	20	193												
WFID-FM	1.1	4.2	39	350												
WGXS-FM	.7	2.9	27	330												
WIAC	.5	2.0	19	175												
WIAC-FM	1.0	3.8	36	458												
WIDA	.7	2.5	23	227												
WIOA-FM	1.6	6.1	58	577												
WKAQ	.9	3.4	32	465												
WKAQ-FM	2.6	10.1	95	934												
WKCK	.2	.6	6	39												
WKVM	.6	2.1	20	124												
WLuz	.2	.7	7	58												
WMOD	.1	.4	4	45												
WNRT-FM	.4	1.6	15	132												
WORO-FM	.8	3.0	28	281												
WOSO	.1	.5	4	21												
WPRM-FM	2.0	7.5	70	493												
WQBS	.9	3.5	33	289												
WQII	.5	1.8	17	147												
WR SJ	.2	.6	6	29												
WRTU-FM	.1	.5	5	50												
WSAN-FM	.2	.7	7	84												
WSRA-FM	.4	1.6	15	133												
WUNO	1.2	4.4	42	335												
WVJP-FM	1.0	3.9	37	256												
WVOZ	.1	.4	4	40												
WVOZ-FM	.3	1.1	10	151												
WXYX-FM	1.2	4.5	43	510												
WZNT-FM	2.2	8.3	78	662												
WZOL-FM	.4	1.5	14	103												
TOTAL	26.2	100.0	943	3551	33.2	100.0	1194	3545	22.5	100.0	810	3339	15.2	100.0	546	3038

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 25 + 45  
POP. 4173 (00)

STATION	1989				MONDAY-FRIDAY				WOMEN 25 + 45 POP. 4173 (00)							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)		%	(00)	(00)		%	(00)	(00)		%	(00)	(00)
WAPA	2.3	5.1	95	302												
WBRQ-FM	.8	1.7	32	127												
WCAD-FM	.1	.3	6	75												
WCRP-FM	.6	1.4	26	166												
WDY-FM	.2	.5	9	74												
WEER-FM	1.3	2.9	53	246												
WFID-FM	1.4	3.0	56	150												
WGSX-FM	.3	.7	12	91												
WIAC	2.0	4.4	81	288												
WIAC-FM	1.5	3.4	63	291												
WIDA	1.4	3.2	59	269												
WIOA-FM	1.8	4.1	75	400												
WKAQ	5.2	11.8	218	795												
WKAQ-FM	2.2	4.9	91	439												
WKCK	.7	1.6	30	53												
WKVM	1.7	3.8	70	203												
WLuz	1.5	3.3	61	138												
WHDD	.2	.5	10	46												
WNRT-FM	.7	1.6	30	132												
WORO-FM	1.3	3.0	55	306												
WOSO	.2	.5	10	25												
WPRM-FM	1.9	4.3	79	236												
WQBS	1.8	4.1	77	261												
WQII	1.4	3.1	58	162												
WRSJ	.2	.5	9	47												
WRTU-FM	.4	.9	17	61												
WSAN-FM	.5	1.1	21	90												
WSRA-FM	.4	.9	16	55												
WUNO	3.7	8.4	156	424												
WVJP-FM	1.4	3.2	60	203												
WVOZ	.4	1.0	18	63												
WVOZ-FM	.3	.6	11	97												
WXXY-FM	.6	1.3	24	176												
WZNT-FM	2.5	5.7	106	451												
WZOL-FM	.5	1.1	21	67												
TOTAL	44.3	100.0	1849	3831	33.8	100.0	1411	3235	20.3	100.0	848	3124	7.4	100.0	309	2160

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25 + 46  
POP. 4173 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.0	4.0	43	392												
WBRQ-FM	.7	2.6	28	239												
WCAD-FM	.1	.5	6	114												
WCRP-FM	.7	2.6	29	195												
WDY-FM	.4	1.5	16	178												
WEER-FM	.8	3.1	33	284												
WFID-FM	.9	3.4	36	259												
WGSX-FM	.2	.7	7	143												
WIAC	.9	3.4	37	368												
WIAC-FM	.9	3.3	36	384												
WIDA	1.0	4.0	43	330												
WIOA-FM	1.4	5.3	57	544												
WKAQ	2.0	7.8	84	888												
WKAQ-FM	1.6	6.1	66	606												
WKCK	.2	.9	10	53												
WKVM	.9	3.3	36	244												
WLuz	.4	1.7	18	154												
WMDD	.1	.6	6	57												
WNRT-FM	.4	1.5	16	167												
WORO-FM	.9	3.6	39	418												
WOSO	.1	.5	5	25												
WPRM-FM	1.2	4.5	49	345												
WQES	1.2	4.6	50	324												
WQII	.7	2.5	27	215												
WRSJ	.2	.8	8	54												
WRTU-FM	.2	.6	6	61												
WSAN-FM	.3	1.0	11	108												
WSRA-FM	.3	1.0	11	97												
WUNO	2.0	7.7	83	576												
WVJP-FM	.9	3.5	37	292												
WVOZ	.2	.9	10	74												
WVQZ-FM	.2	.7	8	143												
WXYX-FM	.5	2.1	23	274												
WZNT-FM	1.8	6.8	73	601												
WZOL-FM	.5	1.8	19	85												
TOTAL	25.8	100.0	1077	4133	32.9	100.0	1373	4099	20.5	100.0	857	3767	13.1	100.0	549	3350

NORTH EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

WOMEN 25-49 47  
POP. 2560 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.9	4.4	48	141	WKL				.6	2.5	14	62	.2	2.1	4	36
WBRQ-FM	.7	1.7	19	79	1.2	3.5	31	115	.9	3.9	22	112	.3	4.0	7	60
WCAD-FM	.2	.5	5	56	1.0	2.8	25	106	.1	.6	3	62	.1	1.1	2	19
WCRP-FM	.6	1.4	15	100	.3	1.0	9	65	.9	3.9	22	79	.2	3.1	6	78
WDOY-FM	.3	.7	8	62	1.1	3.0	27	93	.9	4.0	23	113	.2	2.7	5	50
WERR-FM	1.1	2.6	29	131	.7	2.1	19	76	.6	2.8	16	118	.1	2.0	4	61
WFID-FM	1.8	4.1	45	119	1.0	2.9	26	131	.9	4.1	24	120	.7	10.4	19	103
WGXS-FM	.4	.9	10	71	.1	3.1	28	115	.2	1.0	6	64	.1	1.4	2	44
WIAC	1.6	3.8	42	131	.6	1.8	17	103	.5	2.1	12	88	.2	2.2	4	51
WIAC-FM	1.6	3.6	40	207	1.0	3.0	27	138	.8	3.3	19	151	.3	4.8	9	94
WIDA	1.0	2.3	26	159	1.5	4.2	37	142	.5	2.1	12	130	.4	5.9	11	107
WIOA-FM	2.4	5.6	61	296	2.6	7.3	66	260	1.8	8.1	47	239	.4	6.1	11	150
WKAQ	3.5	8.2	90	375	.8	2.4	21	214	.5	2.4	14	178	.3	4.0	7	110
WKAQ-FM	2.1	4.9	54	295	2.9	8.4	75	232	1.2	5.5	32	242	.7	10.0	18	157
WKCK	.6	1.5	17	32	.2	.7	6	24	.0	.2	1	15	.2	3.3	6	29
WKVM	1.4	3.2	35	103	1.1	3.0	27	70	.5	2.4	14	56	.1	1.2	2	7
WLuz	1.0	2.2	24	50	.1	.4	4	17	.1	.5	3	9	.1	1.2	2	63
WMDD	.2	.6	6	32	.2	.6	5	18	.1	.3	2	15	.2	2.6	5	72
WNRT-FM	.9	2.2	24	97	.7	2.1	18	88	.3	1.2	7	77	.1	1.2	2	7
WORO-FM	1.2	2.8	31	171	1.4	3.9	35	112	1.0	4.6	27	148	.2	2.2	4	89
WOSO	.3	.8	8	21	.2	.7	6	15	.2	.8	5	6	.1	1.8	3	105
WPRM-FM	2.2	5.1	56	172	2.4	6.9	61	202	1.3	6.0	35	202	.2	2.2	4	36
WQBS	1.8	4.3	47	185	1.4	4.1	37	165	1.4	6.3	36	148	.1	1.8	3	21
WQII	1.5	3.4	37	103	.6	1.8	16	79	.4	1.8	11	60	.1	1.8	3	24
WRSJ	.3	.7	8	30	.4	1.1	10	15	.2	.9	5	21	.0	.7	1	15
WRTU-FM	.5	1.1	12	36	.2	.6	5	27	.1	.4	2	36	.5	1.0	2	19
WSAN-FM	.5	1.3	14	63	.3	.9	8	52	.2	.7	4	49	.9	12.8	23	149
WSRA-FM	.5	1.2	13	43	.5	1.5	14	45	.1	.4	2	36	.0	.7	1	99
WUNO	3.2	7.5	83	241	1.7	5.0	45	141	.9	4.0	23	111	.4	1.8	2	10
WVJP-FM	1.8	4.1	45	143	1.6	4.7	42	122	1.0	4.6	26	151	.6	1.7	3	57
WVOZ	.2	.4	5	30	.3	.9	8	22	.1	.3	2	12	.0	.7	1	10
WVOZ-FM	.4	.9	10	81	.2	.7	6	57	.4	1.8	10	56	.0	.5	1	28
WXYX-FM	.8	1.9	20	147	1.3	3.6	32	158	.6	2.8	16	153	.1	1.7	3	57
WZNT-FM	3.2	7.5	82	344	2.6	7.5	67	269	2.6	11.4	66	288	.7	10.0	18	141
WZOL-FM	.5	1.2	13	48	.9	2.6	23	61	.4	2.0	11	57	.3			
TOTAL	42.9	100.0	1098	2348	35.0	100.0	897	2007	22.4	100.0	574	1996	7.1	100.0	182	1352

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25-49 48  
POP. 2560 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	.9	3.5	24	187	1.2	3.7	31	185	.7	3.0	17	134	.3	2.4	9	76
WBRQ-FM	.7	2.7	18	161	.9	2.6	22	155	.7	3.2	18	149	.5	3.9	14	118
WCAD-FM	.2	.7	5	89	.2	.7	6	89	.2	.9	5	83	.1	.7	3	65
WCRP-FM	.7	2.6	18	115	.9	2.6	22	112	.7	3.3	18	115	.5	3.7	13	96
WDOY-FM	.5	2.0	13	142	.7	1.9	17	142	.6	2.7	15	128	.5	3.6	13	119
WEER-FM	.7	2.7	18	157	.9	2.8	24	156	.9	4.3	24	178	.4	2.6	9	122
WFID-FM	1.1	4.2	28	201	1.3	3.7	32	182	.2	.9	5	97	.8	5.9	21	154
WGSX-FM	.2	.9	6	112	.3	.8	7	112	.4	1.9	11	126	.2	1.1	4	73
WIAC	.7	2.6	18	168	.9	2.7	23	163	.7	3.3	18	205	.3	2.1	7	99
WIAC-FM	.9	3.4	23	266	1.1	3.3	28	257	.8	3.8	21	178	.5	3.8	13	178
WIDA	.9	3.3	22	194	1.0	3.0	26	186	1.6	7.4	41	333	.4	3.2	11	149
WIOA-FM	1.8	6.7	45	395	2.3	6.8	58	387	.6	2.6	14	286	1.0	7.5	27	268
WKAQ	1.2	4.6	31	429	1.6	4.7	40	428	1.7	7.7	42	343	.4	2.9	10	203
WKAQ-FM	1.8	6.7	45	397	2.2	6.5	56	375	.1	.4	2	27	.9	6.8	24	275
WKCK	.2	.8	6	32	.3	.9	8	32	.6	2.9	16	82	.4	2.7	9	56
WKVM	.8	3.0	20	122	1.0	3.0	25	122	.1	.4	2	23	.0	.3	1	9
WLuz	.3	1.0	7	59	.4	1.1	10	59	.1	.4	2	21	.1	.6	2	16
WMDD	.2	.6	4	38	.2	.5	5	38	.4	1.7	9	109	.2	1.2	4	89
WNRT-FM	.5	1.9	13	115	.6	1.9	17	109	.8	3.9	22	186	.6	4.1	15	160
WORO-FM	.9	3.5	24	237	1.2	3.6	31	231	.1	.6	3	15	.1	.6	2	6
WOSO	.2	.7	5	21	.2	.7	6	21	.3	6.1	33	254	.7	4.9	18	208
WPRM-FM	1.5	5.7	38	260	2.0	6.0	51	260	1.0	4.5	25	201	.7	5.0	18	172
WQBS	1.2	4.4	30	232	1.6	4.6	40	220	.3	1.6	9	108	.2	1.3	5	67
WQII	.6	2.3	15	123	.8	2.4	21	123	.2	1.0	6	21	.1	.8	3	21
WRSJ	.2	.9	6	30	.3	.9	8	30	.1	.4	2	30	.0	.3	1	30
WRTU-FM	.2	.6	4	36	.2	.7	6	36	.1	.6	4	52	.2	1.3	5	67
WSAN-FM	.2	.9	6	73	.3	.9	8	73	.1	.6	4	52	.0	.3	1	39
WSRA-FM	.3	1.2	8	75	.4	1.2	10	75	.3	1.2	7	67	.1	.8	3	52
WUWO	1.7	6.3	42	315	1.9	5.8	50	263	1.2	5.6	31	224	.9	6.5	23	181
WVJP-FM	1.1	4.1	28	208	1.5	4.4	38	205	.9	4.2	23	181	.5	3.5	12	163
WVOZ	.2	.6	4	36	.2	.6	5	30	.1	.7	4	28	.1	.4	1	18
WVOZ-FM	.2	.9	6	116	.3	1.0	8	116	.2	1.0	5	76	.2	1.4	5	62
WXYX-FM	.7	2.7	18	223	.9	2.7	24	223	.7	3.1	17	207	.3	2.5	9	153
WZNT-FM	2.2	8.4	56	460	2.8	8.3	71	460	1.9	8.9	49	361	1.5	11.0	39	310
WZOL-FM	.5	1.8	12	64	.6	1.9	16	64	.4	2.1	11	64	.2	1.4	5	57
TOTAL	26.2	100.0	671	2533	33.6	100.0	860	2527	21.5	100.0	549	2349	13.9	100.0	356	2125

NORTH EAST AREA

ASESORES INC.

JAN/FEB/MARCH

1989

## MONDAY-FRIDAY

WOMEN 35 + 49  
POP. 2930 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	3.1	6.6	90	297	1.5	4.7	45	222	.8	4.7	24	144	.3	4.1	9	84
WBRQ-FM	.6	1.4	19	62	1.0	3.1	30	77	.3	1.7	9	58	.1	1.8	4	35
WCAD-FM	.0	.1	1	44	.3	1.0	10	48	.1	.4	2	43	.0	.7	1	13
WCRP-FM	.5	1.1	15	108	1.0	3.2	30	107	.4	2.4	12	89	.3	4.3	9	91
WDOT-FM	.1	.3	4	17	.1	.4	4	22	.3	1.5	7	50	.1	1.6	3	22
WERR-FM	1.6	3.5	48	208	1.5	4.5	43	170	.5	2.8	14	148	.5	6.8	14	90
WFID-FM	.7	1.5	20	50	.5	1.4	14	35	.5	2.9	14	50	.2	2.9	6	54
WGXS-FM	.2	.3	4	44	.1	.2	2	33	.1	.8	4	42	.3	3.6	8	104
WIAC	2.5	5.5	75	280	1.5	4.6	44	217	.7	4.0	20	150	.2	2.4	5	63
WIAC-FM	1.4	3.1	42	170	.6	1.9	18	93	.6	3.3	16	87	.8	11.7	25	175
WIDA	1.7	3.6	49	216	1.5	4.6	45	185	.6	3.8	19	176	.1	1.5	3	81
WIOA-FM	1.0	2.2	29	189	1.4	4.3	41	205	.6	3.6	18	159	.4	6.1	13	226
WKAQ	6.7	14.4	195	705	2.3	6.9	66	457	1.8	10.8	54	396	.3	4.2	9	109
WKAQ-FM	2.2	4.8	66	254	2.0	6.0	58	229	1.2	7.3	36	192	.2	2.2	5	41
WKCK	.8	1.7	23	44	.3	.8	8	28	.1	.4	2	25	.1	.6	1	20
WKVM	2.0	4.3	58	178	1.7	5.0	49	147	.8	4.7	24	85	.0	.6	1	5
WLUZ	2.1	4.6	62	136	.3	1.0	10	60	.3	1.7	8	50	.1	1.5	3	85
WMDD	.1	.3	4	27	.2	.5	5	12	.1	.4	2	12	.4	5.2	11	121
WNRT-FM	.7	1.5	21	96	.7	2.0	20	84	.2	1.4	7	86	.0	.3	1	31
WORO-FM	1.5	3.3	44	269	1.7	5.2	50	175	1.1	6.2	31	184	.4	5.3	11	80
WOSO	.3	.6	9	23	.3	.8	8	19	.2	1.2	6	8	.0	.3	1	15
WPRM-FM	1.2	2.6	36	100	.7	2.2	21	106	.2	1.1	5	97	.1	1.8	4	18
WQBS	1.5	3.3	45	121	1.8	5.6	54	123	1.2	7.1	35	109	.6	3.5	17	51
WQII	1.7	3.7	50	113	.9	2.7	26	114	.6	3.5	17	94	.1	.6	3	23
WRSJ	.2	.4	6	35	.6	1.8	18	31	.1	.6	3	39	.1	1.1	2	12
WRTU-FM	.3	.7	10	42	.3	1.0	10	35	.1	.6	3	39	.1	.7	2	16
WSAN-FM	.5	1.1	15	61	.4	1.1	11	44	.1	.6	3	31	.1	1.8	4	15
WSRA-FM	.2	.4	5	34	.1	.3	3	25	.1	.7	3	39	.1	1.1	2	12
WUNO	4.4	9.5	129	330	2.7	8.2	79	234	.9	5.2	26	208	1.4	19.6	41	248
WVJP-FM	1.3	2.9	39	137	1.0	3.0	29	129	.4	2.3	12	125	.2	2.7	6	77
WVOZ	.7	1.4	19	65	.6	1.9	18	56	.1	.7	3	31	.1	.7	2	16
WVOZ-FM	.3	.7	9	47	.1	.3	3	37	.1	.8	4	34	.0	.2	2	18
WXYX-FM	.5	1.1	15	73	.8	2.5	25	99	.2	1.2	6	77	.5	7.0	15	20
WZNT-FM	1.8	3.8	52	192	1.0	3.1	30	151	1.2	6.9	34	156	.5	7.0	15	75
WZOL-FM	.7	1.4	19	58	.9	2.9	28	67	.5	2.7	14	60	.2	2.9	6	34
TOTAL	46.2	100.0	1354	2692	32.9	100.0	963	2209	17.0	100.0	497	2089	7.2	100.0	211	1476

NORTH EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

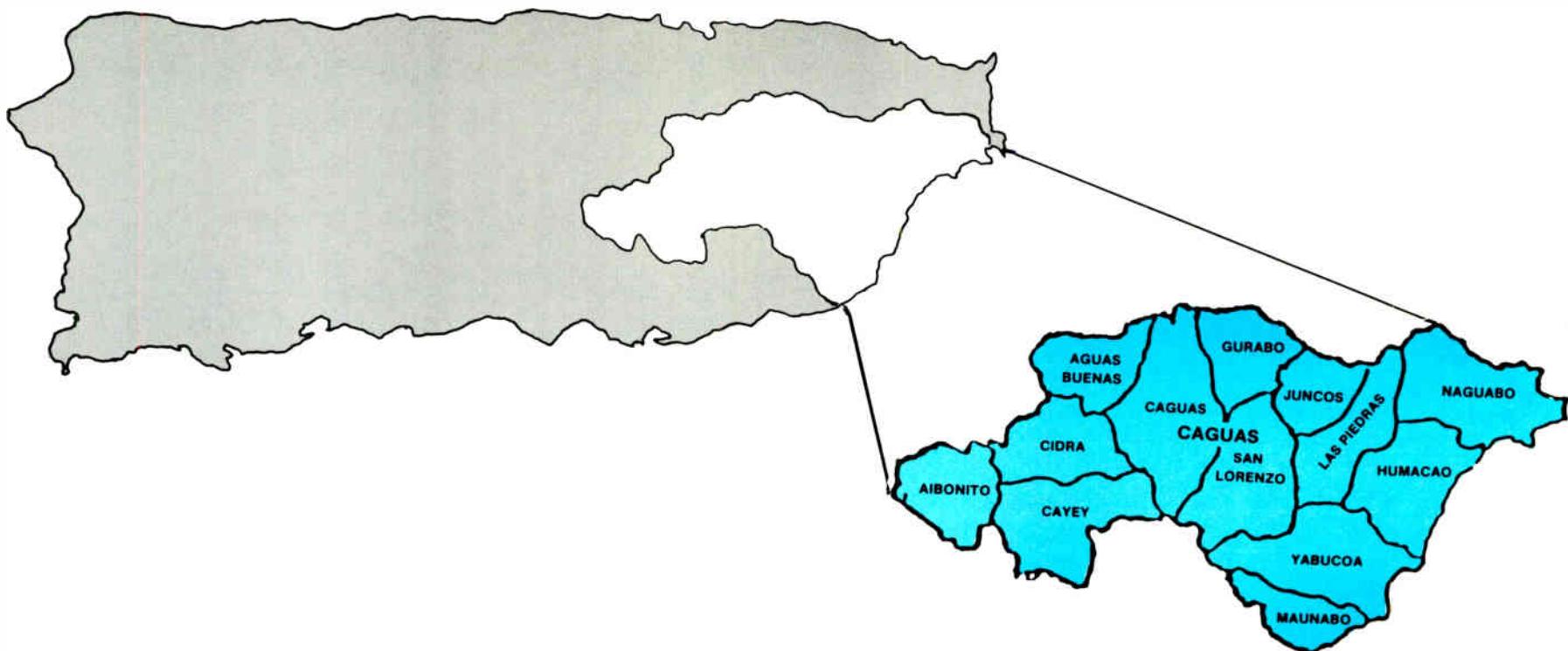
WOMEN 35 + 50  
POP. 2930 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAPA	1.4	5.4	40	368												
WBRQ-FM	.5	2.1	16	116												
WCAD-FM	.1	.5	4	67												
WCRP-FM	.6	2.3	17	132												
WDY-FM	.2	.6	5	61												
WEER-FM	1.0	4.0	30	234												
WFID-FM	.5	1.8	13	85												
WGSX-FM	.1	.3	2	76												
WIAC	1.2	4.8	35	363												
WIAC-FM	.7	2.6	19	211												
WIDA	1.2	4.6	34	260												
WIOA-FM	.8	3.1	23	265												
WKAQ	2.6	10.5	77	783												
WKAQ-FM	1.4	5.6	41	360												
WKCK	.3	1.1	8	44												
WKVM	1.1	4.5	33	214												
WLuz	.6	2.5	18	154												
WMDD	.1	.4	3	34												
WNRT-FM	.4	1.7	12	126												
WORO-FM	1.1	4.6	34	354												
WOSO	.2	.7	5	23												
WPRM-FM	.5	2.1	15	140												
WQBS	1.2	4.9	36	167												
WQII	.8	3.0	22	162												
WRSJ	.2	.9	7	42												
WRTU-FM	.2	.7	5	42												
WSAN-FM	.3	1.1	8	70												
WSRA-FM	.1	.5	3	46												
WUNO	2.3	9.2	68	459												
WVJP-FM	.7	2.8	21	177												
WVOZ	.4	1.4	10	77												
WVOZ-FM	.1	.5	4	71												
WXYX-FM	.4	1.6	12	110												
WZNT-FM	1.1	4.3	32	268												
WZOL-FM	.5	2.0	15	71												
TOTAL	25.2	100.0	738	2891	32.1	100.0	940	2855	19.2	100.0	562	2593	11.5	100.0	338	2261



### EAST AREA

Municipios Included Proportionately in Radio Estimate Survey



Population by Municipios  
Estimated 1984 total Population 12 + : 356,500

Caguas	95,900	Gurabo	19,500
Humacao	38,100	Las Piedras	18,200
Cayey	31,600	Aguas Buenas	18,000
San Lorenzo	25,800	Aibonito	17,200
Yabucoa	23,900	Naguabo	16,300
Cidra	22,700	Maunabo	9,200
Juncos	20,100		

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

PERSONS 12 +  
POP. 3565 (00) 1

1989

MONDAY - FRIDAY

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.0	3.0	35	167												
WAPA	1.3	3.9	45	149												
WBRQ-FM	1.1	3.4	39	203												
WCAD-FM	.8	2.5	28	177												
WCRP-FM	1.1	3.4	40	132												
WDY-FM	.0	.1	2	20												
WERR-FM	.1	.3	3	9												
WFAB	.1	.3	3	15												
WFID-FM	.6	1.9	22	150												
WGSX-FM	1.3	4.1	48	329												
WIAC	.4	1.1	13	48												
WIAC-FM	.5	1.6	18	56												
WIDA	.6	1.8	21	108												
WIOA-FM	.1	.3	3	26												
WKAQ	4.6	14.1	162	522												
WKAQ-FM	3.2	9.9	115	731												
WKVM	.8	2.4	28	80												
WLEY	1.1	3.4	39	93												
WNEL	.3	.8	10	36												
WORO-FM	.1	.4	4	35												
WPRM-FM	6.6	20.5	237	952												
WQBS	.6	2.0	23	95												
WSAN-FM	.1	.3	3	36												
WSRA-FM	.7	2.3	26	141												
WUNO	.2	.7	8	21												
WVJP	.3	1.1	12	45												
WVJP-FM	1.5	4.6	53	251												
WVOZ	.0	.1	1	17												
WVOZ-FM	.2	.6	7	27												
WXEW	.3	1.1	12	77												
WXYX-FM	1.5	4.7	54	307												
WZAR-FM	.0	.1	2	8												
WZNT-FM	.8	2.5	28	108												
TOTAL	32.4	100.0	1154	3020	28.8	100.0	1026	2631	36.5	100.0	1300	3240	8.4	100.0	299	2219

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

PERSONS 12 +  
POP. 3565 (00)

2

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.4	1.6	15	191	.6	1.7	20	190	.3	1.1	9	135	.2	.7	6	86
WAPA	.8	3.1	28	215	1.0	3.2	37	211	.6	2.7	23	179	.6	2.7	20	137
WBHQ-FM	1.0	4.0	37	340	1.3	4.0	46	331	1.0	4.3	36	310	.8	4.0	29	283
WCAD-FM	.7	2.9	27	301	.8	2.6	30	299	.7	3.1	26	298	.9	4.3	32	287
WCRP-FM	1.0	3.9	35	187	1.1	3.5	41	179	1.0	4.0	34	168	.8	4.0	30	146
WDOY-FM	.1	.3	3	44	.1	.3	4	42	.1	.4	3	44	.1	.6	4	35
WERR-FM	.1	.3	2	23	.1	.3	3	20	.1	.3	2	20	.1	.2	2	20
WFAB	.1	.4	4	24	.2	.5	5	23	.1	.5	4	24	.0	.2	2	21
WFID-FM	.6	2.4	22	223	.7	2.3	27	214	.6	2.6	22	220	.5	2.5	19	196
WGSX-FM	1.6	6.3	58	560	1.9	5.9	68	554	1.7	7.2	61	531	2.1	10.0	74	496
WIAC	.3	1.1	10	90	.3	1.1	12	87	.3	1.1	10	75	.2	1.1	8	68
WIAC-FM	.3	1.0	10	71	.3	1.1	12	71	.2	.8	7	69	.2	.8	6	44
WIDA	.5	2.0	19	156	.6	1.8	21	140	.5	2.1	18	146	.5	2.2	16	128
WIOA-FM	.1	.4	4	38	.1	.4	5	38	.1	.5	4	35	.1	.5	4	35
WKAQ	1.8	6.9	63	554	2.4	7.4	86	552	1.0	4.1	35	379	.4	2.1	16	224
WKAQ-FM	3.6	14.2	130	1233	4.4	13.8	158	1221	3.8	15.9	134	1163	3.9	18.6	138	1041
WKVM	.3	1.3	12	89	.4	1.4	16	87	.2	.8	7	66	.1	.5	4	35
WLEY	.4	1.4	13	116	.5	1.4	17	114	.1	.6	5	81	.1	.7	5	35
WNEL	.1	.5	5	50	.2	.6	7	48	.1	.4	3	39	.0	.2	2	23
WORO-FM	.1	.5	5	53	.2	.5	6	53	.1	.6	5	44	.1	.4	3	35
WPRM-FM	6.4	24.8	227	1548	8.2	25.5	293	1537	6.3	26.5	224	1470	5.1	24.4	182	1361
WQBS	.2	1.0	9	107	.3	1.1	12	107	.1	.6	5	92	.1	.6	5	71
WSAN-FM	.1	.3	3	45	.1	.2	3	41	.1	.3	2	30	.1	.3	2	23
WSRA-FM	.7	2.7	25	227	.9	2.7	31	214	.7	2.9	25	217	.6	2.8	21	199
WUNO	.1	.4	4	30	.2	.5	6	30	.1	.3	3	15	.1	.3	2	12
WVJP	.2	.7	7	54	.2	.8	9	54	.1	.6	5	51	.1	.4	3	39
WVJP-FM	1.3	5.2	48	378	1.7	5.4	62	370	1.3	5.4	46	337	.9	4.1	30	283
WVOZ	.1	.6	5	30	.2	.5	6	30	.2	.7	6	29	.1	.5	4	23
WVOZ-FM	.2	.9	8	50	.3	.8	10	50	.2	1.0	8	47	.2	1.2	9	44
WXEW	.2	.7	6	98	.2	.7	8	96	.1	.5	5	68	.1	.3	2	57
WXYX-FM	1.4	5.4	50	502	1.7	5.3	61	490	1.4	5.7	48	471	1.4	6.5	48	426
WZAR-FM	.1	.2	2	18	.1	.2	3	18	.1	.3	2	17	.1	.4	3	17
WZNT-FM	.4	1.7	16	134	.6	1.9	21	134	.3	1.5	12	107	.3	1.3	10	86
TOTAL	25.6	100.0	913	3559	32.3	100.0	1150	3556	23.7	100.0	845	3464	20.9	100.0	744	3302

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18 +  
POP. 2944 (00) 3

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.2	3.3	35	155	.5	1.5	15	101	.4	1.1	10	82	.1	.7	2	56
WAPA	1.5	4.3	45	148	1.0	3.0	29	134	1.3	3.8	37	129	.2	2.6	6	42
WBHQ-FM	1.4	3.8	40	194	1.6	4.9	48	200	1.7	5.1	50	255	.4	5.3	11	132
WCAD-FM	.7	1.9	20	107	.4	1.2	11	89	.8	2.4	23	144	.3	3.6	8	112
WCRP-FM	1.2	3.4	36	126	1.3	3.8	38	113	1.0	3.2	31	113	.7	8.8	19	106
WDQY-FM	.1	.2	2	17	.1	.2	2	31	.3	.9	8	31	.0	.4	1	11
WEER-FM	.1	.3	3	9	.1	.3	3	6	.1	.2	2	9	.0	.6	1	16
WFAB	.1	.3	3	14	.3	.9	9	20	.1	.4	4	19				17
WFID-FM	.8	2.1	22	141	1.0	2.9	29	134	1.0	3.1	30	162	.3	4.7	10	96
WGsx-FM	1.0	2.7	29	188	.8	2.5	25	157	1.8	5.4	53	238	.5	7.1	15	163
WIAC	.4	1.2	13	47	.4	1.2	12	42	.4	1.3	13	67	.2	2.6	6	42
WIAC-FM	.6	1.8	19	57	.3	.9	9	51	.4	1.2	11	40	.1	1.1	2	16
WIDA	.7	1.9	20	104	.7	2.0	20	92	.7	2.1	21	90	.5	6.1	13	87
WIOA-FM	.1	.3	3	26	.2	.5	5	26	.3	.8	8	34	.0	.4	1	23
WKAQ	5.6	15.6	165	524	2.4	7.2	71	318	1.0	3.1	30	211	.2	2.4	5	110
WKAQ-FM	2.9	8.2	87	494	3.8	11.2	111	496	4.4	13.2	130	609	1.1	15.2	33	371
WKVM	1.0	2.7	29	81	.5	1.4	13	64	.3	.8	8	33	.0	.3	1	9
WLEY	1.4	3.8	40	93	.2	.6	6	64	.3	.8	8	26	.1	1.3	3	30
WNEL	.3	1.0	10	37	.2	.7	7	37	.1	.4	4	22				5
WORO-FM	.1	.3	4	30	.3	.9	9	34	.2	.5	4	30	.0	.6	1	19
WPRM-FM	7.4	20.8	219	814	10.1	30.0	297	901	9.6	29.0	284	1074	1.4	19.1	42	645
WQBS	.6	1.7	18	79	.2	.6	6	67	.3	.9	8	54				42
WSAN-FM	.1	.3	3	36	.1	.3	3	17	.1	.2	2	17	.1	1.0	2	16
WSRA-FM	.9	2.4	25	138	1.1	3.2	31	123	1.1	3.3	33	158	.3	4.4	10	112
WUNO	.3	.8	9	22	.1	.4	4	6	.2	.6	6	12				
WVJP	.4	1.2	13	47	.3	.9	9	51	.2	.6	5	39	.0	.4	1	12
WVJP-FM	1.7	4.9	51	227	2.5	7.5	74	235	1.8	5.4	53	247	.2	3.4	7	127
WVOZ	.0	.1	1	17	.6	1.1	10	30	.2	.7	6	23	.1	1.0	2	16
WVOZ-FM	.2	.7	7	28	.3	.8	8	31	.3	1.0	10	31	.1	1.6	3	26
WXEW	.4	1.2	12	73	.3	.9	9	36	.1	.4	4	48	.0	.4	1	22
WXYX-FM	1.1	3.1	33	196	1.5	4.4	43	213	1.8	5.3	52	244	.3	3.4	7	151
WZAR-FM	.1	.1	2	8	.1	.2	2	12	.2	.6	6	17	.0	.3	1	9
WZNT-FM	.9	2.7	28	104	.6	1.7	17	70	.6	1.8	18	79	.0	.5	1	40
TOTAL	35.8	100.0	1054	2554	33.5	100.0	988	2365	33.2	100.0	979	2632	7.4	100.0	218	1700

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18 +  
POP. 2944 (00) 4

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.5	1.9	15	180												
WAPA	1.0	3.6	28	211												
WBRQ-FM	1.2	4.6	37	323												
WCAD-FM	.5	1.9	15	163												
WCRP-FM	1.0	3.9	31	171												
WDY-FM	.1	.4	3	42												
WERR-FM	.1	.3	2	19												
WFAB	.1	.5	4	23												
WFID-FM	.8	2.8	22	213												
WGSX-FM	1.0	3.7	29	292												
WIAC	.4	1.3	11	90												
WIAC-FM	.3	1.3	10	73												
WIDA	.6	2.3	18	144												
WIOA-FM	.1	.5	4	39												
WKAQ	2.2	8.2	64	556												
WKAQ-FM	3.0	11.2	88	802												
WKVM	.4	1.5	12	90												
WLEY	.4	1.7	13	117												
WNEL	.2	.6	5	50												
WORO-FM	.2	.6	5	47												
WPRM-FM	7.0	26.2	206	1296												
WQBS	.3	1.0	8	87												
WSAN-FM	.1	.3	3	45												
WSRA-FM	.8	3.1	24	207												
WUNO	.1	.5	4	31												
WVJP	.2	.9	7	56												
WVJP-FM	1.6	5.8	46	346												
WVOZ	.2	.7	5	31												
WVOZ-FM	.2	.9	7	43												
WXEW	.2	.8	6	92												
WXYX-FM	1.1	4.2	33	326												
WZAR-FM	.1	.3	2	19												
WZNT-FM	.5	1.9	15	129												
TOTAL	26.7	100.0	787	2938	34.2	100.0	1005	2936	24.1	100.0	710	2843	18.9	100.0	556	2683

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

TEENS 12-17  
POP. 621 (00)

5

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.8	1	14												
WAPA	.2	1.1	1	5												
WBRQ-FM	.1	.7	1	13												
WCAO-FM	1.2	6.4	7	64												
WCRP-FM	.6	3.4	4	9												
WOOT-FM				3												
WERR-FM																
WFAB				1												
WFIO-FM	.1	.4		12												
WGXS-FM	2.8	14.8	17	128												
WIAC	.1	.6	1	3												
WIAC-FM																
WIOA	.3	1.5	2	7												
WIOA-FM																
WKAQ	.4	2.3	3	13												
WKAQ-FM	4.3	23.0	27	220												
WKVM	.1	.3		1												
WLEY				3												
WNEL																
WORO-FM	.1	.6	1	5												
WPRM-FM	3.4	18.5	21	143												
WQBS	.7	3.8	4	16												
WSAN-FM				1												
WSRA-FM	.3	1.4	2	7												
WUNO																
WVJP																
WVJP-FM	.4	2.3	3	27												
WVOZ																
WVOZ-FM																
WXEW	.1	.3		5												
WXYX-FM	3.2	17.0	20	102												
WZAR-FM																
WZNT-FM	.2	.9	1	7												
TOTAL	18.7	100.0	116	476	9.7	100.0	60	297	49.4	100.0	307	601	12.3	100.0	77	498

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

TEENS 12-17  
POP. 621 (00) 6

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.1	.4	1	14												
WAPA	.1	.6	1	9												
WBRQ-FM	.2	1.0	1	24												
WCAD-FM	1.7	7.9	10	124												
WCRP-FM	.8	3.7	5	18												
WDYI-FM				3												
WERR-FM	.0	.1		4												
WFAB				1												
WFID-FM	.1	.3		14												
WGXS-FM	4.1	19.3	26	241												
WIAC	.0	.1		3												
WIAC-FM																
WIDA	.1	.7	1	14												
WIOA-FM																
WKAQ	.1	.5	1	13												
WKAQ-FM	6.3	29.5	39	397												
WKVM	.0	.1		1												
WLEY				3												
WNEL	.0	.0		1												
WORO-FM	.0	.2		7												
WPRM-FM	3.8	18.0	24	255												
WQBS	.2	1.0	1	20												
WSAN-FM	.0	.0		1												
WSRA-FM	.2	1.1	1	24												
WUNO																
WVJP																
WVJP-FM	.4	2.1	3	37												
WVOZ																
WVOZ-FM	.2	.8	1	7												
WXEW	.0	.1		8												
WXYX-FM	2.5	11.7	15	162												
WZAR-FM																
WZNT-FM	.2	.8	1	8												
TOTAL	21.3	100.0	132	621	24.7	100.0	153	620	22.0	100.0	137	618	28.8	100.0	179	612

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

YOUTH 12-24  
POP. 1213 (00)

7

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.1	.5	1	28												
WAPA	.1	.5	1	9												
WBRQ-FM	.7	2.9	8	50												
WCAD-FM	1.6	6.6	19	119												
WCRP-FM	.6	2.5	7	27												
WDY-FM					8											
WEER-FM					3											
WFAB	.0	.1		5												
WFID-FM	.5	2.2	6	56												
WGSK-FM	2.7	11.2	32	236												
WIAC	.1	.2	1	3												
WIAC-FM					3											
WIDA	.2	.7	2	13												
WIOA-FM	.1	.4	1	5												
WKAQ	.4	1.8	5	26												
WKAQ-FM	4.5	19.0	55	390												
WKVM	.0	.1		1												
WLEY	.1	.5	1	8												
WNEL	.2	1.0	3	5												
WORO-FM	.1	.4	1	8												
WPRM-FM	6.2	25.9	75	350												
WQBS	.6	2.4	7	22												
WSAN-FM	.0	.1		5												
WSRA-FM	.4	1.8	5	33												
WUNO					33											
WVJP	.1	.3	1	1												
WVJP-FM	.6	2.3	7	50												
WVOZ					50											
WVOZ-FM	.1	.4	1	8												
WXEW	.1	.4	1	8												
WXYX-FM	3.0	12.5	36	206												
WZAR-FM	.0	.1		3												
WZNT-FM	.7	3.0	9	31												
TOTAL	23.8	100.0	289	949												
	20.6	100.0	250	780												
	45.4	100.0	551	1164												
	12.0	100.0	145	935												

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

YOUTH 12-24  
POP. 1213 (00)

8

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.6	2	29	.2	.7	2	28	.2	.7	2	12	.2	.6	2	12
WAPA	.1	.3	1	13	.1	.3	1	13	.1	.2	1	10	.1	.3	1	8
WBRQ-FM	.8	3.2	10	96	.9	3.2	11	94	1.7	6.0	21	209	.8	3.3	10	90
WCAD-FM	1.6	6.5	19	209	.8	2.6	9	40	1.6	6.5	19	209	1.6	7.2	23	204
WCRP-FM	.6	2.7	8	46	.1	.2	1	18	.7	2.7	8	44	.7	2.6	9	40
WDOY-FM	.1	.3	1	19	.0	.1			.1	.3	1	19	.1	.4	1	17
WERR-FM	.0	.0			.1	.4	1	8	.0	.1			.0	.1		4
WFAB	.1	.3	1	8	.6	2.1	8	73	.6	2.3	7	77	.5	2.0	7	68
WFID-FM	.6	2.3	7	78	3.9	13.5	48	405	3.6	14.6	43	389	4.6	17.0	55	363
WGSX-FM	3.4	13.8	41	406	.0	.1										
WIAC	.0	.0														
WIAC-FM																
WIDA	.2	.7	2	28												
WIOA-FM	.0	.1														
WKAQ	.1	.5	2	32												
WKAQ-FM	5.8	23.6	70	674												
WKVM	.0	.0														
WLEY	.0	.1														
WNEL	.1	.3	1	6												
WORO-FM	.0	.1														
WPRM-FM	6.0	24.7	73	582												
WQBS	.2	.8	2	28												
WSAN-FM	.0	.1														
WSRA-FM	.6	2.6	8	77												
WUNO																
WVJP	.0	.1														
WVJP-FM	.5	2.1	6	74												
WVOZ	.1	.4	1	5												
WVOZ-FM	.3	1.0	3	22												
WXEW	.0	.1														
WXYX-FM	2.7	10.9	32	318												
WZAR-FM	.0	.2	1	8												
WZNT-FM	.4	1.5	4	40												
TOTAL	24.4	100.0	296	1213	29.2	100.0	354	1212	24.6	100.0	298	1203	26.8	100.0	325	1180

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18-24  
POP. 592 (00)

9

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.1	.3		14												
WAPA	.0	.1		4												
WBHQ-FM	1.2	4.3	7	36												
WCAD-FM	1.9	6.7	11	55												
WCRP-FM	.6	1.9	3	18												
WDY-FM				5												
WERR-FM				3												
WFAB	.1	.2		4												
WFID-FM	1.0	3.3	6	44												
WGSK-FM	2.6	8.9	15	108												
WIAC																
WIAC-FM				3												
WIDA	.0	.1		6												
WIOA-FM	.2	.7	1	5												
WKAQ	.4	1.5	3	13												
WKAQ-FM	4.7	16.4	28	171												
WKVM																
WLEY	.2	.8	1	5												
WNEL	.5	1.7	3	5												
WORO-FM	.1	.4	1	3												
WPRM-FM	8.9	30.7	53	206												
WQBS	.5	1.6	3	6												
WSAN-FM	.1	.2		4												
WSRA-FM	.6	2.1	4	26												
WUNO																
WVJP	.2	.6	1	1												
WVJP-FM	.7	2.4	4	23												
WVOZ																
WVOZ-FM	.2	.7	1	8												
WXEW	.2	.6	1	3												
WXYX-FM	2.8	9.5	16	104												
WZAR-FM	.1	.2		3												
WZNT-FM	1.2	4.3	7	24												
TOTAL	28.9	100.0	171	473	31.6	100.0	187	479	41.3	100.0	245	563	11.6	100.0	69	437

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-24 10  
POP. 592 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.8	1	15												
WAPA	.0	.0		4												
WBHQ-FM	1.4	5.0	8	72												
WCAD-FM	1.5	5.5	9	85												
WCRP-FM	.5	1.9	3	28												
WDQY-FM	.1	.5	1	16												
WEER-FM				3												
WFAB	.2	.6	1	6												
WFID-FM	1.1	3.9	6	63												
WGDX-FM	2.6	9.6	16	167												
WIAC																
WIAC-FM				3												
WIDA	.2	.6	1	14												
WIOA-FM	.1	.3		8												
WKAQ	.1	.5	1	19												
WKAQ-FM	5.3	19.0	31	279												
WKVM																
WLEY	.1	.2		5												
WNEL	.1	.5	1	5												
WORO-FM	.0	.1		3												
WPRM-FM	8.2	29.8	49	326												
WQBS	.1	.5	1	9												
WSAN-FM	.1	.2		4												
WSRA-FM	1.1	3.8	6	53												
WUNO																
WVJP	.0	.1		1												
WVJP-FM	.6	2.1	3	38												
WVOZ	.2	.6	1	5												
WVOZ-FM	.3	1.2	2	15												
WXEW	.0	.1		5												
WXYX-FM	2.8	10.3	17	156												
WZAR-FM	.1	.3	1	8												
WZNT-FM	.5	2.0	3	31												
TOTAL	27.6	100.0	163	592	33.8	100.0	200	592	27.2	100.0	161	584	24.8	100.0	147	568

1989

MONDAY-FRIDAY

ADULTS 18-34 11  
POP. 1287 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.4	1.2	5	35												
WAPA	.3	1.0	4	20												
WBRQ-FM	1.7	5.3	22	94												
WCAD-FM	1.1	3.5	15	81												
WCRP-FM	.7	2.2	9	45												
WDY-FM																
WERR-FM																
WFAB	.0	.1		5												
WFID-FM	1.2	3.8	16	102												
WGXS-FM	1.6	5.0	21	147												
WIAC	.1	.3	1	5												
WIAC-FM	.1	.4	2	12												
WIDA	.4	1.3	5	35												
WIOA-FM	.1	.4	2	9												
WKAQ	2.0	6.3	26	90												
WKAQ-FM	3.9	12.3	51	317												
WKVM	.2	.7	3	11												
WLEY	.5	1.5	6	19												
WNEL	.3	.9	4	8												
WORO-FM	.1	.2	1	8												
WPRM-FM	10.0	31.0	128	489												
WQBS	.6	1.8	7	28												
WSAN-FM	.1	.3	1	13												
WSRA-FM	.9	2.9	12	62												
WUNO	.1	.2	1	3												
WVJP	.1	.3	1	5												
WVJP-FM	1.4	4.4	18	81												
WVOZ	.0	.0		1												
WVOZ-FM	.4	1.3	5	20												
WXEW	.1	.4	2	8												
WXYX-FM	1.9	5.9	24	151												
WZAR-FM	.1	.3	1	4												
WZNT-FM	1.3	3.9	16	61												
TOTAL	32.1	100.0	413	1100	33.0	100.0	425	1037	38.0	100.0	489	1213	9.3	100.0	120	857

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-34 12  
POP. 1287 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.7	3	39												
WAPA	.1	.4	2	24												
WBRQ-FM	1.6	5.8	20	167												
WCAD-FM	.9	3.3	12	126												
WCRP-FM	.7	2.5	9	62												
WDOY-FM	.1	.3	1	23												
WERR-FM				3												
WFAB	.1	.3	1	9												
WFID-FM	1.2	4.6	16	151												
WGSX-FM	1.7	6.1	21	226												
WIAC	.1	.2	1	7												
WIAC-FM	.1	.5	2	15												
WIDA	.4	1.5	5	56												
WIOA-FM	.1	.2	1	12												
WKAQ	.6	2.3	8	97												
WKAQ-FM	4.1	14.9	52	493												
WKVM	.1	.4	1	17												
WLEY	.2	.6	2	27												
WNEL	.1	.3	1	11												
WORO-FM	.0	.1		8												
WPRM-FM	9.1	33.4	118	725												
WQBS	.2	.7	2	31												
WSAN-FM	.1	.2	1	16												
WSRA-FM	1.0	3.7	13	98												
WUNO	.0	.0		3												
WVJP	.1	.2	1	7												
WVJP-FM	1.2	4.4	16	122												
WVOZ	.1	.3	1	7												
WXEW-FM	.4	1.3	5	29												
WXYX-FM	.0	.2	1	13												
WZAR-FM	2.0	7.2	25	244												
WZNT-FM	.7	2.7	9	76												
TOTAL	27.3	100.0	352	1287	34.3	100.0	441	1286	26.0	100.0	335	1272	22.1	100.0	284	1234

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 18-49 13  
POP. 2028 (00)

STATION	6 A.M - 10 A.M				MONDAY-FRIDAY				3 P.M - 7 P.M				7 P.M - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WALO	1.1	3.3	22	97	WKL	.5	1.6	11	63	.4	1.1	8	53	.1	.7	1	34
WAPA	.8	2.5	17	63	WKL	.5	1.4	9	35	.5	1.4	10	39	.1	1.7	3	19
WBRQ-FM	1.5	4.4	29	155	WKL	2.0	5.9	40	160	2.1	5.9	42	209	.5	6.3	10	105
WCAD-FM	.9	2.6	18	92	WKL	.5	1.5	10	75	1.0	2.8	20	124	.3	4.3	7	97
WCRP-FM	1.0	3.1	21	82	WKL	.9	2.7	18	67	.8	2.3	17	66	.5	6.2	10	63
WDY-FM	.0	.1	1	13	WKL	.1	.2	2	23	.3	.8	6	23	.0	.5	1	8
WERR-FM					WKL					.1	.2	1	3	.0	.3	1	5
WFAB	.1	.3	2	8	WKL	.3	.9	6	13	.1	.4	3	13				13
WFID-FM	.9	2.8	19	120	WKL	1.2	3.5	24	110	1.3	3.6	25	135	.4	5.0	8	79
WGDX-FM	1.1	3.5	23	159	WKL	1.1	3.2	21	135	2.2	6.3	45	205	.7	8.5	13	140
WIAC	.2	.7	5	18	WKL	.1	.4	3	13	.2	.6	4	22	.1	1.2	2	12
WIAC-FM	.2	.5	4	23	WKL	.1	.2	1	19	.3	.9	6	24	.0	.2	7	
WIDA	.8	2.5	17	75	WKL	.7	2.0	13	65	.5	1.5	11	63	.5	6.5	10	61
WIOA-FM	.1	.4	3	19	WKL	.2	.6	4	19	.3	1.0	7	26	.0	.5	1	16
WKAQ	3.2	9.5	64	245	WKL	.9	2.6	18	135	.4	1.1	8	77	.1	.9	1	46
WKAQ-FM	3.2	9.7	66	388	WKL	4.4	13.1	88	393	5.2	14.9	106	496	1.4	17.7	28	304
WKVM	.5	1.4	9	36	WKL	.2	.5	3	31	.0	.1	1	12	.0	.3	1	4
WLEY	.9	2.6	18	50	WKL	.1	.4	2	23	.1	.3	2	12	.1	.9	1	15
WNEL	.3	.8	5	18	WKL	.1	.3	2	16	.0	.1	1	8				1
WORO-FM	.2	.5	3	20	WKL	.2	.7	5	18	.1	.4	3	15	.1	.7	1	11
WPRM-FM	9.1	27.2	184	656	WKL	11.4	34.2	232	710	11.2	31.9	228	851	1.6	20.4	32	518
WQBS	.5	1.5	10	58	WKL	.2	.7	5	48	.2	.6	5	39				34
WSAN-FM	.1	.3	2	24	WKL	.1	.4	2	13	.1	.3	2	15	.1	1.0	2	12
WSRA-FM	.9	2.8	19	102	WKL	1.2	3.7	25	89	1.2	3.4	24	116	.4	4.9	8	77
WUNO	.2	.5	3	13	WKL	.2	.5	3	5	.2	.7	5	11				
WVJP	.2	.7	5	15	WKL	.1	.4	3	13	.1	.4	3	13				7
WVJP-FM	1.8	5.4	36	160	WKL	2.5	7.6	52	170	2.0	5.7	40	180	.2	3.1	5	93
WVOZ	.0	.1	1	8	WKL	.2	.7	5	13	.1	.3	2	11	.0	.3	1	5
WVOZ-FM	.3	.9	6	24	WKL	.4	1.1	7	27	.3	.9	7	24	.1	1.9	3	23
WXEW	.2	.6	4	31	WKL	.3	1.0	6	20	.2	.5	3	31	.0	.2	11	
WXYX-FM	1.4	4.1	28	166	WKL	1.8	5.5	37	176	2.2	6.2	44	205	.3	4.1	6	129
WZAR-FM	.1	.2	1	5	WKL	.1	.2	1	11	.2	.7	5	15	.0	.3	1	8
WZNT-FM	1.1	3.4	23	86	WKL	.7	2.2	15	61	.7	2.0	14	66	.0	.4	1	32
TOTAL	33.3	100.0	675	1745	WKL	33.3	100.0	676	1633	35.1	100.0	713	1864	7.7	100.0	156	1242

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-49 14  
POP. 2028 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.5	1.8	10	110												
WAPA	.5	1.7	9	77												
WBHQ-FM	1.5	5.5	30	260												
WCAD-FM	.6	2.4	13	140												
WCRP-FM	.8	3.0	16	109												
WDQY-FM	.1	.4	2	32												
WERR-FM	.0	.1		8												
WFAB	.1	.5	3	16												
WFID-FM	.9	3.4	19	176												
WGXS-FM	1.2	4.6	25	249												
WIAC	.2	.6	3	26												
WIAC-FM	.1	.5	3	31												
WIDA	.6	2.4	13	102												
WIOA-FM	.2	.7	4	30												
WKAQ	1.0	3.9	21	259												
WKAQ-FM	3.5	13.1	71	637												
WKVM	.2	.6	3	43												
WLEY	.3	1.0	5	63												
WNEL	.1	.4	2	24												
WORO-FM	.1	.5	3	26												
WPRM-FM	8.1	30.5	165	1022												
WQBS	.2	.9	5	62												
WSAN-FM	.1	.4	2	31												
WSRA-FM	.9	3.5	19	152												
WUNO	.1	.5	3	22												
WVJP	.1	.5	3	16												
WVJP-FM	1.6	6.1	33	249												
WVOZ	.1	.4	2	15												
WVOZ-FM	.3	1.1	6	35												
WXEW	.2	.7	4	43												
WXYX-FM	1.4	5.2	28	275												
WZAR-FM	.1	.4	2	15												
WZNT-FM	.6	2.3	13	108												
TOTAL	26.6	100.0	540	2024	33.9	100.0	687	2023	24.7	100.0	501	1985	19.9	100.0	404	1899

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 25 + 15  
POP. 2352 (00)

STATION	6 A.M - 10 A.M				MONDAY-FRIDAY				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.5	4.1	36	147	.6	1.8	14	99	.3	1.0	7	76	.0	.5	1	46
WAPA	2.0	5.3	47	152	1.3	3.9	31	142	1.7	5.5	39	135	.3	4.3	6	45
WBHQ-FM	1.4	3.6	33	159	1.6	4.8	38	164	1.6	5.1	37	203	.3	5.1	7	91
WCAD-FM	.3	.8	7	41	.1	.2	2	33	.4	1.1	8	50	.1	1.3	2	33
WCRP-FM	1.5	3.8	34	111	1.6	4.5	37	102	1.2	3.8	27	104	.8	12.5	18	91
WDY-FM	.1	.2	2	12	.1	.2	1	18	.3	.9	7	17	.1	.9	1	17
WEER-FM	.1	.4	3	7	.1	.4	3	7	.1	.3	2	10	.2	3.4	5	50
WFAB	.1	.4	3	10	.3	.9	7	13	.1	.3	2	12	.2	3.3	5	40
WFID-FM	.7	1.8	16	92	.9	2.6	21	92	.5	3.0	21	114	.3	4.2	6	45
WGXS-FM	.5	1.2	11	58	.5	1.3	11	40	.7	2.4	18	73	.6	1.9	14	71
WIAC	.6	1.5	13	50	.5	1.6	13	45	.4	1.2	10	51	.5	1.7	12	43
WIAC-FM	.9	2.2	20	58	.9	2.6	21	92	.9	3.0	22	91	.4	6.8	10	78
WIDA	.9	2.3	21	102	.2	.6	5	23	.4	1.2	9	26	.0	.2	2	20
WIOA-FM	.1	.2	2	21	3.2	9.3	75	332	1.3	4.4	31	213	.2	3.9	5	111
WKAQ	7.3	19.2	172	540	3.0	8.7	70	314	3.1	10.3	74	350	.7	11.3	16	195
WKAQ-FM	2.4	6.2	55	301	.6	1.8	14	68	.4	1.2	8	35	.0	.5	1	10
WKVM	1.3	3.4	31	86	.3	.8	6	64	.4	1.1	8	28	.1	2.1	3	31
WLEY	1.7	4.6	41	92	.3	.8	6	33	.2	.6	4	21	.1	.9	1	20
WNEL	.3	.8	7	33	.4	1.2	10	36	.2	.7	5	31	.2	19.9	28	443
WORO-FM	.1	.3	3	28	.9	29.0	233	661	8.7	28.5	205	781	.4	1.2	9	55
WPRM-FM	7.0	18.3	164	595	.2	.6	5	59	.1	.3	2	17	.1	1.6	2	15
WQBS	.7	1.8	16	76	.1	.3	2	17	.9	3.1	22	116	.2	2.9	4	74
WSAN-FM	.1	.3	3	33	1.0	2.9	23	92	.2	.8	6	41	.0	.7	1	13
WSRA-FM	.9	2.4	22	112	.2	.5	4	7	.3	.8	6	13	.3	4.8	7	119
WUNO	.4	1.0	9	23	.4	1.2	10	55	.2	.8	6	41	.1	1.2	2	13
WVJP	.5	1.4	12	48	.3	9.2	74	225	2.1	6.8	49	226	.3	1.4	2	12
WVJP-FM	2.1	5.5	49	211	.3	1.0	8	25	.2	.7	5	18	.1	1.4	2	12
WVOZ	.1	.2	1	18	.3	.8	6	17	.3	.8	6	17	.0	.7	1	23
WVOZ-FM	.3	.7	6	20	.4	1.2	10	36	.2	.6	4	45	.1	1.4	2	59
WXEW	.5	1.3	12	74	.5	1.6	13	76	1.2	3.8	27	119	.1	1.4	2	59
WXYX-FM	.6	1.5	13	71	.1	.2	2	7	.1	.5	3	8	.0	.5	1	8
WZAR-FM	.1	.1	1	5	.7	2.0	16	61	.5	1.8	13	59	.0	.7	1	31
WZNT-FM	.9	2.2	20	79												
TOTAL	38.1	100.0	896	2094	34.2	100.0	804	1885	30.6	100.0	719	2058	6.0	100.0	141	1232

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25 + 16  
POP. 2352 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.6	2.2	14	172												
WAPA	1.3	4.8	30	220												
WBRQ-FM	1.2	4.5	28	249												
WCAD-FM	.2	.7	4	61												
WCRP-FM	1.2	4.6	29	145												
WDY-FM	.1	.4	2	23												
WERR-FM	.1	.4	2	17												
WFAB	.1	.5	3	17												
WFID-FM	.7	2.5	15	144												
WGSX-FM	.4	1.7	11	91												
WIAC	.5	1.8	11	96												
WIAC-FM	.4	1.7	11	74												
WIDA	.8	2.9	18	135												
WIOA-FM	.2	.6	4	31												
WKAQ	2.9	10.8	67	567												
WKAQ-FM	2.2	8.5	53	486												
WKVM	.5	2.1	13	96												
WLEY	.6	2.2	14	117												
WNEL	.2	.7	4	46												
WORO-FM	.2	.8	5	46												
WPRM-FM	6.6	24.9	155	950												
WQBS	.3	1.1	7	81												
WSAN-FM	.1	.4	2	43												
WSRA-FM	.7	2.8	17	150												
WUNO	.2	.7	4	33												
WVJP	.3	1.1	7	58												
WVJP-FM	1.9	7.1	44	319												
WVOZ	.2	.7	4	26												
WVOZ-FM	.2	.8	5	26												
WXEW	.3	1.0	7	91												
WXYX-FM	.6	2.1	13	142												
WZAR-FM	.1	.3	2	10												
WZNT-FM	.5	1.9	12	96												
TOTAL	26.4	100.0	621	2345	34.3	100.0	806	2344	23.1	100.0	543	2255	16.9	100.0	398	2106

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25-34 17  
POP. 694 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.7	1.9	5	21												
WAPA	.6	1.7	4	17												
WBRQ-FM	2.1	6.0	15	59												
WCAD-FM	.4	1.1	3	24												
WCRP-FM	.9	2.4	6	28												
WDYI-FM				3												
WERR-FM																
WFAB																
WFID-FM	1.5	4.2	10	59												
WGSK-FM	.7	2.1	5	35												
WIAC	.2	.6	1	6												
WIAC-FM	.3	.8	2	10												
WIDA	.8	2.1	5	29												
WIOA-FM	.1	.1		4												
WKAQ	3.5	10.1	25	81												
WKAQ-FM	3.2	9.1	22	144												
WKVM	.5	1.3	3	11												
WLEY	.7	2.0	5	14												
WNEL	.1	.3	1	3												
WORO-FM	.1	.1		6												
WPRM-FM	11.0	31.3	76	284												
WQBS	.7	2.0	5	22												
WSAN-FM	.2	.4	1	10												
WSRA-FM	1.2	3.4	8	36												
WUNO	.1	.3	1	3												
WVJP	.1	.1		4												
WVJP-FM	2.1	6.1	15	60												
WVOZ	.0	.1		1												
WVOZ-FM	.6	1.7	4	13												
WXEW	.1	.3	1	6												
WXYX-FM	1.1	3.0	7	43												
WZAR-FM	.2	.4	1	1												
WZNT-FM	1.3	3.7	9	38												
TOTAL	35.0	100.0	243	630	34.4	100.0	239	557	34.9	100.0	242	648	7.2	100.0	50	414

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-34 18  
POP. 694 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.6	1	24	.2	.6	2	24	.0	.1	1	17	.1	.7	1	7
WAPA	.2	.8	2	21	.3	.8	2	18	.1	.5	1	13	1.5	7.6	10	86
WBRQ-FM	1.8	6.6	12	96	2.2	6.4	15	93	1.7	6.8	12	88	.5	2.4	3	33
WCAD-FM	.3	1.2	2	38	.4	1.1	3	36	.3	1.3	2	35	.9	4.4	6	31
WCRP-FM	.9	3.2	6	35	.9	2.5	6	35	.9	3.4	6	32	.1	.5	1	3
WDQY-FM	.0	.2	6	6	.1	.2	6	6	.1	.2	6	6	WLY	7		
WERR-FM																
WFAB																
WFID-FM	1.4	5.2	10	89	1.8	5.1	12	86	1.4	5.6	10	89	1.1	5.9	8	84
WGSX-FM	.7	2.7	5	52	.8	2.4	6	49	.7	2.9	5	50	.7	3.6	5	46
WIAC	.1	.4	1	7	.1	.4	1	7	.1	.3	1	7	.1	.5	1	6
WIAC-FM	.3	1.0	2	13	.4	1.0	3	13	.3	1.1	2	11	.4	1.9	3	11
WIDA	.6	2.3	4	43	.7	2.1	5	40	.6	2.3	4	38	.5	2.5	3	33
WIOA-FM	.0	.1	4	4	.0	.1	4	4	.0	.1	4	4	.0	.2	4	4
WKAQ	1.1	4.1	8	81	1.5	4.4	11	81	.4	1.7	3	42	.3	1.4	2	18
WKAQ-FM	2.9	10.9	20	208	3.8	11.0	27	208	2.9	11.6	20	194	2.2	11.1	15	159
WKVM	.2	.7	1	18	.2	.7	2	17	.1	.5	1	18	.0	.2	2	8
WLEY	.3	.9	2	22	.3	.9	2	22	.1	.5	1	17	.1	.6	1	10
WNEL	.1	.2	6	6	.1	.2	1	6	.0	.2	6	6	WLY	3		
WORO-FM	.0	.1	6	6	.0	.1	6	6	.0	.1	6	6				
WPRM-FM	10.0	36.8	69	400	13.0	37.5	91	397	9.7	39.1	67	382	7.0	35.7	48	357
WQBS	.2	.8	1	22	.3	.8	2	22	.1	.3	18					
WSAN-FM	.1	.2	13		.1	.2	10		.0	.1	8					
WSRA-FM	1.0	3.6	7	45	1.3	3.7	9	45	.9	3.7	6	39	.1	.3	8	8
WUNO	.0	.1	3		.0	.1	3		.0	.1	6		.7	3.7	5	36
WVJP	.1	.2	6		.1	.3	1	6	.1	.3	6					
WVJP-FM	1.8	6.7	13	86	2.4	6.8	16	85	1.7	6.9	12	84	1.1	5.9	8	74
WVOZ	.0	.0	1		.0	.0	1		.0	.0						
WVOZ-FM	.4	1.5	3	14	.5	1.3	3	14	.3	1.4	2	11	.2	1.1	1	8
WXEW	.1	.2	8		.1	.2	8		.0	.2	4		.0	.1	4	4
WXYX-FM	1.1	4.2	8	84	1.5	4.4	11	84	1.2	4.7	8	79	1.1	5.8	8	72
WZAR-FM	.1	.2	3		.1	.3	1	3	.0	.2	3		.0	.2	3	3
WZNT-FM	.9	3.3	6	45	1.2	3.5	8	45	.8	3.2	5	32	.4	1.9	3	26
TOTAL	27.1	100.0	188	694	34.7	100.0	241	693	24.8	100.0	172	687	19.5	100.0	135	665

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

**MONDAY-FRIDAY**

ADULTS 25-49 19  
POP. 1436 (00)

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-49 20  
POP. 1436 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.6	2.3	9	97												
WAPA	.7	2.6	10	75												
WBRQ-FM	1.5	5.8	22	189												
WCAD-FM	.3	1.0	4	50												
WCRP-FM	.9	3.5	13	82												
WDOY-FM	.1	.4	1	15												
WERR-FM	.0	.1		6												
WFAB	.1	.5	2	10												
WFID-FM	.8	3.2	12	112												
WGSX-FM	.6	2.2	8	72												
WIAC	.2	.9	4	26												
WIAC-FM	.2	.7	3	29												
WIDA	.8	3.2	12	90												
WIOA-FM	.2	.8	3	22												
WKAQ	1.5	5.6	21	246												
WKAQ-FM	2.7	10.2	38	348												
WKVM	.2	.9	3	44												
WLEY	.4	1.4	5	60												
WNEL	.1	.3	1	19												
WORO-FM	.2	.8	3	24												
WPRM-FM	8.1	30.8	116	694												
WQBS	.3	1.0	4	54												
WSAN-FM	.1	.5	2	28												
WSRA-FM	.9	3.3	12	99												
WUNO	.2	.7	3	22												
WVJP	.2	.6	2	15												
WVJP-FM	2.1	8.0	30	215												
WVOZ	.1	.2	1	10												
WVOZ-FM	.3	1.0	4	19												
WXEW	.2	.9	3	39												
WXYX-FM	.7	2.8	11	111												
WZAR-FM	.1	.4	1	7												
WZNT-FM	.7	2.5	9	76												
TOTAL	26.2	100.0	376	1432	33.9	100.0	487	1430	23.6	100.0	338	1400	17.7	100.0	254	1329

HUMACAO REGION 03  
ASESORES INC.  
JAN/FEB/MARCH 1989

MONDAY-FRIDAY

ADULTS 35 + 21  
POP. 1657 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	2.0	5.1	33	132	.9	2.6	15	89	.5	1.6	8	73	.0	.8	1	50
WAPA	2.8	7.0	46	143	2.0	5.9	33	143	2.5	8.7	41	138	.4	6.6	6	41
W8RQ-FM	1.0	2.5	17	97	1.4	4.1	23	98	1.1	3.8	18	115	.1	2.0	2	52
WCAD-FM	.2	.6	4	14	.1	.2	1	11	.1	.4	2	14	.0	.2		9
WCRP-FM	1.8	4.5	30	84	1.9	5.7	32	84	1.3	4.6	22	73	.7	13.1	12	59
WDY-FM	.1	.3	2	9	.1	.3	2	16	.3	1.1	5	14	.1	1.6	1	18
WEER-FM	.2	.5	4	7	.2	.6	4	7	.1	.4	2	13	.3	1.1	5	9
WFAB	.2	.5	4	9	.5	1.3	8	13	.3	1.1	5	30	.1	1.6	1	11
WFIO-FM	.3	.7	4	25	.4	1.1	6	25	.6	2.1	10	23	.1	1.2	1	16
WGSX-FM	.3	.8	5	18	.3	.8	5	11	.8	2.9	14	70	.3	6.4	6	45
WIAC	.8	1.9	13	47	.8	2.3	13	43	.4	1.2	6	32	.2	2.8	3	16
WIAC-FM	1.2	2.9	19	50	.6	1.7	10	50	1.0	3.6	17	64	.5	8.8	8	59
WIDA	1.0	2.4	16	73	1.0	2.9	16	70	.5	1.8	8	25	.0	.4		16
WIOA-FM	.1	.2	1	18	.3	1.0	5	21	1.7	6.1	29	208	.4	6.6	6	107
WKAQ	9.3	23.5	154	481	4.5	13.2	75	317	2.7	9.4	44	190	.7	12.8	11	104
WKAQ-FM	1.9	4.8	32	141	2.3	6.9	39	168	.5	1.9	9	29	.1	2.4	2	21
WKVM	1.8	4.4	29	79	.8	2.3	13	52	.5	1.7	8	20	.0	.8	1	4
WLEY	2.3	5.8	38	82	.3	1.0	5	57	.3	1.0	5	20	.8	21.2	13	206
WNEL	.4	1.0	7	32	.4	1.0	6	29	.3	1.1	5	29	.6	2.0	2	23
WORO-FM	.2	.4	3	23	.6	1.9	11	36	.6	22.4	105	413	.1	2.0	2	9
WPRM-FM	4.8	12.1	80	279	7.4	21.7	123	354	6.3	22.4	105	413	.8	14.2	13	206
WQBS	.6	1.6	11	54	.2	.7	4	43	.6	2.0	10	38	.2	3.2	3	66
WSAN-FM	.1	.3	2	23	.2	.4	3	13	.1	.4	2	11	.1	2.0	2	9
WSRA-FM	.8	2.0	13	75	.8	2.5	14	64	.7	2.5	12	82	.4	1.4	6	14
WUNO	.5	1.4	9	21	.3	.8	4	7	.4	1.4	6	14	.1	1.2	1	11
WVJP	.8	2.0	13	67	.6	1.7	10	52	.3	1.1	5	39	.3	4.8	4	84
WVJP-FM	2.1	5.2	35	152	3.3	9.8	55	163	2.0	7.2	34	157	.1	2.0	2	14
WVOZ	.1	.2	1	18	.5	1.5	9	27	.4	1.2	6	20	.1	2.0	2	5
WVOZ-FM	.1	.2	1	5	.1	.3	2	4	.3	1.1	5	11	.0	.8	1	20
WXEW	.7	1.8	12	73	.6	1.7	10	38	.3	1.0	4	43	.0	.8	1	14
WXYX-FM	.3	.7	5	21	.2	.4	3	23	.5	1.8	9	36	.0	.8	1	5
WZAR-FM					.1	.3	1	5	.2	.6	3	5	.0	.8	1	5
WZNT-FM	.6	1.6	10	38	.2	.7	4	34	.4	1.4	6	30	.0	.8	1	14
TOTAL	39.7	100.0	658	1460	34.1	100.0	565	1326	28.2	100.0	468	1398	5.4	100.0	89	803

HUMACAO REGION 03

ASESORES INC.

JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAYADULTS 35 + 22  
POP. 1657 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.8	3.1	13	156	WKL				.5	2.1	8	123	.2	1.5	4	77
WAPA	1.8	7.0	30	211	2.4	7.0	40	209	1.5	7.0	26	183	1.3	8.3	21	140
WBHQ-FM	.9	3.4	15	147	1.2	3.5	19	143	.8	3.8	14	131	.5	3.4	9	118
WCAD-FM	.1	.4	2	18	.1	.4	2	18	.1	.3	1	18	.1	.3	1	14
WCRP-FM	1.4	5.4	24	113	1.7	5.0	28	113	1.3	5.9	22	98	1.0	6.3	16	79
WDOY-FM	.1	.5	2	18	.2	.5	3	18	.1	.6	2	18	.1	.9	2	14
WERR-FM	.2	.6	3	18	.2	.6	3	14	.1	.7	2	18	.1	.7	2	18
WFAB	.2	.8	3	14	.3	.8	5	14	.2	1.1	4	39	.1	.3	1	13
WFID-FM	.3	1.0	4	41	.3	.9	5	41	.3	1.3	5	25	.2	1.2	3	30
WGSX-FM	.3	1.1	5	32	.4	1.1	6	30	.6	2.9	11	81	.6	3.6	9	73
WIAC	.7	2.6	11	95	.8	2.3	13	91	.4	1.6	6	64	.2	1.5	4	38
WIAC-FM	.5	2.1	9	64	.7	2.0	11	64	.8	3.7	14	86	.7	4.6	12	73
WIDA	.8	3.3	14	91	1.0	2.9	16	91	.3	1.2	4	25	.2	1.5	4	25
WIOA-FM	.2	.9	4	29	.3	.9	5	29	2.2	10.1	37	372	1.0	6.2	16	222
WKAQ	3.8	14.6	63	510	5.1	15.1	85	508	1.8	8.3	31	240	1.6	10.1	26	200
WKAQ-FM	1.9	7.1	31	259	2.3	6.8	38	259	.4	2.0	7	55	.2	1.6	4	30
WKVM	.7	2.8	12	81	1.0	3.0	17	81	.3	1.4	5	68	.3	1.9	5	29
WLEY	.7	2.9	12	98	1.0	2.9	16	97	.2	.9	3	30	.1	.8	2	20
WNEL	.3	1.0	4	43	.3	1.0	6	43	.3	1.5	5	39	.2	1.0	3	29
WORO-FM	.3	1.1	5	43	.4	1.1	6	43	4.7	21.3	78	481	3.2	20.9	54	433
WPRM-FM	4.8	18.2	79	515	6.3	18.5	104	512	.2	1.1	4	54	.3	1.6	4	43
WQBS	.3	1.3	6	59	.5	1.4	8	59	.1	.6	2	21	.1	.7	2	13
WSAN-FM	.1	.5	2	30	.1	.4	2	29	.6	2.5	9	100	.4	2.6	7	86
WSRA-FM	.6	2.4	10	106	.8	2.3	13	106	.2	.9	3	18	.2	1.1	3	14
WUNO	.3	1.1	5	32	.4	1.1	6	32	.3	1.4	5	54	.2	1.1	3	41
WVJP	.4	1.6	7	55	.6	1.6	9	55	1.9	8.4	31	204	1.1	6.8	17	161
WVJP-FM	1.9	7.4	32	234	2.6	7.5	42	231	.3	1.5	5	27	.2	1.4	4	20
WVOZ	.3	1.0	4	27	.3	1.0	6	27	.1	.6	2	11	.1	.8	2	11
WXEW	.1	.4	2	11	.2	.5	3	11	.3	1.4	5	61	.1	.9	2	48
WXYX-FM	.4	1.5	7	88	.5	1.6	9	86	.2	1.0	4	43	.3	1.6	4	36
WZAR-FM	.2	.9	4	47	.3	.9	5	47	.1	.4	2	5	.1	.6	2	5
WZNT-FM	.1	.3	1	7	.1	.2	1	7	.2	.9	3	45	.2	1.3	3	30
TOTAL	26.1	100.0	432	1650	34.0	100.0	564	1650	22.2	100.0	367	1560	15.5	100.0	257	1428

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35-49 23  
POP. 742 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID.			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	2.4	6.6	17	64	1.3	3.8	10	44	.6	2.0	4	37	.0	.8	23	WKL
WAPA	1.8	5.0	13	44	1.2	3.6	9	28	1.2	4.0	9	32	.3	6.2	2	14
WBRQ-FM	1.0	2.9	8	61	2.2	6.4	16	62	1.7	5.7	13	76	.2	3.5	1	30
WCAO-FM	.4	1.2	3	10	.1	.3	1	7	.2	.6	1	10	.0	.4	7	
WCRP-FM	1.7	4.7	12	37	1.3	3.8	10	33	.9	2.9	6	23	.2	5.1	2	17
WDOY-FM	.1	.4	1	6	.1	.4	1	8	3	1.0	2	7	.1	1.6	1	6
WERR-FM									.2	.6	1	3				
WFAB	.3	.8	2	3	.6	1.8	4	6	.1	.4	1	7				
WFID-FM	.4	1.2	3	17	.5	1.4	4	14	.4	1.5	3	18	.1	2.3	1	11
WGXS-FM	.3	.9	2	10	.5	1.4	4	7	1.0	3.3	7	17	.2	3.9	1	10
WIAC	.5	1.4	4	12	.3	.9	2	10	.5	1.7	4	17				
WIAC-FM	.2	.7	2	11	.1	.3	1	12	.1	.5	1	14				
WIDA	1.6	4.5	12	41	1.2	3.5	9	39	.8	2.7	6	35	.6	12.8	5	30
WIOA-FM	.1	.4	1	10	.6	1.6	4	12	.9	3.0	7	15	.0	.8	8	
WKAQ	5.2	14.7	39	158	1.7	5.0	13	99	.4	1.5	3	51	.2	3.9	1	32
WKAQ-FM	2.0	5.6	15	68	3.0	8.9	23	93	3.8	12.6	28	113	1.0	21.6	8	62
WKVM	.9	2.4	6	26	.2	.6	2	15	.1	.4	1	6				
WLEY	1.6	4.5	12	32	.2	.5	1	11	.2	.6	1	4	.1	1.6	1	6
WNEL	.2	.6	2	10	.1	.3	1	6	.1	.5	1	4				
WORO-FM	.3	.9	2	12	.7	2.0	5	15	.3	1.1	2	11	.1	1.6	1	6
WPRM-FM	7.4	21.0	55	164	9.2	27.2	69	200	8.4	28.0	62	238	.7	15.4	5	117
WQBS	.3	1.0	3	30	.4	1.0	3	23	.6	2.1	5	21				
WSAN-FM	.1	.4	1	11	.3	.8	2	8	.2	.6	1	8	.1	3.1	1	6
WSRA-FM	.9	2.6	7	40	1.2	3.6	9	32	.7	2.2	5	41	.2	4.3	2	30
WUNO	.4	1.1	3	11	.4	1.3	3	6	.7	2.3	5	11				
WVJP	.4	1.2	3	10	.3	1.0	2	8	.3	.9	2	10				
WVJP-FM	2.4	6.8	18	80	4.0	11.9	30	91	2.7	9.2	20	87	.2	5.1	2	47
WVOZ	.0	.1	7		.3	.9	2	8	.1	.3	1	6				
WVOZ-FM	.1	.4	1	4	.2	.5	1	3	.2	.8	2	6				
WXEW	.4	1.1	3	23	.8	2.4	6	18	.5	1.6	3	22				
WXYX-FM	.4	1.2	3	12	.2	.7	2	10	.8	2.5	6	21	.1	1.6	1	10
WZAR-FM			1		.1	.4	1	4	.3	.9	2	4	.1	1.6	1	4
WZNT-FM	.9	2.6	7	25	.4	1.2	3	26	.5	1.7	4	21	.0	.8	8	
TOTAL	35.5	100.0	263	647	33.9	100.0	252	597	29.9	100.0	222	651	4.8	100.0	36	383

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-49 24  
POP. 742 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.0	4.1	8	73	1.4	4.2	10	73	.6	2.9	5	59	.3	1.8	2	40
WAPA	1.1	4.3	8	54	1.4	4.2	10	53	.9	4.0	7	39	.7	4.4	5	33
WBRQ-FM	1.3	5.0	9	93	1.7	5.0	12	91	1.3	5.9	10	83	.8	5.3	6	77
WCAD-FM	.2	.7	1	12	.2	.7	2	12	.1	.4	1	12	.1	.6	1	10
WCRP-FM	1.0	3.9	7	47	1.3	3.8	9	47	.8	3.6	6	39	.5	3.2	4	26
WDQY-FM	.1	.6	1	10	.2	.6	1	10	.1	.6	1	10	.1	.9	1	7
WERR-FM	.1	.2			.1	.2			.1	.4	1	6	.1	.8	1	6
WFAB	.3	1.0	2	7	.4	1.1	3	7	.2	1.1	2	7	.1	.3		
WFID-FM	.3	1.3	2	23	.5	1.4	3	23	.3	1.3	2	22	.2	1.2	1	18
WGXS-FM	.5	1.8	3	21	.6	1.7	4	19	.5	2.2	4	18	.5	3.1	4	18
WIAC	.4	1.5	3	19	.4	1.3	3	19	.3	1.5	2	17	.3	2.1	2	17
WIAC-FM	.1	.4	1	17	.2	.5	1	17	.1	.3	1	17	.1	.4		
WIDA	1.0	4.1	8	47	1.2	3.6	9	47	.9	3.9	7	43	.7	4.4	5	39
WIOA-FM	.4	1.6	3	18	.5	1.6	4	18	.5	2.1	3	15	.4	2.6	3	15
WKAQ	1.8	7.0	13	164	2.4	7.2	18	163	.8	3.6	6	115	.3	1.9	2	59
WKAQ-FM	2.4	9.5	18	141	2.9	8.9	22	141	2.5	11.3	19	133	2.3	14.1	17	120
WKVM	.3	1.1	2	26	.4	1.2	3	26	.1	.5	1	18	.1	.4		
WLEY	.5	1.9	3	37	.6	1.9	5	37	.1	.7	1	18	.1	.8	1	8
WNEL	.1	.4	1	14	.2	.5	1	14	.1	.4	1	7	.1	.4		
WORO-FM	.4	1.4	3	18	.5	1.4	3	18	.4	1.6	3	15	.2	1.2	1	11
WPRM-FM	6.3	24.8	47	294	8.4	25.4	62	292	6.0	26.6	44	271	4.1	25.9	31	243
WQBS	.3	1.2	2	32	.4	1.3	3	32	.3	1.4	2	29	.3	1.7	2	25
WSAN-FM	.2	.7	1	15	.2	.6	1	15	.2	.9	1	14	.2	1.0	1	8
WSRA-FM	.8	3.0	6	54	1.0	2.9	7	54	.7	3.1	5	50	.4	2.5	3	44
WUNO	.4	1.4	3	19	.5	1.5	4	19	.4	1.6	3	14	.3	1.9	2	11
WVJP	.3	1.0	2	10	.4	1.1	3	10	.2	.9	1	10	.1	.8	1	10
WVJP-FM	2.3	9.2	17	129	3.1	9.5	23	126	2.3	10.3	17	116	1.4	8.5	10	90
WVOZ	.1	.5	1	8	.2	.5	1	8	.1	.6	1	8	.0	.3		
WVOZ-FM	.1	.5	1	6	.2	.6	1	6	.1	.6	1	6	.1	.6	1	6
WXEW	.4	1.6	3	30	.6	1.7	4	30	.4	1.9	3	28	.2	1.3	2	23
WXYX-FM	.3	1.4	3	28	.4	1.3	3	28	.3	1.4	2	25	.4	2.4	3	21
WZAR-FM	.1	.5	1	4	.1	.4	1	4	.2	.7	1	4	.2	1.0	1	4
WZNT-FM	.4	1.7	3	32	.6	1.8	4	32	.3	1.3	2	32	.2	1.6	2	21
TOTAL	25.3	100.0	188	738	33.2	100.0	246	738	22.4	100.0	166	713	16.0	100.0	118	665

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35-64 25  
POP. 1280 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	2.0	5.1	26	103	.9	2.6	12	69	.5	1.6	6	57	.0	.8	1	39
WAPA	2.8	7.0	36	111	2.0	5.9	26	111	2.5	8.8	32	107	.4	6.6	5	32
WBHQ-FM	1.0	2.5	13	75	1.4	4.1	18	76	1.1	3.8	14	89	.1	2.0	1	40
WCAC-FM	.2	.6	3	11	.1	.2	1	8	.1	.4	1	11	.0	.2	7	
WCRP-FM	1.8	4.5	23	65	1.9	5.7	25	65	1.3	4.7	17	57	.7	13.1	9	46
WDY-FM	.1	.3	2	7	.1	.3	1	12	.3	1.1	4	11	.1	1.6	1	14
WEER-FM	.2	.5	3	6	.2	.6	3	6	.1	.5	2	8	.1	1.6	1	7
WFAB	.2	.5	3	7	.5	1.3	6	10	.3	1.1	4	24	.1	1.6	1	8
WFID-FM	.3	.7	3	19	.4	1.1	5	19	.6	2.0	7	17	.1	1.2	1	11
WGSH-FM	.3	.7	4	12	.3	.8	4	7	.8	3.0	11	54	.3	6.4	4	35
WIAC	.8	1.9	10	36	.8	2.3	10	33	.4	1.2	5	25	.2	2.8	2	12
WIAC-FM	1.2	2.9	15	39	.6	1.7	7	39	1.0	3.6	13	50	.5	8.8	6	46
WIDA	1.0	2.4	12	57	1.0	2.9	13	54	.5	1.8	7	19	.0	.4	12	
WIOA-FM	.1	.2	1	14	.3	1.0	4	17	1.7	6.1	22	161	.4	6.6	5	83
WKAQ	9.3	23.5	120	373	4.5	13.2	58	245	2.7	9.5	34	147	.7	12.8	9	80
WKAQ-FM	1.9	4.8	25	108	2.4	6.9	30	129	.5	1.9	7	22	.1	2.4	2	17
WKVM	1.8	4.4	23	61	.8	2.3	10	40	.5	1.7	6	15	.0	.4	3	
WLEY	2.3	5.8	30	64	.3	1.0	4	44	.3	1.0	4	15	.3	1.2	1	11
WNEL	.4	1.0	5	25	.4	1.0	5	22	.3	1.1	4	22	.8	14.2	10	158
WORO-FM	.2	.4	2	18	.6	1.9	8	28	.6	2.0	7	29	.1	2.0	1	18
WPRM-FM	4.8	12.2	62	215	7.4	21.7	95	273	6.3	22.2	80	317	.2	3.2	2	51
WBBS	.6	1.6	8	42	.2	.7	3	33	.1	.4	1	8	.2	3.2	2	51
WSAN-FM	.1	.3	1	18	.2	.4	2	10	.7	2.5	9	64	.1	2.0	1	7
WSRA-FM	.8	2.0	10	58	.8	2.5	11	50	.4	1.4	5	11	.3	4.8	3	65
WUNO	.5	1.4	7	17	.3	.8	3	6	.3	1.1	4	30	.1	1.2	1	8
WVJP	.8	2.0	10	36	.6	1.7	7	40	2.0	7.3	26	122	.3	4.8	3	65
WVJP-FM	2.1	5.3	27	118	3.3	9.8	43	126	.4	1.2	5	15	.1	2.0	1	11
WVOZ	.1	.2	1	14	.5	1.5	7	21	.3	1.1	4	8	.1	2.0	1	4
WVOZ-FM	.1	.2	1	4	.1	.3	1	3	.3	1.0	3	33	.0	.8	1	15
WXEW	.7	1.8	9	57	.6	1.7	7	29	.5	1.8	7	28	.0	.8	1	11
WXYX-FM	.3	.7	4	17	.2	.4	2	18	.2	.6	2	4	.0	.8	1	4
WZAR-FM					.1	.3	1	4	.4	1.4	5	24	.0	.8	1	11
WZNT-FM	.6	1.6	8	29	.2	.7	3	26								
TOTAL	39.8	100.0	509	1129	34.2	100.0	437	1025	28.2	100.0	361	1079	5.4	100.0	69	621

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-64 26  
POP. 1280 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.8	3.1	10	121	1.1	3.3	14	121	.5	2.1	6	96	.2	1.5	3	60
WAPA	1.8	7.0	23	163	2.4	7.0	31	162	1.5	7.0	20	141	1.3	8.4	17	108
WBHQ-FM	.9	3.4	11	114	1.2	3.5	15	111	.8	3.8	11	101	.5	3.4	7	91
WCAD-FM	.1	.4	1	14	.1	.4	2	14	.1	.3	1	14	.1	.3	1	11
WCRP-FM	1.4	5.4	18	87	1.7	5.0	22	87	1.3	5.9	17	76	1.0	6.3	12	61
WDQY-FM	.1	.5	2	14	.2	.5	2	14	.1	.6	2	14	.1	.9	2	11
WEER-FM	.2	.6	2	14	.2	.6	2	11	.1	.7	2	14	.1	.7	1	14
WFAB	.2	.8	3	11	.3	.8	4	11	.2	.9	3	11	.1	.3	1	10
WFID-FM	.3	1.0	3	32	.3	.9	4	32	.2	1.1	3	30	.2	1.2	2	24
WGXS-FM	.3	1.1	4	24	.4	1.1	5	22	.3	1.3	4	18	.6	3.6	7	57
WIAC	.7	2.6	9	73	.8	2.3	10	71	.6	2.9	8	62	.2	1.5	3	29
WIAC-FM	.5	2.1	7	50	.7	2.0	9	50	.4	1.6	5	50	.7	4.6	9	57
WIDA	.9	3.3	11	71	1.0	2.9	13	71	.8	3.7	10	66	.2	1.5	3	19
WIOA-FM	.2	.9	3	22	.3	.9	4	22	.3	1.2	3	19	1.0	6.2	12	172
WKAQ	3.8	14.6	49	395	5.1	15.1	66	393	2.2	10.1	29	288	1.6	10.1	20	155
WKAQ-FM	1.9	7.1	24	199	2.3	6.8	30	199	1.8	8.3	24	184	.2	1.6	3	24
WKVM	.7	2.8	9	62	1.0	3.0	13	62	.4	2.0	6	43	.3	1.9	4	22
WLEY	.7	2.9	10	76	1.0	2.9	13	75	.3	1.4	4	53	.1	.8	2	15
WNEL	.3	1.0	3	33	.3	1.0	4	33	.2	.9	3	24	.2	1.0	2	22
WORO-FM	.3	1.1	4	33	.4	1.1	5	33	.3	1.5	4	30	.3	20.7	41	332
WPRM-FM	4.7	18.2	61	396	6.3	18.4	80	393	4.7	21.3	60	370	.3	1.6	3	33
WQBS	.3	1.3	4	46	.5	1.4	6	46	.2	1.1	3	42	.1	.7	1	10
WSAN-FM	.1	.5	2	24	.1	.4	2	22	.1	.6	2	17	.4	2.6	5	66
WSRA-FM	.6	2.4	8	82	.8	2.3	10	82	.6	2.6	7	78	.2	1.1	2	32
WUNO	.3	1.1	4	25	.4	1.1	5	25	.2	.9	3	14	.1	.6	3	15
WVJP	.4	1.6	5	43	.6	1.6	7	43	.3	1.4	4	42	.2	1.1	2	11
WVJP-FM	1.9	7.4	25	181	2.6	7.5	33	179	1.9	8.5	24	158	1.1	6.8	14	125
WVOZ	.3	1.0	3	21	.3	1.0	4	21	.3	1.5	4	21	.2	1.4	3	15
WVOZ-FM	.1	.4	1	8	.2	.5	2	8	.1	.6	2	8	.1	.9	2	8
WXEW	.4	1.5	5	68	.5	1.6	7	66	.3	1.4	4	47	.1	.9	2	37
WXYX-FM	.2	.9	3	36	.3	.9	4	36	.2	1.0	3	33	.3	1.6	3	28
WZAR-FM	.1	.3	1	6	.1	.2	1	6	.1	.4	1	4	.1	.6	1	4
WZNT-FM	.3	1.2	4	36	.4	1.2	5	36	.2	.9	3	35	.2	1.3	3	24
TOTAL	26.1	100.0	334	1274	34.1	100.0	436	1274	22.2	100.0	284	1205	15.5	100.0	199	1103

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18 +  
POP. 1395 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.8	2.3	12	72												
WAPA	1.6	4.4	22	85												
WBRQ-FM	.8	2.3	11	63												
WCAD-FM	1.2	3.3	17	86												
WCRP-FM	1.3	3.6	18	41												
WDY-FM				5												
WERR-FM	.2	.6	3	6												
WFAB	.1	.2	1	8												
WFID-FM	.7	1.9	9	70												
WGSM-FM	1.1	3.0	15	121												
WIAC	.8	2.2	11	42												
WIAC-FM	.5	1.5	7	27												
WIDA	.4	1.1	5	27												
WIOA-FM	.1	.3	2	9												
WKAQ	6.4	17.9	89	271												
WKAQ-FM	2.3	6.3	32	199												
WKVM	.6	1.7	8	33												
WLEY	1.5	4.1	21	45												
WNEL	.2	.6	3	19												
WORO-FM	.2	.4	2	19												
WPRM-FM	8.0	22.5	112	412												
WQBS	.3	.9	5	27												
WSAN-FM	.2	.5	3	28												
WSRA-FM	.6	1.6	8	44												
WUNO	.3	.8	4	9												
WVJP	.6	1.6	8	30												
WVJP-FM	1.3	3.8	19	91												
WVOZ	.1	.2	1	6												
WVOZ-FM	.4	1.1	5	19												
WXEW	.2	.5	3	31												
WXYX-FM	1.6	4.5	22	136												
WZAR-FM	.1	.3	2	6												
WZNT-FM	1.1	3.1	15	58												
TOTAL	35.7	100.0	498	1223	32.2	100.0	449	1105	36.3	100.0	507	1268	7.5	100.0	105	833

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18 + 28  
POP. 1395 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.4	1.3	5	89	.5	1.4	7	89	.2	.9	3	78	.2	.8	2	52
WAPA	1.1	4.2	16	125	1.5	4.4	21	121	1.0	4.1	14	106	.9	4.6	13	88
WBRQ-FM	.7	2.6	10	111	1.0	2.8	13	111	.7	2.8	10	108	.6	3.0	8	102
WCAD-FM	1.0	3.5	13	132	1.1	3.3	16	132	.9	3.6	12	130	1.0	4.7	13	125
WCRP-FM	.9	3.4	13	61	1.1	3.1	15	56	.8	3.3	11	58	.7	3.6	10	50
WDOY-FM	.1	.5	2	23	.2	.5	2	22	.2	.7	2	23	.2	.9	3	20
WERR-FM	.1	.5	2	9	.2	.5	2	9	.1	.4	1	6	.0	.2	1	6
WFAB	.1	.3	1	8	.1	.4	2	8	.1	.4	1	8	.0	.1	1	5
WFID-FM	.7	2.6	10	103	.8	2.4	12	99	.7	3.0	10	102	.6	3.1	9	88
WGSX-FM	1.2	4.5	17	178	1.4	4.0	19	177	1.3	5.1	18	164	1.4	6.7	19	152
WIAC	.6	2.1	8	70	.7	1.9	9	67	.5	2.1	7	59	.5	2.2	6	52
WIAC-FM	.3	1.2	5	36	.4	1.2	6	36	.3	1.1	4	34	.3	1.5	4	23
WIDA	.4	1.5	6	45	.5	1.4	7	42	.4	1.7	6	45	.4	2.0	6	39
WIOA-FM	.1	.5	2	9	.2	.5	3	9	.2	.6	2	9	.1	.6	2	9
WKAQ	2.8	10.2	39	290	3.7	10.8	52	290	1.7	7.0	24	207	.8	4.0	11	138
WKAQ-FM	2.6	9.5	36	333	3.2	9.1	44	333	2.7	10.9	37	318	2.4	11.7	33	285
WKVM	.4	1.3	5	41	.5	1.4	7	39	.3	1.2	4	36	.1	.7	2	19
WLEY	.5	1.7	6	61	.6	1.7	8	61	.2	.7	2	39	.1	.7	2	17
WNEL	.1	.5	2	23	.2	.5	3	23	.1	.5	2	19	.1	.4	1	16
WORO-FM	.2	.6	2	30	.2	.6	3	30	.2	.6	2	23	.0	.1	1	14
WPRM-FM	7.2	26.5	100	642	9.2	26.8	129	639	6.9	28.2	97	612	5.6	27.4	78	565
WQBS	.2	.6	2	30	.2	.7	3	30	.1	.5	2	27	.2	.9	3	25
WSAN-FM	.1	.5	2	31	.2	.4	2	30	.1	.5	2	16	.1	.6	2	8
WSRA-FM	.6	2.1	8	64	.7	2.1	10	64	.6	2.3	8	58	.4	2.0	6	53
WUNO	.1	.3	1	9	.1	.3	2	9	.0	.1	3	3				
WVJP	.3	1.3	5	36	.5	1.4	7	36	.3	1.1	4	36	.1	.7	2	23
WVJP-FM	1.3	4.6	17	141	1.7	4.9	24	141	1.2	5.0	17	130	.9	4.6	13	113
WVOZ	.1	.4	1	13	.1	.4	2	13	.1	.5	2	13	.1	.4	1	9
WVOZ-FM	.4	1.4	5	28	.4	1.2	6	28	.4	1.5	5	28	.3	1.6	5	25
WXEW	.1	.5	2	39	.2	.4	2	38	.1	.5	2	28	.1	.5	1	25
WXYX-FM	1.6	5.8	22	210	2.1	6.1	29	210	1.6	6.4	22	193	1.2	6.1	17	168
WZAR-FM	.1	.5	2	14	.2	.5	2	14	.1	.5	2	14	.1	.7	2	14
WZNT-FM	.6	2.2	8	75	.8	2.3	11	75	.5	1.8	6	63	.4	2.2	6	50
TOTAL	27.0	100.0	377	1393	34.6	100.0	482	1393	24.6	100.0	343	1354	20.3	100.0	283	1290

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18-34  
POP. 609 (00) 29

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.6	1.9	4	18												
WAPA	.6	2.0	4	16												
WBRQ-FM	.9	3.1	6	24												
WCAD-FM	1.8	5.9	11	63												
WCRP-FM	.4	1.2	2	5												
WDOY-FM																
WERR-FM																
WFAB	.1	.2	3	3												
WFID-FM	1.0	3.2	6	46												
WGSX-FM	1.8	5.7	11	95												
WIAC	.2	.7	1	5												
WIAC-FM	.1	.4	1	5												
WIDA																
WIOA-FM	.1	.2	3	3												
WKAQ	1.6	5.3	10	43												
WKAQ-FM	3.0	9.7	18	131												
WKVM	.1	.4	1	7												
WLEY	.6	1.8	3	7												
WNEL	.1	.4	1	3												
WORO-FM	.2	.5	1	7												
WPRM-FM	9.8	32.1	60	247												
WQBS	.5	1.7	3	8												
WSAN-FM	.2	.5	1	7												
WSRA-FM	.5	1.6	3	14												
WUNO																
WVJP	.1	.2	4	4												
WVJP-FM	1.0	3.4	6	27												
WVOZ																
WVOZ-FM	.7	2.3	4	14												
WXEW	.1	.4	1	5												
WXYX-FM	2.9	9.3	17	105												
WZAR-FM	.2	.7	1	4												
WZNT-FM	1.3	4.4	8	34												
TOTAL	30.6	100.0	186	516	32.1	100.0	196	486	40.9	100.0	249	576	9.6	100.0	58	409

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-34 30  
POP. 609 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.7	1	18												
WAPA	.2	.9	1	18												
WBRQ-FM	.7	2.6	4	47												
WCAD-FM	1.6	6.0	10	101												
WCRP-FM	.4	1.5	3	14												
WDOY-FM	.1	.2		12												
WERR-FM				3												
WFAB	.1	.3		3												
WFID-FM	1.1	4.2	7	71												
WGXS-FM	2.1	7.6	13	139												
WIAC	.1	.4	1	7												
WIAC-FM	.2	.8	1	8												
WIDA	.1	.5	1	12												
WIOA-FM	.0	.0		3												
WKAQ	.6	2.3	4	46												
WKAQ-FM	3.6	13.2	22	210												
WKVM	.1	.3		13												
WLEY	.2	.8	1	14												
WNEL	.0	.1		3												
WORO-FM	.1	.2		7												
WPRM-FM	9.4	34.3	57	369												
WQBS	.1	.4	1	9												
WSAN-FM	.0	.1		7												
WSRA-FM	.6	2.1	4	22												
WUNO																
WVJP	.1	.3		5												
WVJP-FM	.9	3.2	5	46												
WVOZ	.0	.2		3												
WVOZ-FM	.7	2.5	4	21												
WXEW	.1	.2		8												
WXYX-FM	2.8	10.1	17	157												
WZAR-FM	.1	.4	1	8												
WZNT-FM	.8	3.1	5	46												
TOTAL	27.5	100.0	167	609	34.3	100.0	209	609	26.6	100.0	162	604	23.5	100.0	143	582

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MEN 18-49 31  
POP. 959 (00)

STATION	6 A.M - 10 A.M				MONDAY-FRIDAY				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.8	2.5	8	46												
WAPA	.6	2.0	6	31												
WBRQ-FM	.8	2.4	7	48												
WCAD-FM	1.5	4.6	14	74												
WCRP-FM	.9	2.9	9	21												
WDOY-FM				4												
WERR-FM				3												
WFAB	.0	.1		3												
WFID-FM	.8	2.6	8	59												
WGSX-FM	1.3	4.1	13	103												
WIAC	.5	1.6	5	17												
WIAC-FM	.1	.4	1	11												
WIDA	.5	1.4	4	19												
WIOA-FM	.1	.4	1	5												
WKAQ	2.9	8.9	28	123												
WKAQ-FM	2.5	7.6	24	161												
WKVM	.3	1.0	3	13												
WLEY	1.1	3.4	11	27												
WNEL	.1	.4	1	9												
WORO-FM	.2	.6	2	13												
WPRM-FM	9.7	29.7	93	332												
WQBS	.4	1.3	4	20												
WSAN-FM	.2	.6	2	17												
WSRA-FM	.7	2.0	6	29												
WUNO	.1	.4	1	5												
WVJP	.4	1.1	4	13												
WVJP-FM	1.6	4.8	15	67												
WVOZ	.0	.1		1												
WVOZ-FM	.5	1.5	5	16												
WXEW	.1	.3	1	16												
WXYX-FM	1.9	6.0	19	115												
WZAR-FM	.1	.4	1	5												
WZNT-FM	1.4	4.2	13	50												
TOTAL	32.5	100.0	312	833	30.9	100.0	297	761	38.4	100.0	368	896	7.6	100.0	73	592

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-49 32  
POP. 959 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.3	1.3	3	55												
WAPA	.5	1.9	5	40												
WBHQ-FM	.8	3.1	8	87												
WCAD-FM	1.2	4.5	11	113												
WCRP-FM	.6	2.4	6	35												
WDQY-FM	.1	.5	1	17												
WEER-FM				3												
WFAB	.0	.2		3												
WFID-FM	.9	3.4	9	87												
WGDX-FM	1.5	5.7	14	153												
WIAC	.3	1.3	3	24												
WIAC-FM	.2	.6	2	16												
WIDA	.3	1.2	3	29												
WIOA-FM	.2	.7	2	5												
WKAQ	1.2	4.5	11	129												
WKAQ-FM	3.0	11.2	29	271												
WKVM	.1	.4	1	20												
WLEY	.3	1.3	3	38												
WNEL	.1	.2		11												
WORO-FM	.1	.5	1	19												
WPRM-FM	8.4	31.6	80	510												
WQBS	.2	.6	1	21												
WSAN-FM	.2	.6	2	19												
WSRA-FM	.6	2.4	6	43												
WUNO	.1	.2	1	5												
WVJP	.2	.9	2	15												
WVJP-FM	1.4	5.3	13	106												
WVOZ	.0	.1		4												
WVOZ-FM	.5	1.8	5	24												
WXEW	.1	.4	1	19												
WXYX-FM	2.0	7.4	19	178												
WZAR-FM	.2	.6	2	12												
WZNT-FM	.7	2.8	7	64												
TOTAL	26.5	100.0	254	959	33.7	100.0	323	959	24.7	100.0	237	946	21.3	100.0	204	909

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 25 + 33  
POP. 1110 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.1	2.9	12	71												
WAPA	2.1	5.3	23	86												
WBRQ-FM	1.0	2.6	11	64												
WCAD-FM	.6	1.6	7	32												
WCRP-FM	1.7	4.2	18	40												
WDOY-FM																
WERR-FM	.3	.8	3	3												
WFAB	.1	.2	1	7												
WFID-FM	.6	1.5	6	51												
WGSX-FM	.4	1.1	5	29												
WIAC	1.1	2.8	12	45												
WIAC-FM	.7	1.8	8	29												
WIDA	.5	1.4	6	27												
WIOA-FM	.2	.4	2	10												
WKAQ	8.5	21.6	94	288												
WKAQ-FM	2.1	5.3	23	106												
WKVM	.8	2.1	9	35												
WLEY	2.0	5.0	22	47												
WNEL	.3	.7	3	20												
WORO-FM	.1	.3	1	17												
WPRM-FM	7.7	19.7	86	293												
WQBS	.5	1.2	5	29												
WSAN-FM	.2	.6	3	27												
WSRA-FM	.8	1.9	8	45												
WUNO	.4	1.0	4	10												
WVJP	.8	2.0	9	32												
WVJP-FM	1.7	4.4	19	93												
WVOZ	.1	.3	1	7												
WVOZ-FM	.5	1.2	5	13												
WXEW	.2	.6	3	34												
WXYX-FM	.6	1.6	7	40												
WZAR-FM	.1	.3	1	3												
WZNT-FM	1.2	2.9	13	47												
TOTAL	39.2	100.0	436	1014	31.5	100.0	350	873	33.7	100.0	374	989	5.9	100.0	65	615

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25 + 34  
POP. 1110 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.4	1.6	5	89												
WAPA	1.5	5.7	17	130												
WBRQ-FM	.8	2.9	9	101												
WCAD-FM	.4	1.4	4	45												
WCRP-FM	1.1	4.1	12	54												
WDQY-FM	.1	.5	2	10												
WERR-FM	.2	.7	2	7												
WFAB	.1	.3	1	7												
WFID-FM	.6	2.3	7	77												
WGSX-FM	.5	1.9	6	45												
WIAC	.8	3.0	9	76												
WIAC-FM	.4	1.7	5	39												
WIDA	.5	2.0	6	44												
WIOA-FM	.2	.7	2	10												
WKAQ	3.7	13.9	41	305												
WKAQ-FM	1.8	6.6	20	175												
WKVM	.5	1.8	5	44												
WLEY	.6	2.3	7	64												
WNEL	.2	.7	2	25												
WORO-FM	.2	.7	2	29												
WPRM-FM	6.6	24.9	73	456												
WQBS	.2	.8	3	30												
WSAN-FM	.2	.7	2	30												
WSRA-FM	.6	2.3	7	57												
WUNO	.1	.4	1	10												
WVJP	.5	1.7	5	39												
WVJP-FM	1.6	5.9	17	138												
WVOZ	.1	.4	1	10												
WVOZ-FM	.3	1.2	4	17												
WXEW	.2	.7	2	42												
WXYX-FM	.7	2.6	8	79												
WZAR-FM	.2	.6	2	8												
WZNT-FM	.6	2.3	7	56												
TOTAL	26.6	100.0	295	1108	34.6	100.0	384	1108	23.0	100.0	255	1070	18.2	100.0	202	1011

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 25-49 35  
POP. 674 (00)

STATION

6 A.M. - 10 A.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)

WALO	1.2	3.4	8	42
WAPA	.9	2.6	6	28
WBHQ-FM	1.0	2.9	7	47
WCAD-FM	.9	2.4	6	26
WCRP-FM	1.3	3.6	9	19
WDY-FM				1
WEER-FM				
WFAB				1
WFID-FM	.8	2.2	5	40
WGSK-FM	.6	1.6	4	24
WIAC	.8	2.2	5	18
WIAC-FM	.2	.5	1	11
WIDA	.7	1.9	5	18
WIOA-FM	.2	.6	1	6
WKAQ	4.1	11.4	28	125
WKAQ-FM	2.3	6.5	16	78
WKVM	.5	1.3	3	14
WLEY	1.6	4.5	11	26
WNEL	.2	.6	1	10
WORO-FM	.2	.5	1	11
WPRM-FM	10.0	28.1	68	221
WQBS	.6	1.7	4	21
WSAN-FM	.3	.7	2	15
WSRA-FM	1.0	2.7	7	29
WUNO	.2	.6	1	6
WVJP	.5	1.5	4	14
WVJP-FM	2.2	6.0	15	65
WVOZ	.1	.1	1	1
WVOZ-FM	.6	1.7	4	11
WXEW	.1	.4	1	17
WXYX-FM	.8	2.2	5	32
WZAR-FM	.2	.4	1	3
WZNT-FM	1.6	4.4	11	39
TOTAL	35.8	100.0	241	617

10 A.M. - 3 P.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)

WALO	.4	1.4	3	31
WAPA	.8	2.6	5	21
WBHQ-FM	1.4	4.6	9	52
WCAD-FM	.2	.6	1	22
WCRP-FM	.7	2.2	4	18
WDY-FM	.2	.6	1	4
WEER-FM				
WFAB				1
WFID-FM	1.2	4.0	8	42
WGSK-FM	.7	2.4	5	18
WIAC	.4	1.2	2	13
WIAC-FM	.1	.4	1	8
WIDA	.5	1.8	4	22
WIOA-FM	.4	1.4	3	6
WKAQ	2.0	7.0	14	71
WKAQ-FM	2.3	7.9	16	79
WKVM	.1	.3	1	15
WLEY	.3	1.1	2	15
WNEL	.0	.1	6	6
WORO-FM	.4	1.2	2	13
WPRM-FM	10.1	34.3	68	231
WQBS	.4	1.1	3	17
WSAN-FM	.2	.6	1	6
WSRA-FM	.8	2.2	5	25
WUNO	.5	1.3	3	14
WVJP	.1	.2	1	4
WVJP-FM	2.8	9.6	19	63
WVOZ	.6	2.0	4	13
WVOZ-FM	.2	.7	1	7
WXEW	.6	2.0	4	13
WXYX-FM	.2	.7	1	7
WZAR-FM	.6	2.0	4	22
WZNT-FM	.2	.7	1	6
TOTAL	29.4	100.0	198	529

3 P.M. - 7 P.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)

WALO	.2	.5	1	31
WAPA	1.2	3.5	8	19
WBHQ-FM	1.6	4.4	11	70
WCAD-FM	.9	2.6	6	31
WCRP-FM	.9	2.6	6	19
WDY-FM	.3	1.0	2	6
WEER-FM				
WFAB				1
WFID-FM	1.1	3.2	8	45
WGSK-FM	1.2	3.5	8	31
WIAC	.7	1.9	5	21
WIAC-FM	.8	2.3	6	13
WIDA	.6	1.7	4	22
WIOA-FM	.4	1.2	3	6
WKAQ	.9	2.6	6	47
WKAQ-FM	3.0	8.3	20	95
WKVM	.1	.3	1	8
WLEY	.1	.3	1	6
WNEL	.1	.2	1	4
WORO-FM	12.1	33.9	81	283
WPRM-FM	.4	1.1	3	17
WQBS	.2	.6	1	6
WSAN-FM	.2	.6	1	6
WSRA-FM	.8	2.2	5	25
WUNO	.5	1.3	3	14
WVJP	2.6	7.4	18	75
WVJP-FM	.5	1.3	3	14
WVOZ	.3	.9	2	8
WVOZ-FM	.2	.7	2	15
WXEW	2.4	6.7	16	58
WXYX-FM	.4	1.2	3	7
WZAR-FM	1.0	2.9	7	26
WZNT-FM	.1	1.5	1	1
TOTAL	35.7	100.0	240	621

7 P.M. - 12 MID

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)

WALO	.0	.8	15	
WAPA	.1	2.3	1	10
WBHQ-FM	.1	1.1	19	
WCAD-FM	.2	3.4	1	17
WCRP-FM	.2	4.5	2	14
WDY-FM				1
WEER-FM				
WFAB				1
WFID-FM	.2	4.5	2	28
WGSK-FM	.4	6.4	2	17
WIAC	.3	5.3	2	13
WIAC-FM				
WIDA	.0	.8	19	
WIOA-FM	.0	.8	6	6
WKAQ	.8	15.3	6	54
WKAQ-FM				
WKVM	.1	1.5	1	1
WLEY	.1	2.3	1	10
WNEL	.1	1.5	1	13
WORO-FM	.1	2.3	1	1
WPRM-FM	.1	30.1	11	162
WQBS	.2	3.0	1	3
WSAN-FM				
WSRA-FM	.2	3.0	1	13
WUNO				
WVJP				
WVJP-FM				
WVOZ	.1	2.3	1	31
WVOZ-FM				
WXEW	.2	4.5	2	8
WXYX-FM	.0	.8	10	
WZAR-FM	.2	3.0	1	38
WZNT-FM	.1	1.5	1	7
TOTAL	5.5	100.0	37	383

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25-49 36  
POP. 674 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.4	1.7	3	52												
WAPA	.7	2.9	5	38												
WBHQ-FM	1.0	3.8	7	75												
WCAD-FM	.5	1.9	3	38												
WCRP-FM	.7	2.9	5	26												
WDOY-FM																
WERR-FM																
WFAB																
WFID-FM	.8	3.2	6	63												
WGSX-FM	.7	2.7	5	38												
WIAC	.5	2.0	3	25												
WIAC-FM	.3	1.0	2	17												
WIDA	.4	1.7	3	26												
WIOA-FM	.3	1.0	2	6												
WKAQ	1.7	6.6	11	128												
WKAQ-FM	2.0	8.0	14	130												
WKVM	.2	.7	1	21												
WLEY	.5	2.0	3	38												
WNEL	.1	.3	1	11												
WORO-FM	.2	.6	1	17												
WPRM-FM	8.2	32.0	55	337												
WQBS	.2	.9	2	21												
WSAN-FM	.2	.9	2	17												
WSRA-FM	.7	2.9	5	35												
WUNO	.1	.3	1	6												
WVJP	.4	1.4	2	15												
WVJP-FM	1.9	7.4	13	99												
WVOZ	.0	.0		1												
WVOZ-FM	.4	1.7	3	14												
WXEW	.2	.6	1	19												
WXYX-FM	.9	3.6	6	64												
WZAR-FM	.2	.8	1	7												
WZNT-FM	.8	3.2	6	46												
TOTAL	25.6	100.0	172	674	33.3	100.0	224	674	22.6	100.0	153	663	18.9	100.0	127	634

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 35 +  
POP. 785 (00) 37

STATION

WALO

WAPA

WBRQ-FM

WCAD-FM

WCRP-FM

WDY-FM

WERR-FM

WFAB

WFID-FM

WGsx-FM

WIAC

WIAC-FM

WIDA

WIOA-FM

WKAQ

WKAQ-FM

WKVM

WLEY

WNEL

WORO-FM

WPRM-FM

WQBS

WSAN-FM

WSRA-FM

WUNO

WVJP

WVJP-FM

WVOZ

WVOZ-FM

WXEW

WXYX-FM

WZAR-FM

WZNT-FM

TOTAL

6 A.M. 10 A.M.

Avg RTG Avg Share Avg Pers Cume Pers

% % (00) (00)

MONDAY-FRIDAY

Avg RTG Avg Share Avg Pers Cume Pers

% % (00) (00)

3 P.M. - 7 P.M.

Avg RTG Avg Share Avg Pers Cume Pers

% % (00) (00)

7 P.M. - 12 MID

Avg RTG Avg Share Avg Pers Cume Pers

% % (00) (00)

WKLY

WKLY

WKLY

WKLY

1.1 2.6 9 59

.6 1.9 5 46

.3 1.0 3 48

.1 1.8 1 31

2.6 6.3 20 78

2.3 7.1 18 81

3.9 12.3 30 91

.1 2.7 1 28

.7 1.6 5 41

1.0 3.0 8 48

1.2 3.9 10 63

.0 .5 1 26

.5 1.3 4 13

.1 .4 1 9

.2 .6 1 9

.6 6

2.3 5.5 18 41

1.7 5.2 13 37

1.6 5.2 13 33

.5 28

.5 1.1 4 4

.2 .7 2 9

.7 2.2 5 11

.2 2

.1 .3 1 6

.5 1.5 4 7

.1 .2 7

.1 31

.4 .9 3 18

.2 .7 2 6

.1 .4 1 4

.1 28

.3 .7 2 7

.4 1.2 3 15

.3 .8 2 15

.0 26

1.4 3.5 11 42

.1 .4 1 4

.5 1.7 4 9

.1 6

.9 2.3 7 24

1.2 3.9 10 33

1.1 3.4 8 50

.7 41

.8 2.0 6 30

.4 1.2 3 22

.4 1.1 3 15

.2 4.5

.2 .4 1 7

.9 2.9 7 31

1.0 3.1 8 28

.3 24

11.6 28.1 91 259

.5 1.5 4 7

.5 1.5 4 7

.0 7

1.5 3.6 12 50

6.6 20.3 51 174

2.5 8.1 20 140

.5 78

1.1 2.7 9 30

1.6 5.0 13 61

2.3 7.2 18 74

.6 41

2.5 6.0 19 44

1.1 3.3 8 20

.5 1.7 4 13

.2 2

.3 .8 3 18

.2 .7 2 26

.2 .7 2 7

.1 7

.1 .4 1 13

.3 2.5 6 22

.4 1.4 3 15

.4 4

6.1 14.7 48 137

5.8 17.8 45 164

6.8 21.5 53 190

1.0 98

.1 .4 1 20

18

.9 2.8 7 20

.9 9

.2 .6 2 24

.3 1.0 3 13

.2 .7 2 7

.2 6

.6 1.6 5 31

.7 2.2 6 20

.8 2.4 6 35

.1 28

.6 1.4 5 11

.1 .4 1 4

.5 1.6 4 22

.6 6

1.2 2.8 9 30

1.0 3.0 8 33

.2 7.3 18 76

.2 37

1.7 4.1 13 68

2.7 8.2 21 70

2.3 7.3 18 76

.2 37

.2 .4 1 7

.3 1.0 3 11

.2 .6 1 7

.4 4

.1 .1 2 2

2

.2 .6 1 4

.4 4

.3 .6 2 30

.2 .6 1 15

.3 .9 2 20

.1 13

.2 .5 2 13

.2 .6 1 9

.7 2.1 5 22

.1 11

.8 2.0 6 20

.2 .6 1 6

.4 1.1 3 6

.1 6

.1 .2 1

.1 20

.5 1.6 4 17

.0 7

41.4 100.0 325 713

32.3 100.0 254 617

31.4 100.0 246 682

5.2 100.0 41 405

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 35 + 38  
POP. 785 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.5	1.9	4	79												
WAPA	2.1	7.9	17	122												
WBRQ-FM	.7	2.6	5	65												
WCAD-FM	.2	.7	2	13												
WCRP-FM	1.5	5.5	11	52												
WDOY-FM	.2	.8	2	11												
WERR-FM	.3	1.0	2	7												
WFAB	.1	.4	1	6												
WFID-FM	.2	.9	2	22												
WGSX-FM	.3	1.0	2	15												
WIAC	1.1	4.1	9	74												
WIAC-FM	.5	1.7	4	31												
WIDA	.7	2.8	6	37												
WIOA-FM	.3	1.1	2	7												
WKAQ	5.1	19.2	40	277												
WKAQ-FM	1.4	5.4	11	96												
WKVM	.7	2.5	5	30												
WLEY	.7	2.6	5	52												
WNEL	.2	.9	2	24												
WORO-FM	.3	1.0	2	26												
WPRM-FM	4.7	17.7	37	236												
WQBS	.2	.8	2	22												
WSAN-FM	.3	1.0	2	28												
WSRA-FM	.5	2.1	4	44												
WUNO	.2	.6	1	11												
WVJP	.6	2.4	5	35												
WVJP-FM	1.7	6.3	13	102												
WVOZ	.2	.6	1	11												
WVOZ-FM	.1	.2	4													
WXEW	.2	.8	2	35												
WXYX-FM	.3	1.0	2	26												
WZAR-FM	.2	.6	1	6												
WZNT-FM	.3	1.2	3	24												
TOTAL	26.6	100.0	209	783	34.8	100.0	273	783	22.4	100.0	176	744	16.8	100.0	132	700

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18 +  
POP. 1549 (00) 39

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.5	4.2	23	83												
WAPA	1.5	4.2	23	63	.7	2.0	11	49	.4	1.3	6	31	.1	.8	1	23
WBRQ-FM	1.8	5.1	28	131	.9	2.5	14	57	.6	2.1	10	46	.3	3.7	4	15
WCAD-FM	.3	.7	4	22	2.4	6.8	37	127	2.0	6.7	32	153	.7	9.4	11	96
WCRP-FM	1.2	3.3	19	85	1.6	4.5	24	76	1.0	3.4	16	73	.1	1.2	1	26
WDOY-FM	.1	.3	2	12				12	.2	.8	4	12	.8	11.1	12	65
WERR-FM				3					.1	.3	2	3				6
WFAB	.1	.4	2	6					.2	.7	3	14	.0	.5	1	9
WFID-FM	.8	2.3	13	71	1.0	3.0	16	63	1.1	3.7	17	88	.3	4.0	5	46
WGSX-FM	.9	2.5	14	68	.6	1.8	10	54	1.5	4.9	23	97	.3	4.1	5	68
WIAC	.1	.3	2	5	.2	.6	3	9	.3	1.0	5	19	.0	.5	1	5
WIAC-FM	.7	2.1	12	31	.4	1.1	6	28	.2	.8	4	20	.1	.8	1	12
WIDA	.9	2.6	14	77	.9	2.5	14	57	.7	2.4	11	57	.7	9.1	10	54
WIOA-FM	.1	.3	2	17	.1	.3	2	17	.3	1.1	5	26	.0	.5	1	14
WKAQ	4.9	13.6	76	253	1.6	4.5	24	148	.5	1.8	8	77	.1	1.6	2	32
WKAQ-FM	3.6	9.9	55	295	4.3	12.3	66	296	4.7	15.6	73	341	1.2	16.0	18	207
WKVM	1.3	3.6	20	48	.4	1.0	6	32	.3	.9	4	15				6
WLEY	1.3	3.6	20	48	.2	.6	3	32	.3	1.1	5	14	.1	1.1	1	15
WNEL	.5	1.3	7	19	.3	.8	4	20	.1	.2	1	6				
WORO-FM	.1	.3	2	11	.2	.7	4	12	.3	.9	4	17	.0	.5	1	11
WPRM-FM	6.9	19.3	107	403	10.7	30.8	166	458	9.1	29.7	140	540	1.1	15.0	17	318
WQBS	.9	2.4	13	52	.4	1.1	6	43	.2	.6	3	29				26
WSAN-FM	.0	.1		8	.0	.1	1	6	.0	.2	1	11	.0	.5	1	11
WSRA-FM	1.1	3.1	17	94	1.2	3.6	19	88	1.4	4.6	22	106	.5	7.2	8	80
WUNO	.3	.8	5	12	.2	.5	3	3	.4	1.2	6	12				
WVJP	.3	.8	5	17	.1	.4	2	17	.1	.2	1	15	.1	.8	1	5
WVJP-FM	2.1	5.9	33	136	3.2	9.2	49	147	1.7	5.5	26	136	.4	4.9	6	82
WVOZ	.0	.0		11	.5	1.5	8	17	.3	.9	4	14	.1	1.4	2	9
WVOZ-FM	.1	.3	2	9	.1	.3	2	5	.3	.9	4	12				5
WXEW	.6	1.8	10	42	.5	1.3	7	22	.1	.4	2	26				6
WXYX-FM	.7	1.9	11	60	.8	2.4	13	86	1.1	3.7	17	88	.3	4.1	5	49
WZAR-FM				2				3	.1	.4	2	3				
WZNT-FM	.8	2.3	13	46	.7	1.9	10	29	.3	1.1	5	32	.0	.3		11
TOTAL	35.9	100.0	556	1331	34.7	100.0	538	1259	30.5	100.0	472	1364	7.3	100.0	113	867

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18 + 40  
POP. 1549 (00)

STATION	6 A.M - 12 MID				6 A.M - 7 P.M				10 A.M - 12 MID				3 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.6	2.4	10	91												
WAPA	.8	3.0	12	86												
WBRQ-FM	1.7	6.5	26	211												
WCAD-FM	.1	.5	2	32												
WCRP-FM	1.2	4.4	18	110												
WDY-FM	.1	.3	1	19												
WEER-FM	.0	.1	1	9												
WFAB	.2	.7	3	15												
WFID-FM	.8	3.0	12	110												
WGSX-FM	.8	3.0	12	114												
WIAC	.2	.6	2	20												
WIAC-FM	.3	1.3	5	37												
WIDA	.8	3.0	12	99												
WIOA-FM	.1	.5	2	29												
WKAQ	1.7	6.3	26	267												
WKAQ-FM	3.4	12.7	52	467												
WKVM	.5	1.7	7	49												
WLEY	.4	1.7	7	56												
WNEL	.2	.8	3	26												
WORO-FM	.2	.6	3	17												
WPRM-FM	6.8	25.8	106	654												
WQBS	.3	1.3	5	57												
WSAN-FM	.0	.1	1	14												
WSRA-FM	1.0	4.0	16	142												
WUNO	.2	.7	3	22												
WVJP	.1	.5	2	20												
WVJP-FM	1.8	6.9	28	205												
WVOZ	.2	.9	4	19												
WVOZ-FM	.1	.4	2	15												
WXEW	.3	1.1	5	52												
WXYX-FM	.7	2.7	11	117												
WZAR-FM	.0	.1	5	5												
WZNT-FM	.4	1.7	7	54												
TOTAL	26.4	100.0	409	1544	33.8	100.0	523	1543	23.7	100.0	367	1489	17.6	100.0	273	1393

1989

MONDAY-FRIDAY

WOMEN 18-34  
POP. 677 (00)

41

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.6	1	16												
WAPA	.0	.1		4												
WBRQ-FM	2.4	7.1	16	71												
WCAD-FM	.5	1.5	3	17												
WCRP-FM	1.0	3.0	7	40												
WDY-FM				5												
WERR-FM																
WFAB				3												
WFID-FM	1.5	4.4	10	57												
WGSX-FM	1.5	4.5	10	51												
WIAC																
WIAC-FM	.1	.4	1	7												
WIDA	.8	2.3	5	34												
WIOA-FM	.2	.6	1	7												
WKAQ	2.4	7.2	16	47												
WKAQ-FM	4.8	14.5	33	187												
WKVM	.3	1.0	2	4												
WLEY	.4	1.2	3	12												
WNEL	.4	1.3	3	5												
WORO-FM				1												
WPRM-FM	10.1	30.2	68	241												
WQBS	.6	1.9	4	20												
WSAN-FM	.0	.1		7												
WSRA-FM	1.3	3.9	9	48												
WUNO	.1	.3	1	3												
WVJP	.1	.4	1	1												
WVJP-FM	1.8	5.3	12	54												
WVOZ	.0	.1		1												
WVOZ-FM	.1	.4	1	5												
WXEW	.1	.4	1	3												
WXYX-FM	1.0	2.9	7	46												
WZAR-FM																
WZNT-FM	1.2	3.6	8	27												
TOTAL	33.4	100.0	226	583	33.9	100.0	229	550	35.4	100.0	240	635	9.1	100.0	61	447

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-34 42  
POP. 677 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.2	.7	1	20												
WAPA	.0	.0		5												
WBRQ-FM	2.4	8.8	16	121												
WCAD-FM	.2	.8	1	24												
WCRP-FM	.9	3.4	6	48												
WDOT-FM	.1	.4	1	11												
WEER-FM																
WFAB	.1	.3	1	7												
WFID-FM	1.3	4.9	9	81												
WGXS-FM	1.3	4.6	9	86												
WIAC																
WIAC-FM	.1	.3	1	7												
WIDA	.6	2.4	4	44												
WIOA-FM	.1	.3	1	9												
WKAQ	.7	2.4	4	51												
WKAQ-FM	4.5	16.5	30	283												
WKVM	.1	.4	1	4												
WLEY	.1	.3	1	12												
WNEL	.1	.5	1	8												
WORO-FM	.0	.0		1												
WPRM-FM	8.9	32.6	60	355												
WQBS	.2	.9	2	22												
WSAN-FM	.1	.3	1	9												
WSRA-FM	1.4	5.2	10	77												
WUNO	.0	.1		3												
WVJP	.0	.1		1												
WVJP-FM	1.5	5.6	10	77												
WVOZ	.1	.5	1	4												
WVOZ-FM	.1	.3		8												
WXEW	.0	.1		5												
WXYX-FM	1.2	4.5	8	86												
WZAR-FM	.1	.2		3												
WZNT-FM	.6	2.3	4	30												
TOTAL	27.2	100.0	184	677	34.2	100.0	232	676	25.5	100.0	172	668	20.8	100.0	141	651

1989

MONDAY-FRIDAY

WOMEN 18-49 43  
POP. 1070 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.3	3.9	14	51												
WAPA	1.0	3.0	11	33												
WBRQ-FM	2.1	6.1	22	107												
WCAD-FM	.3	1.0	3	18												
WCRP-FM	1.1	3.4	12	61												
WDOY-FM	.1	.3	1	9												
WERR-FM																
WFAB	.2	.6	2	5												
WFID-FM	1.0	3.1	11	61												
WGSX-FM	1.0	2.9	11	56												
WIAC																
WIAC-FM	.2	.7	2	12												
WIDA	1.2	3.5	13	57												
WIOA-FM	.1	.4	1	14												
WKAQ	3.4	10.0	36	122												
WKAQ-FM	3.9	11.6	42	228												
WKVM	.6	1.7	6	23												
WLEY	.7	2.0	7	23												
WNEL	.4	1.1	4	8												
WORO-FM	.1	.4	1	7												
WPRM-FM	8.5	25.0	91	324												
WQBS	.6	1.7	6	38												
WSAN-FM	.0	.1		7												
WSRA-FM	1.2	3.4	12	73												
WUNO	.2	.6	2	8												
WVJP	.1	.3	1	1												
WVJP-FM	2.0	5.8	21	93												
WVOZ	.0	.0		7												
WVOZ-FM	.2	.4	2	8												
WXEW	.3	1.0	4	15												
WXYX-FM	.8	2.4	9	50												
WZAR-FM																
WZNT-FM	.9	2.8	10	37												
TOTAL	34.0	100.0	363	913	35.5	100.0	380	874	32.2	100.0	345	968	7.8	100.0	83	650

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-49 44  
POP. 1070 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.6	2.3	7	56												
WAPA	.4	1.6	5	37												
WBRQ-FM	2.0	7.7	22	173												
WCAD-FM	.2	.6	2	27												
WCRP-FM	.9	3.5	10	74												
WDOY-FM	.1	.3	1	15												
WEER-FM	.0	.2		5												
WFAB	.2	.9	2	14												
WFID-FM	.9	3.5	10	89												
WGSX-FM	1.0	3.6	10	96												
WIAC	.0	.1		1												
WIAC-FM	.1	.3	1	15												
WIDA	.9	3.4	10	73												
WIOA-FM	.2	.6	2	24												
WKAQ	.9	3.5	10	130												
WKAQ-FM	3.9	14.7	42	367												
WKVM	.2	.8	2	23												
WLEY	.2	.7	2	26												
WNEL	.1	.5	2	14												
WORO-FM	.2	.6	2	7												
WPRM-FM	7.9	29.5	84	512												
WQBS	.3	1.1	3	41												
WSAN-FM	.0	.2	1	12												
WSRA-FM	1.2	4.5	13	110												
WUNO	.2	.8	2	16												
WVJP	.0	.1		1												
WVJP-FM	1.8	6.8	19	144												
WVOZ	.2	.6	2	11												
WVOZ-FM	.1	.4	1	11												
WXEW	.2	.9	3	24												
WXYX-FM	.9	3.3	9	96												
WZAR-FM	.0	.1		3												
WZNT-FM	.5	1.9	6	43												
TOTAL	26.7	100.0	286	1066	34.0	100.0	364	1065	24.7	100.0	264	1040	18.6	100.0	199	990

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 25 +  
POP. 1241 (00) 45

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.9	5.2	24	76												
WAPA	2.0	5.3	24	67												
WBHQ-FM	1.7	4.6	21	94												
WCAD-FM				10												
WCRP-FM	1.3	3.5	16	70												
WDY-FM	.1	.4	2	10												
WEER-FM				3												
WFAB	.2	.5	2	3												
WFID-FM	.8	2.2	10	42												
WGSM-FM	.5	1.3	6	29												
WIAC	.1	.4	2	5												
WIAC-FM	1.0	2.6	12	29												
WIDA	1.2	3.2	15	75												
WIOA-FM				11												
WKAQ	6.3	16.9	78	253												
WKAQ-FM	2.6	7.0	32	193												
WKVM	1.7	4.6	21	50												
WLEY	1.6	4.2	19	45												
WNEL	.3	.8	4	13												
WORO-FM	.1	.4	2	11												
WPRM-FM	6.3	17.0	78	302												
WQBS	.8	2.3	11	47												
WSAN-FM	.0	.1		6												
WSRA-FM	1.1	2.9	13	67												
WUNO	.4	1.1	5	13												
WVJP	.3	.8	4	16												
WVJP-FM	2.4	6.6	30	118												
WVOZ	.0	.0		11												
WVOZ-FM	.1	.2	1	6												
WXEW	.7	2.0	9	41												
WXYX-FM	.5	1.4	6	31												
WZAR-FM				2												
WZNT-FM	.6	1.6	7	32												
TOTAL	37.1	100.0	460	1080	36.5	100.0	453	1011	27.9	100.0	346	1069	6.2	100.0	76	618

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

WOMEN 25 + 46  
POP. 1241 (00)

STATION	6 A.M - 12 MID				6 A.M - 7 P.M.				10 A.M - 12 MID				3 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.7	2.7	9	83	1.0	2.9	12	83	.4	1.7	5	57	.2	1.1	2	31
WAPA	1.0	4.0	13	91	1.3	3.8	16	91	.8	3.4	10	71	.6	3.6	7	49
WBRQ-FM	1.6	5.9	19	148	1.9	5.7	24	141	1.5	6.5	19	127	1.1	7.2	14	117
WCAD-FM	.0	.1		16	.0	.1		15	.0	.1		15	.0	.3	1	15
WCRP-FM	1.3	5.1	17	91	1.5	4.3	18	91	1.3	5.8	17	78	1.1	6.7	13	67
WDY-FM	.1	.2	1	13	.1	.3	1	13	.0	.2		13	.1	.4	1	6
WERR-FM	.0	.2	1	10	.0	.1		6	.1	.2	1	10	.0	.6	1	10
WFAB	.2	.7	2	10	.2	.7	3	8	.2	.7	2	10	.6	3.5	7	63
WFID-FM	.7	2.7	9	67	.9	2.6	11	65	.7	2.9	8	67	.3	2.2	4	39
WGSX-FM	.4	1.5	5	45	.5	1.4	6	42	.4	1.6	5	42	.2	1.3	3	19
WIAC	.2	.8	3	21	.3	.8	3	21	.2	1.0	3	19	.2	1.2	2	23
WIAC-FM	.5	1.7	6	36	.6	1.7	7	36	.3	1.3	4	36	.8	4.9	10	68
WIDA	1.0	3.7	12	91	1.1	3.3	14	88	.9	3.9	11	79	.2	1.2	2	18
WIOA-FM	.1	.5	2	21	.2	.5	2	21	.2	.7	2	18	.4	2.6	5	84
WKAQ	2.2	8.2	27	263	2.9	8.6	36	261	1.0	4.2	12	177	2.0	12.9	25	230
WKAQ-FM	2.7	10.1	33	308	3.4	10.0	42	308	2.7	11.5	33	282	.2	1.0	2	18
WKVM	.6	2.3	7	52	.8	2.4	10	52	.3	1.2	3	34	.3	1.7	3	19
WLEY	.6	2.1	7	54	.7	2.1	9	52	.3	1.1	3	41	.0	.3	1	5
WNEL	.2	.7	2	21	.3	.7	3	21	.1	.6	2	15	.2	1.2	2	18
WORO-FM	.2	.8	3	18	.3	.8	3	18	.2	1.0	3	18	.1	.6	1	36
WPRM-FM	6.5	24.9	81	493	8.7	25.5	108	490	6.6	28.5	82	464	4.1	26.1	51	422
WQBS	.3	1.3	4	50	.5	1.4	6	50	.2	.9	3	44	.0	.2	13	13
WSAN-FM	.0	.1		13	.0	.0		10	.0	.1		13	.6	3.9	8	76
WSRA-FM	.8	3.2	10	92	1.1	3.1	13	92	.8	3.3	10	88	.2	1.3	3	13
WUNO	.3	1.0	3	23	.4	1.0	4	23	.2	.9	3	13	.1	.5	1	18
WVJP	.2	.6	2	19	.2	.5	2	19	.1	.5	1	18	.2	1.4	3	11
WVJP-FM	2.1	8.2	27	180	2.8	8.3	35	175	2.1	8.9	26	161	1.1	7.0	14	128
WVOZ	.2	.9	3	16	.3	.8	3	16	.3	1.3	4	15	.2	.7	1	6
WVOZ-FM	.1	.4	1	10	.2	.5	2	10	.1	.5	2	6	.1	.5	1	23
WXEW	.4	1.4	5	49	.5	1.5	6	49	.3	1.1	3	31	.1	.5	4	49
WXYX-FM	.4	1.7	6	63	.6	1.8	7	63	.4	1.9	5	60	.3	2.0	2	28
WZAR-FM				2				2					.2	1.1	2	28
WZNT-FM	.4	1.6	5	41	.6	1.7	7	41	.4	1.6	5	34				
TOTAL	26.3	100.0	326	1236	34.0	100.0	422	1235	23.2	100.0	288	1184	15.8	100.0	196	1095

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 25-49 47  
POP. 761 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.8	5.3	14	43												
WAPA	1.5	4.2	11	33												
WBRQ-FM	2.0	5.7	15	72												
WCAD-FM				7												
WCRP-FM	1.2	3.6	9	46												
WDQY-FM	.1	.4	1	7												
WERR-FM																
WFAB	.3	.8	2	3												
WFID-FM	1.1	3.1	8	35												
WGSX-FM	.5	1.3	3	21												
WIAC																
WIAC-FM	.3	.9	2	10												
WIDA	1.7	4.8	13	52												
WIOA-FM				8												
WKAQ	4.7	13.5	36	113												
WKAQ-FM	2.8	8.0	21	133												
WKVM	.8	2.4	6	23												
WLEY	.8	2.3	6	19												
WNEL	.1	.3	1	3												
WORO-FM	.2	.5	1	7												
WPRM-FM	8.3	24.0	63	227												
WQBS	.4	1.2	3	32												
WSAN-FM	.0	.1		6												
WSRA-FM	1.1	3.3	9	47												
WUNO	.3	.8	2	8												
WVJP																
WVJP-FM	2.4	6.8	18	75												
WVOZ	.0	.1		7												
WVOZ-FM	.1	.4	1	6												
WXEW	.3	1.0	3	12												
WXYX-FM	.7	1.9	5	23												
WZAR-FM																
WZNT-FM	.7	2.0	5	23												
TOTAL	34.8	100.0	265	659	38.3	100.0	291	624	29.4	100.0	224	677	6.4	100.0	49	413

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25-49 48  
POP. 761 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	.8	2.9	6	46	1.1	3.1	8	46	.5	1.9	3	32	.2	1.2	1	17
WAPA	.6	2.3	5	37	.8	2.2	6	37	.4	1.5	3	22	.3	1.6	2	19
WBRQ-FM	2.0	7.4	15	113	2.5	7.1	19	109	2.0	8.1	15	98	1.5	9.2	12	94
WCAD-FM	.0	.1	1	12	.0	.1	1	11	.0	.2	1	11	.1	.4	1	11
WCRP-FM	1.1	4.0	8	55	1.2	3.5	9	55	1.0	4.2	8	44	.8	4.8	6	35
WDY-FM	.1	.3	1	10	.1	.3	1	10	.1	.2	1	10	.1	.5	1	4
WERR-FM	.1	.2		6	.1	.2		3	.1	.3	1	6	.1	.7	1	6
WFAB	.2	.9	2	8	.3	1.0	3	7	.2	1.0	2	8	.1	.3		8
WFID-FM	.9	3.3	7	50	1.1	3.3	9	48	.8	3.4	6	50	.7	3.9	5	50
WGSX-FM	.5	1.8	4	35	.6	1.7	5	32	.5	2.1	4	35	.5	2.8	4	32
WIAC	.0	.1		1	.0	.1		1	.0	.1	1		.1	.5	1	12
WIAC-FM	.1	.5	1	12	.2	.5	1	12	.1	.3	1	12	.9	5.3	7	47
WIDA	1.2	4.4	9	64	1.3	3.8	10	61	1.0	4.3	8	54	.3	1.6	2	14
WIOA-FM	.2	.7	1	17	.3	.7	2	17	.2	1.0	2	14	.2	1.0	1	29
WKAQ	1.3	4.7	10	117	1.7	4.9	13	116	.3	1.1	2	70	2.6	15.6	20	175
WKAQ-FM	3.2	12.0	24	218	4.1	11.9	31	218	3.3	13.7	25	202	.0	.1		6
WKVM	.3	1.1	2	23	.4	1.2	3	23	.1	.6	1	17	.1	.7	1	8
WLEY	.2	.9	2	22	.3	.9	2	22	.1	.4	1	12	.0	.2		3
WNEL	.1	.3	1	8	.1	.4	1	8	.1	.3	1	6	.2	1.2	1	7
WORO-FM	.2	.9	2	7	.3	.9	2	7	.3	1.0	2	7	.1	.7	1	26
WPRM-FM	8.0	29.9	61	356	10.6	30.8	81	354	7.9	32.3	60	334	4.8	28.9	37	304
WQBS	.3	1.1	2	33	.4	1.2	3	33	.3	1.1	2	29	.1	.7	1	11
WSAN-FM	.0	.1		11	.0	.1		8	.0	.1	11		.1	.3		11
WSRA-FM	1.0	3.6	7	64	1.2	3.5	9	64	.9	3.8	7	59	.7	4.4	6	55
WUNO	.3	1.1	2	17	.4	1.2	3	17	.3	1.3	2	11	.3	1.8	2	11
WVJP																
WVJP-FM	2.2	8.4	17	116	2.9	8.5	22	112	2.2	9.1	17	110	1.3	7.6	10	88
WVOZ	.1	.4	1	8	.1	.4	1	8	.1	.5	1	7	.0	.2		4
WVOZ-FM	.1	.4	1	6	.1	.4	1	6	.1	.4	1	3	.0	.2		3
WXEW	.3	1.2	2	19	.4	1.3	3	19	.3	1.3	2	17	.1	.6	1	12
WXYX-FM	.6	2.1	4	47	.8	2.2	6	47	.5	2.2	4	44	.4	2.3	3	35
WZAR-FM																
WZNT-FM	.5	1.9	4	30	.7	2.1	5	30	.5	1.9	4	26	.1	.9	1	21
TOTAL	26.7	100.0	203	757	34.5	100.0	262	755	24.3	100.0	185	736	16.6	100.0	126	695

EAST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 35 + 49  
POP. 872 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	2.8	7.3	24	73												
WAPA	2.9	7.7	26	66												
WBRQ-FM	1.3	3.3	11	56												
WCAD-FM																
WCRP-FM	1.4	3.6	12	44												
WDQY-FM	.2	.6	2	7												
WERR-FM																
WFAB	.3	.8	3	3												
WFID-FM	.2	.5	2	7												
WGXS-FM	.3	.8	3	10												
WIAC	.2	.5	2	5												
WIAC-FM	1.3	3.5	12	26												
WIDA	1.1	2.8	9	44												
WIOA-FM																
WKAQ	7.4	19.2	64	225												
WKAQ-FM	2.3	5.9	20	91												
WKVM	2.3	6.0	20	49												
WLEY	2.2	5.7	19	38												
WNEL	.5	1.2	4	14												
WORO-FM	.2	.5	2	10												
WPRM-FM	3.8	9.8	33	143												
WQBS	1.1	2.8	9	33												
WSAN-FM																
WSRA-FM	.9	2.3	8	44												
WUNO	.5	1.3	4	10												
WVJP	.4	1.2	4	17												
WVJP-FM	2.4	6.3	21	84												
WVOZ																
WVOZ-FM	.1	.2	1	3												
WXEW	1.1	2.9	10	44												
WXYX-FM	.4	1.0	3	9												
WZAR-FM																
WZNT-FM	.4	1.2	4	17												
TOTAL	38.4	100.0	335	748	35.6	100.0	310	708	25.5	100.0	223	717	5.5	100.0	48	400

EAST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

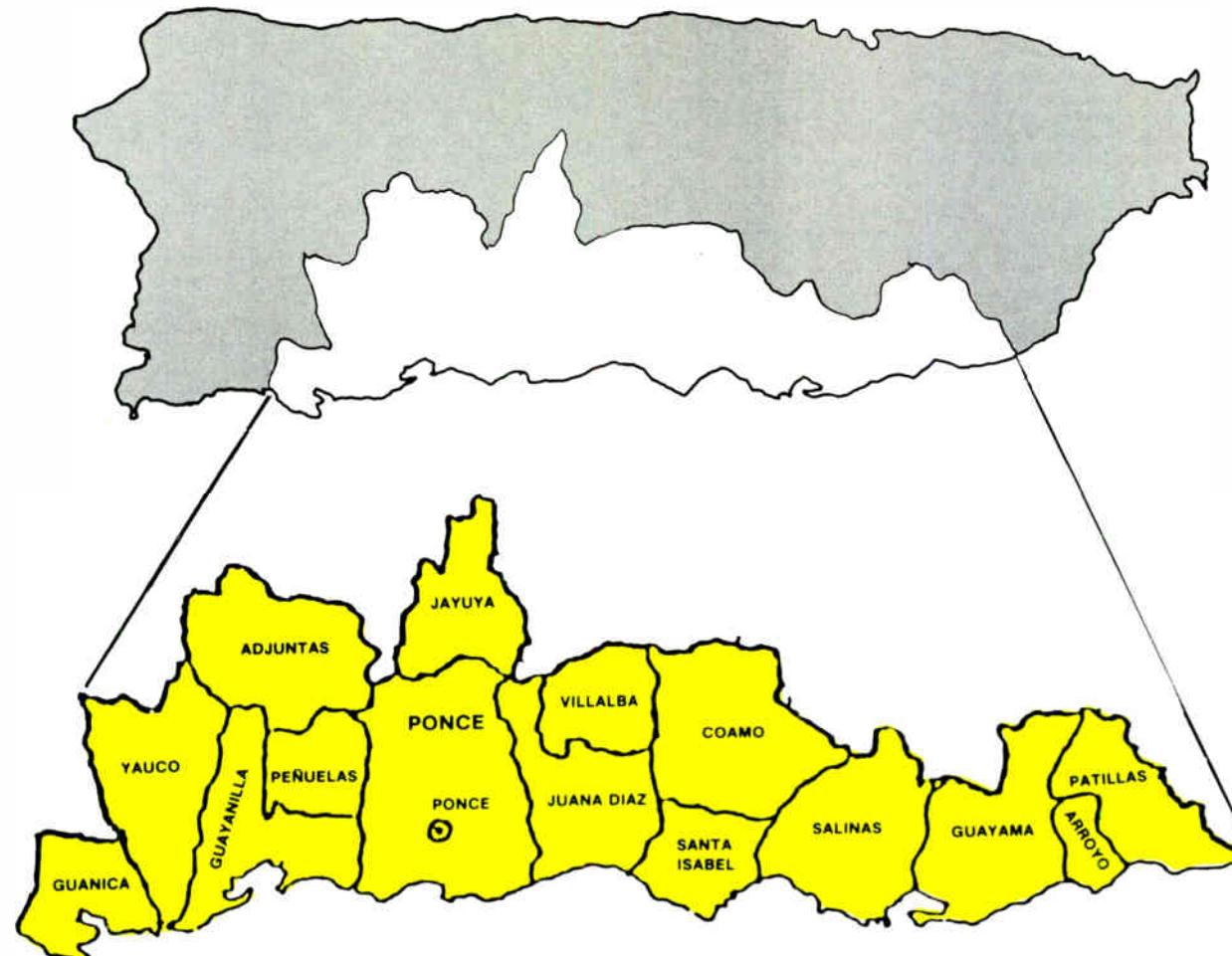
WOMEN 35 + 50  
POP. 872 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WALO	1.1	4.2	9	77	1.5	4.4	13	77	.6	2.6	5	54	.3	1.8	2	30
WAPA	1.6	6.2	14	91	2.0	5.9	17	91	1.2	5.4	10	73	.9	6.1	8	49
WBRQ-FM	1.0	4.0	9	82	1.4	4.1	12	78	1.0	4.4	8	66	.5	3.5	4	56
WCAD-FM	.0	.1		5	.0	.0		5	.0	.1		5	.0	.2		5
WCRP-FM	1.4	5.4	12	61	1.6	4.7	14	61	1.4	6.3	12	50	1.0	6.6	8	40
WDOY-FM	.0	.2		7	.1	.2	1	7	.1	.4	1	10	.1	.9	1	10
WERR-FM	.1	.3	1	10	.1	.2	1	7	.3	1.2	2	9	.1	.4		9
WFAB	.3	1.1	2	9	.4	1.1	3	9	.3	1.3	2	19	.2	1.6	2	16
WFID-FM	.3	1.0	2	19	.3	.9	3	19	.3	1.5	3	14	.3	2.1	3	14
WGSX-FM	.3	1.3	3	17	.5	1.4	4	17	.3	1.6	3	21	.3	2.2	3	21
WIAC	.3	1.2	3	23	.4	1.2	4	23	.4	1.8	3	33	.2	1.4	2	19
WIAC-FM	.6	2.4	5	33	.8	2.4	7	33	.9	4.1	8	49	.8	5.8	7	42
WIDA	.9	3.7	8	54	1.1	3.2	9	54	.2	1.0	2	17	.2	1.7	2	17
WIOA-FM	.2	.7	2	21	.2	.7	2	21	1.4	6.2	12	169	.6	4.1	5	80
WKAQ	2.7	10.5	24	235	3.7	10.9	32	233	2.2	10.0	19	148	1.8	12.2	15	118
WKAQ-FM	2.2	8.6	19	162	2.8	8.3	24	162	.4	1.6	3	31	.2	1.7	2	17
WKVM	.8	3.1	7	50	1.1	3.3	10	50	.4	1.8	3	38	.4	2.8	3	17
WLEY	.8	3.1	7	47	1.0	3.1	9	45	.2	.9	2	12	.1	.5	1	5
WNEL	.3	1.0	2	19	.4	1.1	3	19	.4	1.6	3	17	.3	2.0	3	17
WORO-FM	.3	1.3	3	17	.4	1.2	4	17	.5.1	23.1	44	258	3.0	20.8	26	230
WPRM-FM	4.8	18.6	42	278	6.4	19.1	56	278	.2	1.1	2	31	.1	1.0	1	23
WQBS	.4	1.7	4	37	.6	1.8	5	37	.2	1.1	2	3				
WSAN-FM				3				3								
WSRA-FM	.7	2.6	6	61	.8	2.5	7	61	.6	2.8	5	59	.4	2.8	4	50
WUNO	.4	1.4	3	21	.5	1.5	4	21	.3	1.5	3	14	.3	2.2	3	14
WVJP	.2	.9	2	21	.3	.8	2	21	.2	.8	1	19	.1	.8	1	19
WVJP-FM	2.1	8.3	19	132	2.8	8.5	25	129	2.0	9.3	18	115	1.0	6.8	9	85
WVOZ	.4	1.4	3	16	.4	1.2	4	16	.5	2.1	4	16	.3	2.3	3	12
WVOZ-FM	.2	.6	1	7	.2	.7	2	7	.2	.8	2	7	.2	1.2	2	7
WXEW	.6	2.2	5	52	.8	2.3	7	52	.4	1.8	3	33	.1	.8	1	24
WXYX-FM	.2	.8	2	21	.3	.9	2	21	.2	.7	1	19	.2	1.2	2	14
WZAR-FM				2				2								
WZNT-FM	.3	1.1	2	23	.4	1.1	3	23	.2	1.0	2	21	.2	1.1	1	14
TOTAL	25.6	100.0	223	867	33.4	100.0	291	867	22.0	100.0	192	816	14.4	100.0	126	729



### SOUTH AREA

Municipios Included Proportionately in Radio Audience Estimates Survey



Population by Municipios  
Estimated 1984 total population 12 +: 425,400.

Ponce	151,900	Salinas	21,300	Peñuelas	15,300
Juana Diaz	34,800	Guayanilla	16,900	Arroyo	14,200
Guayama	31,300	Santo Isabel	16,200	Adjuntas	13,700
Yauco	29,100	Villalba	16,100	Parillas	13,300
Coamo	24,500	Guánica	15,600	Jayuya	11,200

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

PERSONS 12 +  
POP. 4254 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.4	5	28	.1	.4	5	30	.1	.4	4	29	.0	.3	1	23
WBJA	.2	.8	11	42	.1	.3	4	27	.0	.1	1	21	.2	2.1	8	84
WBOZ-AM	.1	.4	5	57	.2	.5	7	49	.1	.3	3	37	.1	1.0	4	32
WCAD-FM	.1	.2	2	69	.1	.5	6	71	.4	1.7	16	108	.1	.8	3	20
WCGB	.3	.8	11	83	.2	.6	8	63	.1	.3	3	50	.0	.4	2	23
WCHQ-FM	.2	.7	9	42	.3	1.1	14	35	.3	1.3	12	37	.2	1.9	7	38
WCMN-FM	.2	.5	6	37	.0	.1	2	18	.1	.4	4	22	.3	3.6	14	74
WCPR	1.4	4.2	58	163	.5	1.7	21	98	.3	1.4	13	66	.0	.5	2	26
WCRP-FM	.4	1.2	16	79	.5	1.6	20	74	.4	1.6	15	83	.2	1.9	7	37
WEKO	.2	.6	8	13	.0	.1	1	7	.0	.1	1	1	.1	.5	6	39
WENA	.4	1.1	16	77	.4	1.2	15	71	.1	.6	6	42	.2	1.9	7	37
WERR-FM	.1	.4	6	50	.2	.7	9	50	.2	.8	8	53	.1	1.5	6	39
WEUC	.3	1.0	13	77	.2	.7	9	81	.1	.5	5	58	.2	.8	2	31
WEUC-FM	.2	.5	6	35	.0	.1	1	34	.2	.8	8	33	.1	.6	2	24
WFID-FM	.1	.4	6	26	.1	.3	3	30	.1	.4	4	30	.1	1.0	4	24
WGSX-FM	.2	.8	10	110	.3	1.2	14	78	.6	2.5	23	130	.2	2.3	9	73
WHOY	.5	1.6	22	96	.6	1.9	24	81	.1	.3	2	50	.0	.1	2	29
WIAC	.1	.3	4	26	.3	.9	11	26	.1	.6	5	21	.1	1.1	4	43
WIDA	.3	.9	13	56	.1	.5	6	41	.0	.2	2	33	.5	5.5	21	203
WIOC-FM	.9	2.8	39	337	1.5	5.1	63	353	.9	3.9	37	268	.4	4.2	16	126
WISO	.8	2.3	32	182	.4	1.3	16	178	.4	1.8	17	142	.1	.8	3	32
WIVA-FM	.2	.6	8	61	.2	.7	8	47	.0	.2	2	49	.1	.8	3	62
WKAQ	1.2	3.7	51	245	.3	.9	11	127	.2	.9	9	109	.1	1.6	6	85
WKAQ-FM	.3	1.0	14	131	.3	1.2	14	73	.4	2.0	19	119	.3	5.7	22	51
WKFE	1.8	5.5	76	227	.7	2.6	32	173	.3	1.3	13	100	.0	.5	2	15
WKJB-FM	.1	.2	3	35	.2	.5	7	24	.1	.3	3	26	.0	.5	2	11
WKVM	.1	.3	5	30	.1	.2	2	25	.0	.1	1	14	.0	.5	2	11
WLEO	3.2	9.9	137	455	.6	2.1	26	382	.5	2.2	21	139	.5	5.7	22	111
WOIZ	.3	1.0	13	89	.4	1.2	15	94	.2	.9	9	67	.6	6.5	25	145
WOQI-FM	.7	2.1	29	326	1.0	3.3	41	354	1.1	5.0	47	252	.4	4.4	17	196
WOYE-FM	1.3	4.0	56	490	1.4	4.9	60	437	1.3	6.0	56	350	.4	4.6	18	123
WPAB	1.9	5.8	81	414	1.3	4.3	54	355	.6	2.5	24	228	.4	4.6	18	42
WPPC	.4	1.2	17	90	.7	2.6	32	92	.3	1.3	12	63	.2	2.1	8	76
WPRM-FM	2.1	6.5	89	509	2.7	9.2	115	452	2.2	9.8	93	455	.4	4.0	15	232
WPRP	1.8	5.7	79	413	1.4	4.7	58	352	1.1	5.1	48	262	.4	3.9	15	162
WRIO-FM	2.1	6.4	88	625	3.0	10.3	128	732	2.3	10.3	98	634	.8	9.3	36	311
WRPC-FM	.2	.5	7	165	.1	.5	6	178	.3	1.2	11	120	.2	2.1	8	140
WSRA-FM	.8	2.6	35	189	1.0	3.6	44	149	1.0	4.6	43	195	.5	5.1	19	9
WUNO	.2	.6	9	29	.1	.5	6	15	.1	.4	4	14	.0	.3	1	12
WVJP-FM	.2	.8	10	26	.2	.8	9	27	.1	.6	6	22	.0	.4	2	41
WXRF	.7	2.3	32	145	.4	1.2	15	78	.2	.7	6	51	.1	.6	2	48
WXYX-FM	.2	.7	10	56	.2	.8	10	44	.3	1.3	12	56	.1	.7	2	48
WZAR-FM	4.6	14.2	196	1077	5.9	20.3	253	1073	4.7	21.3	202	943	1.5	17.0	65	566
WZBS	.4	1.2	16	149	.5	1.7	21	134	.2	.7	7	67	.1	1.2	5	46
TOTAL	32.4	100.0	1380	3884	29.3	100.0	1246	3473	22.2	100.0	945	3448	8.9	100.0	380	2271

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

PERSONS 12 + 2  
POP. 4254 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.4	4	49	.1	.4	5	47	.1	.4	3	45	.1	.4	2	32
WBJA	.1	.4	4	47	.1	.4	5	47	.0	.2	2	30	.0	.1	1	21
WBOZ-AM	.1	.4	4	65	.1	.4	5	65	.1	.4	3	59	.3	1.8	11	129
WCAD-FM	.2	.8	8	160	.2	.7	8	140	.2	1.1	10	151	.1	.5	3	56
WCGB	.1	.6	6	107	.2	.6	7	101	.1	.6	5	75	.2	1.1	7	37
WCNQ-FM	.2	1.0	9	62	.3	1.0	12	62	.2	1.1	10	52	.1	.4	3	28
WCNN-FM	.1	.3	3	48	.1	.3	4	44	.3	1.6	14	119	.2	1.6	10	69
WCPR	.6	2.4	24	179	.7	2.5	30	179	.4	1.9	16	113	.3	2.3	14	97
WCRP-FM	.4	1.7	16	114	.4	1.5	17	104	.0	.1	1	7	.0	.1	1	1
WEKO	.1	.2	2	13	.1	.3	3	13	.2	.9	8	86	.2	1.2	7	61
WENA	.2	1.0	9	93	.3	1.0	12	89	.2	.9	8	70	.1	.8	5	67
WERR-FM	.2	.8	7	77	.2	.6	7	69	.2	.8	7	117	.1	.7	5	39
WEUC	.2	.8	8	124	.2	.8	9	117	.1	.4	3	44	.1	.6	4	30
WEUC-FM	.1	.4	4	55	.1	.4	5	49	.1	.4	4	41	.4	2.4	15	145
WFID-FM	.1	.4	4	41	.1	.4	4	41	.4	1.8	15	163	.0	.2	1	53
WGSX-FM	.3	1.4	14	180	.4	1.3	16	169	.2	1.1	9	95	.1	.4	2	25
WHOY	.3	1.2	12	111	.4	1.4	17	108	.1	.7	6	36	.1	.5	3	49
WIAC	.1	.5	5	39	.2	.6	7	35	.1	.5	4	62	.7	4.5	28	329
WIDA	.1	.6	6	66	.2	.6	7	59	.0	.2	2	35	.4	2.6	16	176
WIOC-FM	.9	4.2	40	504	1.1	4.0	48	464	1.0	4.8	41	471	.1	.4	2	53
WISO	.5	2.0	20	292	.5	1.8	21	273	.4	1.9	16	263	.3	1.9	12	132
WIVA-FM	.1	.6	5	76	.1	.5	6	75	.1	.5	5	67	.1	.9	6	128
WKAQ	.4	1.8	17	275	.5	1.9	23	262	.2	.9	7	178	.1	.9	6	113
WKAQ-FM	.3	1.4	13	171	.4	1.3	16	168	.3	1.5	13	155	.1	.4	2	30
WKFE	.7	3.0	29	244	.9	3.3	40	238	.4	1.8	15	195	.1	.4	1	21
WKJB-FM	.1	.4	4	42	.1	.4	4	42	.1	.4	4	39	.0	.2	1	21
WKVM	.1	.2	2	38	.1	.2	3	38	.0	.2	2	35	.5	3.4	21	172
WLEO	1.1	5.0	48	495	1.4	4.9	59	487	.5	2.7	23	432	.1	.6	4	67
WOIZ	.2	.9	9	116	.3	1.1	13	116	.2	.9	8	106	.8	5.5	35	279
WOQI-FM	.8	3.6	35	465	.9	3.3	39	454	.9	4.3	37	445	.8	5.5	34	388
WOYE-FM	1.1	4.8	46	649	1.4	4.8	58	633	1.0	5.1	44	596	.8	5.5	20	270
WPAB	1.0	4.4	43	513	1.2	4.4	53	503	.8	3.8	32	438	.5	3.2	5	69
WPPC	.4	1.6	15	102	.5	1.8	21	101	.3	1.7	15	99	.1	.8	3	234
WPRM-FM	1.8	7.9	77	712	2.4	8.4	100	707	1.7	8.6	73	640	1.2	7.9	50	491
WPRP	1.1	5.0	48	541	1.4	5.1	61	526	.9	4.7	40	453	.7	4.7	30	291
WRIO-FM	2.0	9.0	87	884	2.5	8.9	106	868	2.0	10.1	86	870	1.5	10.0	63	657
WRPC-FM	.2	.8	8	245	.2	.7	8	237	.2	1.0	8	230	.2	1.5	9	132
WSRA-FM	.8	3.6	35	326	1.0	3.5	41	302	.8	4.1	35	295	.7	4.8	30	234
WUNO	.1	.5	5	33	.1	.5	6	33	.1	.4	4	18	.1	.4	3	14
WVJP-FM	.2	.7	7	35	.2	.7	9	32	.1	.6	6	33	.1	.5	3	25
WXRF	.3	1.4	13	169	.4	1.5	18	160	.2	.9	8	117	.1	.6	4	71
WXYX-FM	.2	.9	9	99	.3	.9	11	90	.2	.9	8	96	.2	1.1	7	75
WZAR-FM	4.2	18.2	177	1459	5.2	18.4	220	1445	4.0	20.1	171	1346	3.0	19.9	126	989
WZBS	.3	1.3	12	173	.4	1.3	15	173	.3	1.3	11	152	.1	.9	6	72
TOTAL	22.8	100.0	969	4252	28.1	100.0	1195	4230	20.0	100.0	851	4111	14.8	100.0	632	3627

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18 +  
POP. 3512 (00) 3

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.3	4	22												
WBJA	.3	.8	11	43												
WBOZ-AM	.2	.4	6	49												
WCAD-FM	.1	.1	2	52												
WCGB	.3	.9	11	82												
WCHQ-FM	.2	.6	8	34												
WCMN-FM	.2	.5	7	31												
WCPR	1.5	4.2	54	143												
WCRP-FM	.4	1.2	16	73												
WEKO	.2	.6	8	14												
WENA	.4	1.1	14	74												
WERR-FM	.2	.4	5	48												
WEUC	.4	1.0	13	76												
WEUC-FM	.2	.5	7	36												
WFID-FM	.2	.5	6	25												
WGSX-FM	.1	.4	5	68												
WHOY	.6	1.7	22	97												
WIAC	.1	.3	4	27												
WIDA	.4	1.0	13	56												
WIOC-FM	1.1	2.9	37	307												
WISO	.9	2.6	33	182												
WIVA-FM	.2	.6	8	39												
WKAQ	1.5	4.0	52	247												
WKAQ-FM	.3	.9	11	78												
WKFE	2.1	5.8	75	209												
WKJB-FM	.1	.2	3	35												
WKVM	.1	.4	5	31												
WLEO	4.0	10.8	140	453												
WOIZ	.4	1.0	13	86												
WOQI-FM	.4	1.2	15	177												
WOYE-FM	1.2	3.3	43	305												
WPAB	2.4	6.4	83	419												
WPPC	.5	1.3	17	91												
WPRM-FM	2.2	6.0	78	421												
WPRP	2.1	5.7	74	334												
WRIO-FM	2.2	5.8	76	458												
WRPC-FM	.2	.5	6	103												
WSRA-FM	.8	2.3	29	146												
WUNO	.3	.7	9	26												
WVJP-FM	.3	.8	11	27												
WXRF	.9	2.3	30	139												
WXYX-FM	.2	.7	9	31												
WZAR-FM	5.4	14.6	189	943												
WZBS	.5	1.2	16	145												
TOTAL	36.9	100.0	1297	3294	32.5	100.0	1140	2989	20.8	100.0	731	2771	8.8	100.0	310	1788

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18 +  
POP. 3512 (00) 4

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.2	2	38	.1	.3	3	37	.0	.2	2	34	.0	.2	1	24
WBJA	.1	.4	4	45	.1	.5	5	45	.0	.2	1	28	.0	.1	1	19
WBQZ-AM	.1	.4	4	54	.1	.5	5	54	.1	.4	3	49	.0	.3	1	28
WCAD-FM	.1	.5	4	83	.1	.4	4	74	.1	.6	5	77	.2	1.1	6	58
WCGB	.2	.8	6	103	.2	.7	7	97	.1	.7	5	70	.1	.7	3	51
WCNQ-FM	.2	.8	7	53	.2	.8	8	53	.2	.9	6	44	.1	1.0	5	31
WCNN-FM	.1	.3	3	36	.1	.3	3	36	.0	.2	1	23	.0	.3	1	16
WCPR	.7	2.7	23	160	.8	2.7	29	160	.4	1.9	14	117	.3	2.0	10	68
WCRP-FM	.4	1.8	15	99	.5	1.5	16	91	.4	2.0	15	98	.4	2.6	13	82
WEKO	.1	.3	2	14	.1	.3	3	14	.0	.1	1	7	.0	.1	1	1
WEWA	.2	1.0	8	91	.3	1.0	11	87	.2	.9	7	83	.1	.6	3	48
WERR-FM	.2	.9	8	71	.2	.7	8	64	.2	1.1	8	64	.2	1.5	8	55
WEUC	.2	1.0	8	122	.3	.9	9	115	.2	1.0	7	115	.2	1.1	5	69
WEUC-FM	.1	.5	4	57	.1	.5	5	50	.1	.5	4	46	.1	1.0	5	40
WFID-FM	.1	.5	4	37	.1	.4	4	37	.1	.5	4	37	.1	.8	4	26
WGSX-FM	.3	1.1	9	106	.3	.9	10	101	.3	1.5	11	99	.3	2.0	10	86
WHOY	.4	1.5	12	113	.5	1.6	17	110	.3	1.3	10	97	.0	.3	1	55
WIAC	.2	.6	5	40	.2	.7	8	36	.2	.8	6	37	.1	.5	2	26
WIDA	.2	.7	6	64	.2	.7	7	56	.1	.6	4	59	.1	.7	3	46
WIOC-FM	1.1	4.6	39	439	1.3	4.4	47	411	1.1	5.5	40	406	.8	5.4	27	286
WISO	.6	2.4	20	292	.6	2.0	22	273	.5	2.2	16	263	.5	3.4	17	178
WIVA-FM	.1	.5	4	46	.1	.5	5	45	.1	.5	3	37	.1	.4	2	28
WKAQ	.5	2.0	17	270	.6	2.1	23	256	.2	1.0	7	170	.1	1.1	5	122
WKAQ-FM	.2	1.0	9	93	.3	1.0	10	89	.2	1.1	8	83	.2	1.2	6	59
WKFE	.8	3.3	28	224	1.1	3.7	39	218	.4	2.1	15	186	.2	1.1	5	107
WKJB-FM	.1	.4	4	41	.1	.4	4	41	.1	.5	4	39	.1	.5	2	29
WKVM	.1	.3	2	38	.1	.2	3	38	.1	.2	2	34	.0	.3	2	20
WLEO	1.4	5.8	50	495	1.7	5.6	60	487	.7	3.3	24	433	.6	4.4	22	170
WOIZ	.3	1.1	9	111	.4	1.2	13	111	.2	1.1	8	104	.1	.7	4	67
WOQI-FM	.6	2.4	20	240	.7	2.2	23	232	.6	3.0	22	233	.5	3.7	19	144
WOYE-FM	1.0	4.0	34	381	1.3	4.1	44	380	.9	4.4	32	346	.6	4.4	22	220
WPAB	1.3	5.2	44	521	1.5	5.1	54	510	.9	4.6	33	444	.6	4.2	21	274
WPPC	.4	1.8	15	103	.6	2.0	21	101	.4	2.1	15	99	.1	1.1	5	69
WPRM-FM	1.9	8.0	68	586	2.5	8.4	89	581	1.9	9.0	66	534	1.2	8.6	43	411
WPRP	1.2	5.0	43	417	1.6	5.2	55	402	1.0	4.7	34	341	.6	4.4	22	204
WRIO-FM	1.8	7.4	63	594	2.3	7.6	80	586	1.7	8.1	59	583	1.0	7.0	35	415
WRPC-FM	.1	.6	5	156	.2	.5	6	151	.1	.7	5	148	.1	1.0	5	86
WSRA-FM	.7	3.1	26	226	.8	2.8	29	207	.7	3.5	25	205	.6	3.9	20	155
WUNO	.1	.6	5	28	.2	.6	6	28	.1	.5	4	15	.1	.5	3	14
WVJP-FM	.2	.8	7	36	.3	.8	9	33	.2	.8	6	34	.1	.7	3	26
WXRF	.4	1.4	12	160	.5	1.5	16	153	.2	1.0	7	112	.1	.7	4	64
WXYX-FM	.2	.8	7	49	.2	.8	9	44	.2	.8	6	49	.1	.8	4	39
WZAR-FM	4.6	18.8	160	1198	5.7	18.9	201	1188	4.3	20.9	152	1093	3.0	21.2	105	800
WZBS	.4	1.4	12	167	.4	1.4	15	167	.3	1.6	11	146	.2	1.1	6	65
TOTAL	24.3	100.0	853	3510	30.3	100.0	1062	3490	20.7	100.0	727	3377	14.2	100.0	497	2922

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

TEENS 12-17  
POP. 741 (00) 5

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	1.2	1	6												
WBJA																
WBOZ-AM																
WCAD-FM	.1	.4		8												
WCGB																
WCHQ-FM	.2	1.4	1	16												
WCMN-FM																
WCPR	.6	4.1	4	21												
WCRP-FM	.1	.9	1	7												
WEKO																
WENA	.2	1.4	1	4												
WERR-FM	.0	.3		3												
WEUC	.0	.2		3												
WEUC-FM																
WFID-FM																
WGSX-FM	.7	4.9	5	39												
WHOY																
WIAC																
WIDA	.0	.2		1												
WIOC-FM	.4	2.5	3	34												
WISO																
WIVA-FM	.1	.8	1	20												
WKAQ	.1	.9	1	5												
WKAQ-FM	.4	2.8	3	49												
WKFE	.4	2.9	3	21												
WKJB-FM																
WKVM																
WLEO	.1	.7	1	12												
WOIZ	.0	.3		5												
WOQI-FM	1.7	11.8	12	136												
WOYE-FM	1.7	12.1	13	170												
WPAB	.0	.1		6												
WPPC	.1	.5	1	1												
WPRM-FM	1.6	11.2	12	88												
WPRP	.8	5.6	6	78												
WRIO-FM	1.7	12.1	13	158												
WRPC-FM	.1	.5	1	57												
WSRA-FM	.8	5.8	6	41												
WUNO																
WVJP-FM																
WXRF	.3	2.0	2	8												
WXYX-FM	.2	1.3	1	22												
WZAR-FM	1.5	10.4	11	141												
WZBS	.1	.7	1	7												
TOTAL	14.3	100.0	106	602	16.4	100.0	122	501	27.9	100.0	207	665	9.4	100.0	70	470

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

TEENS 12-17 6  
POP. 741 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	1.3	2	10									.2	.9	1	8
WBJA	.0	.2		3									.1	.3	3	10
WBOZ-AM				10									.5	2.5	4	60
WCAD-FM	.5	3.0	4	69									.5	2.6	4	9
WGCB				6									.1	.4	1	8
WCHQ-FM	.4	2.2	3	9									.2	1.2	2	21
WCMN-FM	.1	.5	1	11									.2	1.2	2	16
WCPR	.2	1.0	1	21									.2	1.0	1	4
WCRP-FM	.2	1.3	2	16									.0	.1	1	7
WEKO													.0	.1	0	4
WENA	.1	.9	1	4									.0	.1	0	7
WERR-FM	.0	.1		7									.0	.0	0	4
WEUC	.0	.0		4									.0	.0	0	7
WEUC-FM													.0	.1	1	4
WFID-FM	.0	.1		4									.5	3.2	4	59
WGSX-FM	.6	3.5	4	68									.6	3.5	4	4
WHOY				1									.6	3.7	5	54
WIAC																
WEDA	.0	.0		4												
WIOC-FM	.3	1.5	2	68												
WISO	.0	.1		7												
WIVA-FM	.1	.8	1	28												
WKAQ	.1	.3		11												
WKAQ-FM	.6	3.4	4	71												
WKFE	.1	.8	1	23												
WKJB-FM				1												
WKVM				1												
WLEO	.0	.2		12												
WOIZ	.0	.2		7												
WOQI-FM	1.9	11.2	14	205												
WOYE-FM	1.6	9.5	12	245												
WPAB	.0	.0		6												
WPPC	.0	.2		2												
WPRM-FM	1.2	7.4	9	125												
WPRP	.8	4.9	6	120												
WRIO-FM	3.0	18.4	23	270												
WRPC-FM	.3	2.0	2	82												
WSRA-FM	1.2	7.1	9	93												
WUNO				5												
WVJP-FM																
WXRF	.2	.9	1	12												
WXYX-FM	.3	1.5	2	46												
WZAR-FM	2.5	15.2	19	260												
WZBS	.0	.2		9												
TOTAL	16.6	100.0	123	741	19.3	100.0	143	738	17.2	100.0	127	731	17.6	100.0	131	693

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

YOUTH 12-24  
POP. 1448 (00)

7

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	1.1	3	17	.3	1.1	4	22	.2	.6	2	18	.1	.5	1	18
WBJA	.0	.5	2	6	.1	.3	1	4	.0	.1	1	4	.0	.4	1	9
WBOZ-AH	.0	.1	1	15	.1	.5	2	12	.4	3.2	13	87	.4	3.4	6	69
WCAD-FM	.1	.7	2	47	.4	1.4	5	53	.0	.1	1	13	.0	.4	1	9
WCGB	.2	.6	2	18	.1	.4	1	14	.4	1.5	6	17	.2	.6	1	15
WCHQ-FM	.2	.8	2	14	.4	1.5	5	13	.1	.5	2	11	.1	.6	1	6
WMN-FM	.0	.2	1	11	.1	.3	1	8	.0	.2	1	8	.2	1.6	3	17
WCPR	.4	2.0	6	35	.1	.3	1	13	.4	1.4	6	22	.0	.0	0	0
WCRP-FM	.2	1.1	3	19	.3	1.2	5	15	.0	.0	0	0	.0	.0	0	0
WEKO																
WENA	.1	.5	1	8												
WERR-FM	.0	.1	1	7												
WEUC	.3	1.5	4	13												
WEUC-FM																
WFID-FM	.2	1.1	3	12												
WGSX-FM	.4	1.9	6	75												
WHOY																
WIAC																
WIDA																
WIOC-FM	.0	.1	1	9												
WISO	.9	4.4	13	123												
WIVA-FM	.3	1.3	4	31												
WKAQ	.4	2.0	6	29												
WKAQ-FM	.4	2.0	6	74												
WKFE	.4	1.8	5	30												
WKJB-FM	.0	.2	1	11												
WKVM																
WLEO	.3	1.4	4	28												
WOIZ	.0	.2	1	9												
WOQI-FM	1.3	6.5	19	226												
WOYE-FM	2.7	13.4	39	327												
WPAB	.1	.4	1	29												
WPPC	.1	.5	1	8												
WPRM-FM	2.3	11.3	33	200												
WPRP	1.2	6.0	18	151												
WRIO-FM	2.1	10.4	30	291												
WRPC-FM	.1	.4	1	119												
WSRA-FM	1.0	4.9	14	88												
WUNO																
WVJP-FM																
WXRF	.1	.7	2	13												
WXYX-FM	.3	1.3	4	34												
WZAR-FM	3.3	16.5	48	399												
WZBS	.1	.5	1	10												
TOTAL	20.3	100.0	294	1250	25.5	100.0	369	1120	27.5	100.0	398	1301	11.6	100.0	168	911

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

YOUTH 12-24 8  
POP. 1448 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	.9	3	33												
WBJA	.0	.2	1	9												
WBOZ-AM	.0	.2	1	17												
WCAD-FM	.4	2.1	6	123												
WCGB	.1	.4	1	25												
WCHQ-FM	.2	1.1	3	25												
WCMN-FM	.1	.4	1	19												
WCPR	.1	.6	2	36												
WCRP-FM	.3	1.3	4	28												
WEKO																
WENA	.1	.4	1	13												
WERR-FM	.0	.0		11												
WEUC	.1	.6	2	15												
WEUC-FM	.0	.2		13												
WFID-FM	.2	.8	2	24												
WGSX-FM	.6	2.9	9	131												
WHOY				1												
WIAC																
WIDA	.0	.0		17												
WIOC-FM	1.0	4.6	14	201												
WISO	.0	.1		22												
WIVA-FM	.2	.9	3	44												
WKAQ	.1	.6	2	36												
WKAQ-FM	.5	2.4	7	104												
WKFE	.2	.8	2	37												
WKJB-FM	.0	.2	1	13												
WKVM	.0	.0		3												
WLEO	.2	.7	2	33												
WOIZ	.0	.1		13												
WOQI-FM	1.5	7.1	22	324												
WOYE-FM	2.3	10.9	33	441												
WPAB	.1	.4	1	36												
WPPC	.0	.2	1	10												
WPRM-FM	1.8	8.4	25	301												
WPRP	1.0	4.6	14	208												
WRIO-FM	2.7	12.7	38	438												
WRPC-FM	.3	1.4	4	180												
WSRA-FM	1.4	6.5	20	173												
WBNO				5												
WVJP-FM	.0	.0		5												
WXRF	.1	.4	1	20												
WXYX-FM	.3	1.6	5	62												
WZAR-FM	4.6	22.1	67	608												
WZBS	.0	.2		15												
TOTAL	20.9	100.0	303	1448	24.5	100.0	355	1444	21.1	100.0	306	1433	18.7	100.0	270	1351

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

ADULTS 18-24  
POP. 707 (00) 9

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.3	1.1	2	11	WKLY				WKLY				WKLY			
WBJA	.2	.8	2	6	.2	.6	2	14	.1	.4	1	10	.0	.1	12	WEEKLY 12
WBQZ-AM	.0	.1		6	.3	.7	2	6	.1	.3	1	1	.3	1.9	2	29
WCAD-FM	.2	.8	2	30	.3	.9	2	31	.1	.3	1	7	.1	.6	1	6
WCGB	.3	1.2	2	15	.2	.6	1	11	.3	1.2	2	11	.0	.2	5	4
WCHQ-FM	.1	.5	1	7	.0	.1		5	.1	.3	1	5	.1	.5	5	4
WCNN-FM	.1	.4	1	6	.2	.5	1	5	.0	.2			.2	1.4	1	3
WCPR	.2	.9	2	14	.0	.1		9	.1	.3	1	5	.2	1.4	1	3
WCRP-FM	.3	1.2	2	12	.4	1.2	3	9	.4	1.6	3	10	WEEKLY 12			
WEKO																
WENA				4												
WERR-FM				3												
WEUC	.6	2.2	4	10	.4	1.1	3	10	.0	.1		1	.1	.4	1	1
WEUC-FM				7					.1	.4	1	3	.2	.8	2	10
WFID-FM	.4	1.6	3	10	.3	.8	2	15	.2	.7	2	10	.3	2.3	2	8
WGSX-FM	.1	.3	1	36	.9	2.7	7	36	1.0	3.7	7	45	.6	4.1	4	24
WHOY																
WIAC																
WIDA																
WIOC-FM	1.4	5.4	10	87	2.3	6.6	16	79	1.7	6.1	12	72	1.3	9.2	9	57
WISO				10	.0	.1		10					.0	.2	2	4
WIVA-FM	.4	1.6	3	12	.2	.4	1	11	.1	.3	1	11	.3	2.0	2	9
WKAQ	.7	2.6	5	23	.0	.1		8					.1	.6	1	9
WKAQ-FM	.4	1.6	3	26	.5	1.6	4	23	.5	1.7	3	15	.4	2.6	3	17
WKFE	.3	1.2	2	10	.3	.9	2	10	.2	.7	1	6	.2	1.1	1	5
WKJB-FM	.1	.3	1	9	.0	.1		6	.0	.1		4	.1	.4	2.8	3
WKVM													.1	.4	3	9
WLEO	.5	1.8	3	15	.2	.6	1	9					.1	.4	1	1
WOIZ	.1	.2		4				6					.2	1.1	1	5
WOQI-FM	1.0	3.7	7	92	1.4	4.1	10	95	1.1	4.1	8	64	1.0	7.1	7	40
WOYE-FM	3.7	14.2	26	157	4.3	12.7	31	145	3.2	11.8	23	116	.8	5.6	5	44
WPAB	.1	.6	1	23	.3	.9	2	13	.1	.5	1	15				
WPPC	.1	.4	1	7	.1	.2	1	6								
WPRM-FM	3.0	11.3	21	111	3.2	9.4	23	114	2.2	8.1	16	113	.8	5.9	6	65
WPRP	1.6	6.3	12	74	1.7	5.0	12	60	.9	3.2	6	36	.3	2.2	2	23
WRIO-FM	2.5	9.5	17	133	3.2	9.4	23	141	2.4	8.8	17	107	1.1	8.3	8	63
WRPC-FM	.1	.4	1	62	.2	.6	1	71	.4	1.3	3	54	.4	3.0	3	37
WSRA-FM	1.1	4.4	8	47	2.1	6.2	15	41	1.2	4.3	8	39	1.6	11.5	11	42
WUNO																
WVJP-FM																
WXRF				5				2								2
WXYX-FM	.3	1.3	2	12	.7	1.9	5	13	.5	1.8	3	9	.1	1.0	1	1
WZAR-FM	5.1	19.8	36	254	9.8	28.4	69	268	8.6	31.8	61	248	3.2	23.4	23	160
WZBS	.1	.4	1	3	.0	.1		4								2
TOTAL	26.1	100.0	184	644	34.3	100.0	242	614	27.1	100.0	92	636	13.7	100.0	97	441

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-24 10  
POP. 707 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.6	1	22	.2	.7	1	20	.1	.5	1	21	.1	.3		WKL
WBJA	.0	.2		6	.1	.2		6	.0	.0		1	.5	.2		1
WBOZ-AM	.1	.3	1	6	.1	.4	1	6	.1	.4	1	6	.5	2.5	4	41
WCAD-FM	.4	1.5	3	54	.4	1.4	3	48	.4	1.7	3	52	.1	.4	1	10
WCGB	.2	.7	1	19	.2	.7	1	17	.1	.5	1	14	.1	.7	1	11
WCRQ-FM	.1	.4	1	16	.2	.5	1	16	.1	.4	1	15	.1	.3		5
WCNN-FM	.1	.4	1	8	.1	.4	1	8	.1	.4	1	7	.0	.2		5
WCPR	.1	.3	1	15	.1	.4	1	15	.0	.1		9	.3	1.5	2	10
WCRP-FM	.3	1.3	2	12	.4	1.3	3	12	.3	1.4	2	12	.0	.0		7
WEKO													.0	.0		1
WEWA	.0	.1		9	.0	.1		9	.0	.1		9	.1	.3		4
WEWR-FM	.0	.0		3	.0	.0		3	.0	.0		1	.1	.7	1	10
WEUC	.3	1.0	2	11	.4	1.2	3	10	.2	.7	1	11	.3	1.3	2	10
WEUC-FM	.1	.3		12	.1	.2		12	.1	.3	1	10	.1	.7	1	10
WFID-FM	.3	1.2	2	19	.3	1.0	2	19	.3	1.1	2	19	.3	1.3	2	10
WGSX-FM	.7	2.6	5	63	.7	2.3	5	59	.8	3.3	6	58	.8	3.8	5	49
WHOY																
WIAC																
WIDA																
WIOC-FM	1.7	6.6	12	130	1.8	6.1	13	117	1.7	7.0	12	120	1.4	7.3	10	91
WISO	.0	.1		14	.0	.1		14	.0	.1		11	.0	.1		4
WIVA-FM	.2	.9	2	16	.2	.7	1	16	.2	.7	1	14	.2	.9	1	11
WKAQ	.2	.7	1	24	.2	.7	2	23	.0	.2		14	.0	.2		12
WKAQ-FM	.4	1.8	3	34	.5	1.6	3	33	.5	1.8	3	31	.4	2.1	3	18
WKFE	.2	.8	1	14	.3	.9	2	13	.2	.7	1	12	.1	.4	1	10
WKJB-FM	.1	.3	1	11	.0	.2		11	.1	.3	1	9	.1	.5	1	7
WKVM	.0	.1		1				1	.0	.1		1	.0	.1		1
WLEO	.3	1.1	2	21	.2	.7	2	18	.2	.9	1	17	.2	1.1	2	11
WOIZ	.0	.1		6	.0	.1		6				6				5
WOQI-FM	1.1	4.5	8	122	1.2	4.0	8	118	1.2	4.7	8	119	1.0	5.3	7	71
WOYE-FM	3.0	11.7	21	197	3.8	12.8	27	197	2.7	11.0	19	188	1.8	9.4	13	122
WPAB	.1	.6	1	29	.2	.7	1	27	.1	.6	1	21	.1	.3		16
WPPC	.0	.2		7	.1	.2		7	.0	.1		7				2
WPRH-FM	2.3	9.0	16	173	2.8	9.6	20	172	2.1	8.3	15	161	1.4	7.3	10	126
WPRP	1.1	4.4	8	90	1.4	4.8	10	89	1.0	3.9	7	75	.5	2.8	4	45
WRIO-FM	2.3	9.1	16	171	2.7	9.2	19	169	2.2	9.0	16	163	1.7	8.6	12	111
WRPC-FM	.3	1.1	2	97	.2	.7	2	94	.3	1.3	2	97	.4	2.0	3	60
WSRA-FM	1.5	6.1	11	81	1.5	5.2	11	70	1.7	6.7	12	74	1.4	7.1	10	57
WUNO																
WVJP-FM	.0	.1		5	.0	.1		2	.0	.1		5	.0	.1		5
WXRF				9				7				4				1
WXYX-FM	.4	1.6	3	18	.5	1.7	4	18	.4	1.7	3	18	.3	1.5	2	11
WZAR-FM	6.7	26.5	47	344	8.0	27.0	56	343	7.1	28.5	50	330	5.6	28.6	40	262
WZBS	.0	.1		6	.0	.1		6	.0	.0		6				4
TOTAL	25.2	100.0	178	707	29.6	100.0	209	706	24.9	100.0	176	702	19.7	100.0	139	658

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18-34 11  
POP. 1536 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.5	2	15												
WBJA	.3	1.2	5	21												
WBQZ-AM	.1	.4	2	20												
WCAD-FM	.1	.4	2	44												
WCGB	.2	.8	4	25												
WCHQ-FM	.2	.8	3	20												
WCMN-FM	.2	.8	3	18												
WCPR	.8	2.7	12	45												
WCRP-FM	.3	1.0	4	26												
WEKO	.1	.3	1	5												
WENA	.0	.1														
WERR-FM	.1	.3	1	14												
WEUC	.3	.9	4	15												
WEUC-FM	.2	.5	2	13												
WFID-FM	.3	1.2	5	19												
WGSX-FM	.2	.7	3	49												
WHOY	.3	1.1	5	17												
WIAC																
WIDA	.1	.5	2	21												
WIOC-FM	1.4	4.6	21	178												
WISO	.1	.5	2	29												
WIVA-FM	.3	1.2	5	30												
WKAQ	.4	1.2	5	43												
WKAQ-FM	.2	.7	3	43												
WKFE	1.2	4.0	18	55												
WKJB-FM	.0	.1	1	25												
WKVM	.1	.3	1	6												
WLEO	1.0	3.2	15	77												
WOIZ	.2	.7	3	21												
WOQI-FM	.8	2.5	12	122												
WOYE-FM	2.2	7.3	33	223												
WPAB	.6	1.9	8	86												
WPPC	.2	.7	3	23												
WPRM-FM	2.8	9.4	43	245												
WPRP	2.5	8.3	38	181												
WRIO-FM	3.2	10.7	49	280												
WRPC-FM	.2	.8	3	80												
WSRA-FM	.9	2.9	13	79												
WUNO																
WVJP-FM	.2	.6	3	10												
WXRF	.4	1.4	6	35												
WXYX-FM	.3	1.2	5	22												
WZAR-FM	5.9	20.0	91	533												
WZBS	.0	.2	1	18												
TOTAL	29.7	100.0	456	1425	34.5	100.0	530	1296	23.6	100.0	363	1290	10.4	100.0	160	849

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-34 12  
POP. 1536 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WAEL-FM	.1	.3	1	27													
WBJA	.1	.4	1	21													
WBQZ-AM	.1	.4	2	20													
WCAD-FM	.2	.9	3	72													
WCGB	.2	.6	2	40													
WCHQ-FM	.2	1.0	4	35													
WCMN-FM	.1	.4	2	22													
WCPR	.3	1.1	4	46													
WCRP-FM	.4	1.6	6	33													
WEKO	.0	.1		5													
WENA	.0	.1		27													
WERR-FM	.1	.3	1	15													
WEUC	.1	.6	2	21													
WEUC-FM	.1	.4	1	22													
WFID-FM	.2	.8	3	28													
WGSX-FM	.5	2.0	7	79													
WHDY	.2	.8	3	17													
WIAC	.0	.1	1	3													
WIDA	.1	.3	1	27													
WIOC-FM	1.5	6.3	24	261													
WISO	.1	.4	1	49													
WIVA-FM	.2	.9	3	36													
WKAQ	.1	.5	2	53													
WKAQ-FM	.2	1.0	4	55													
WKFE	.5	2.0	8	60													
WKJB-FM	.1	.4	2	28													
WKVM	.0	.1	1	7													
WLEO	.3	1.4	5	86													
WOIZ	.1	.4	1	27													
WOQI-FM	.9	3.8	14	168													
WOYE-FM	1.8	7.2	27	283													
WPAB	.3	1.4	5	98													
WPPC	.2	.9	3	23													
WPRM-FM	2.3	9.4	35	357													
WPRP	1.4	5.9	22	219													
WRIO-FM	2.5	10.3	38	353													
WRPC-FM	.2	1.0	4	123													
WSRA-FM	1.0	4.1	15	132													
WUNO	.0	.0		5													
WVJP-FM	.1	.5	2	16													
WXRF	.2	.7	3	40													
WXYX-FM	.3	1.2	4	27													
WZAR-FM	6.4	26.5	99	705													
WZBS	.0	.1	1	27													
TOTAL	24.3	100.0	373	1536	29.7	100.0	455	1531	22.8	100.0	350	1486	16.3	100.0	250	1342	

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH 1989

MONDAY-FRIDAY

ADULTS 18-49 13  
POP. 2420 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.	.	3	19	.	.	3	19	.	.	1	16	.	.	1	15
WBJA	.	.	2	27	.	.	2	15	.	.	1	14	.	.	1	15
WBOZ-AM	.	.	3	38	.	.	2	33	.	.	2	20	.	.	1	15
WCAD-FM	.	.	4	45	.	.	2	42	.	.	1	42	.	.	1	35
WCGB	.	.	6	60	.	.	2	42	.	.	1	42	.	.	1	35
WCHQ-FM	.	.	2	27	.	.	2	21	.	.	1	23	.	.	1	19
WCMN-FM	.	.	2	20	.	.	1	8	.	.	1	8	.	.	1	11
WCPR	1.3	3.0	32	93	1.4	1.4	1	65	1.4	1.3	1	30	1.1	1.4	1	35
WCRP-FM	.	.	3	39	1.2	1.2	0	34	1.7	1.7	0	45	1.1	1.4	1	18
WEKO	.	.	1	17	.	.	1	8	.	.	1	9	.	.	1	35
WENA	.	.	8	39	.	.	8	36	.	.	1	21	.	.	1	11
WERR-FM	.	.	2	31	.	.	2	23	.	.	1	22	.	.	2	11
WEUC	.	.	0	43	.	.	0	46	.	.	1	27	.	.	6	17
WEUC-FM	.	.	5	30	.	.	1	28	.	.	1	25	.	.	1	13
WFID-FM	.	.	5	22	.	.	3	24	.	.	1	22	.	.	1	26
WGSX-FM	.	.	4	59	1.3	1.3	10	52	2.1	1.1	11	70	1.1	1.4	1	33
WHOY	1.4	1.4	11	59	1.6	1.6	13	49	1.3	1.3	12	29	3.2	3.2	7	38
WIAC	.	.	5	5	1.3	1.3	2	8	1.6	1.6	3	8	.	.	1	14
WIDA	.	.	7	38	1.2	1.2	1	28	1.4	1.4	2	17	1.1	1.5	3	26
WIOC-FM	1.3	3.9	33	259	2.2	6.7	53	258	1.3	5.8	31	196	0.7	7.5	16	144
WISO	1.0	1.9	16	97	2.0	6.7	6	86	1.3	1.4	8	58	2.2	2.4	5	61
WIVA-FM	0.2	0.6	5	31	0.2	0.6	5	24	0.1	0.3	1	20	0.1	1.0	2	15
WKAQ	1.0	3.0	25	133	0.3	0.5	4	57	1.1	1.3	1	51	0.1	0.7	1	31
WKAQ-FM	0.3	0.9	7	63	0.9	0.9	8	46	1.1	1.1	6	40	0.1	1.7	4	42
WKFE	1.8	5.2	43	120	0.8	2.5	20	92	0.4	1.6	9	58	0.1	0.8	2	13
WKJB-FM	0.0	0.1	1	28	0.1	0.4	4	20	0.1	0.2	1	20	0.1	0.8	2	24
WKVM	0.1	0.4	3	18	0.0	0.1	1	9	0.0	0.1	1	5	0.1	0.8	2	13
WLEO	2.4	6.9	57	239	0.5	1.4	11	208	0.3	1.2	7	64	0.3	3.6	8	49
WOIZ	0.5	1.3	11	54	0.4	1.2	9	60	0.2	1.0	5	42	.	.	13	13
WOQI-FM	0.5	1.6	13	148	1.0	2.9	23	160	0.8	3.8	20	111	0.4	4.5	10	57
WOYE-FM	1.5	4.3	36	262	1.8	5.4	43	235	1.3	6.0	32	175	0.3	3.0	6	69
WPAB	1.4	3.9	33	218	0.8	2.4	19	171	0.4	1.7	9	115	0.4	4.0	9	60
WPPC	0.4	1.1	9	46	0.7	2.1	17	46	0.3	1.2	6	33	0.2	1.7	4	45
WPRM-FM	2.6	7.5	63	337	3.4	10.2	81	318	2.6	11.6	62	311	0.5	5.9	13	19
WPRP	2.4	7.0	58	266	1.6	4.8	39	212	1.0	4.3	23	123	0.4	4.0	9	76
WRIO-FM	2.7	7.8	65	381	3.5	10.6	84	432	2.0	9.0	48	337	0.6	7.0	15	158
WRPC-FM	0.2	0.6	5	87	0.2	0.5	4	98	0.2	0.9	5	66	0.2	1.7	4	45
WSRA-FM	0.9	2.6	22	114	1.1	3.4	27	93	0.7	2.9	16	96	0.6	6.8	15	87
WUNO	0.3	0.9	7	18	0.2	0.7	6	9	0.2	0.7	4	9	0.0	0.5	1	7
WVJP-FM	0.4	1.1	9	23	0.4	1.1	9	25	0.2	0.8	4	17	-	-	1	11
WXRF	0.5	1.5	12	72	0.3	0.8	6	31	0.2	0.8	4	23	0.0	0.3	1	14
WXYX-FM	0.3	0.7	6	26	0.3	1.1	8	23	0.2	1.1	6	19	0.1	0.6	1	23
WZAR-FM	6.0	17.5	145	744	8.1	24.7	197	732	5.9	26.7	143	618	1.9	21.2	46	365
WZBS	0.3	0.9	7	80	0.4	1.3	10	77	0.2	1.1	6	38	0.1	1.4	3	25
TOTAL	34.4	100.0	832	2265	32.9	100.0	796	2054	22.2	100.0	537	1966	8.9	100.0	215	1254

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-49 14  
POP. 2420 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.3	2	31									.0	.2	1	18
WBJA	.1	.4	2	28									.0	.1	1	14
WBOZ-AM	.1	.6	3	43									.0	.3	1	22
WCAD-FM	.1	.6	3	73									.2	1.3	5	51
WCGB	.2	.7	4	75									.1	.7	3	34
WCHQ-FM	.2	.9	5	42									.1	.9	3	23
WCMN-FM	.1	.3	2	24									.0	.3	1	8
WCPR	.5	2.1	12	101									.2	1.2	4	33
WCRP-FM	.4	1.5	9	57									.4	2.5	9	51
WEKO	.0	.1	1	7												
WEWA	.2	.8	5	53												
WERR-FM	.1	.5	3	39												
WEUC	.2	.7	4	62												
WEUC-FM	.1	.6	4	43												
WFIU-FM	.1	.6	3	31												
WGSX-FM	.3	1.4	8	92												
WHOY	.3	1.1	7	66												
WIAC	.1	.2	1	14												
WIDA	.1	.6	3	45												
WIOC-FM	1.4	5.7	34	365												
WISO	.3	1.4	8	147												
WIVA-FM	.1	.6	3	37												
WKAQ	.3	1.3	7	147												
WKAQ-FM	.3	1.0	6	75												
WKFE	.7	2.9	17	129												
WKJB-FM	.1	.3	2	34												
WKVM	.1	.3	2	20												
WLEO	.8	3.3	19	262												
WOIZ	.3	1.1	6	72												
WOQI-FM	.7	2.8	17	198												
WOYE-FM	1.2	4.9	29	325												
WPAB	.7	2.9	17	273												
WPPC	.3	1.4	8	47												
WPRM-FM	2.2	9.2	54	473												
WPRP	1.3	5.3	31	322												
WRIO-FM	2.2	9.0	53	489												
WRPC-FM	.2	.8	4	132												
WSRA-FM	.8	3.4	20	174												
WUNO	.2	.7	4	19												
WVJP-FM	.2	1.0	6	29												
WXRF	.2	1.0	6	82												
WXYX-FM	.2	.9	5	38												
WZAR-FM	5.4	22.5	131	952												
WZBS	.3	1.1	7	100												
TOTAL	24.2	100.0	585	2418												
	30.1	100.0	727	2409												
	21.3	100.0	514	2325												
	14.8	100.0	358	2054												

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

STATION

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.1	0	0	.1	.1	0	0	.1	.1	0	0	.1	.1	0	0
WBJA	.5	.8	10	38	.0	.0	0	0	.0	.0	0	0	.0	.0	0	0
WBOZ-AM	.2	.5	4	4	.1	.2	3	25	.0	.2	3	25	.0	.2	3	25
WCAC-FM	.2	.5	1	1	.2	.5	5	30	.2	.5	3	30	.2	.5	3	30
WCGB	.3	.8	6	6	.2	.5	5	5	.0	.2	3	3	.0	.2	3	3
WCHQ-FM	.2	.6	2	2	.3	1.0	22	10	.2	1.0	15	19	.2	1.0	15	19
WCMN-FM	.2	.5	2	2	.0	.2	2	9	.2	.3	4	10	.2	.3	4	10
WCPR	2.0	4.0	5	135	.6	1.8	1	63	.5	2.0	14	63	.3	1.8	1	63
WCRP-FM	.5	1.2	1	62	.6	1.8	1	63	.3	1.8	0	63	.2	1.2	0	63
WEKO	.3	1.3	1	15	.5	1.5	13	64	.2	0.9	5	32	.1	1.0	2	24
WENA	.5	1.3	15	73	.4	1.5	13	64	.3	1.0	8	49	.3	3.0	8	33
WERR-FM	.2	0.9	0	47	.2	1.0	10	50	.1	0.8	4	60	.2	3.2	0	42
WEUC	.3	0.8	0	68	.2	0.7	7	7	.2	1.2	0	22	.1	1.0	2	20
WEUC-FM	.3	0.7	2	29	.2	0.5	1	20	.1	0.8	4	14	.0	0.4	1	11
WFID-FM	.1	0.3	3	12	.0	0	1	11	.2	0.8	4	26	.1	1.5	3	14
WGSX-FM	.2	0.4	4	24	.1	0.4	4	16	.2	0.5	3	55	.0	0	2	32
WHOY	.9	2.0	24	104	.9	2.0	26	89	.2	1.1	0	24	.2	2.3	5	39
WIAC	.2	0.4	4	29	.4	1.4	13	29	.1	0.4	2	27	.2	2.3	5	39
WIDA	.5	1.3	14	49	.2	0.7	7	38	.8	4.3	22	155	.3	4.6	9	111
WIOC-FM	1.0	2.3	27	211	1.0	5.2	46	229	.1	3.5	18	148	.6	8.6	17	134
WISO	1.3	3.1	36	181	.6	1.0	16	176	.8	4.3	22	155	.3	4.6	9	111
WIVA-FM	.1	0.4	4	26	.2	0.5	5	19	.1	0.2	1	15	.1	1.2	2	55
WKAQ	1.7	4.3	49	233	.4	1.3	11	122	.3	1.7	0	101	.1	1.2	2	55
WKAQ-FM	.3	0.7	8	48	.3	0.8	7	32	.1	0.8	4	32	.0	0	3	29
WKFE	2.0	6.0	77	211	1.1	3.6	32	166	.4	2.1	11	92	.0	0	3	44
WKJB-FM	.1	0.2	3	25	.2	0.5	7	19	.1	0.5	3	22	.0	0	3	22
WKVM	.2	0.4	5	34	.1	0.3	2	28	.0	0.2	1	12	.1	0.8	2	9
WLEO	5.2	12.8	146	465	1.0	3.0	27	399	.0	4.5	22	137	.7	10.1	20	106
WOIZ	.5	1.2	14	86	.6	1.9	17	92	.3	1.7	9	64	.1	1.8	4	22
WOQI-FM	.3	0.6	7	65	.5	1.7	15	80	.6	3.4	18	53	.1	1.9	2	29
WOYE-FM	.4	0.9	10	115	.4	1.3	11	98	.4	2.0	10	67	.1	1.8	4	22
WPAB	3.1	7.7	87	419	2.0	6.3	57	366	.9	4.7	25	228	.7	9.6	19	128
WPPC	.6	1.5	17	88	1.2	3.9	34	90	.5	2.4	13	66	.3	4.0	8	45
WPRM-FM	2.0	4.8	55	301	3.0	9.4	84	275	2.2	11.8	62	259	.3	4.0	8	129
WPRP	2.3	5.6	64	258	1.6	4.9	44	219	1.0	5.5	29	143	.3	4.5	9	81
WRIO-FM	2.1	5.1	58	311	2.8	8.9	80	373	1.3	7.2	38	287	.3	3.8	8	114
WRPC-FM	.2	0.5	6	27	.1	0.4	3	27	.1	0.5	3	11	.0	0	3	15
WSRA-FM	.7	1.8	20	94	.6	2.0	17	73	.5	2.4	13	79	.1	1.7	3	60
WUNO	.3	0.8	10	28	.2	0.8	7	13	.5	2.4	13	15	.0	0	1	10
WVJP-FM	.4	1.0	12	29	.4	1.1	10	27	.2	0.9	5	21	.1	0.7	1	10
WXRF	1.2	2.8	32	143	.5	1.7	15	81	.2	1.1	6	21	.1	0.8	2	10
WXYX-FM	.2	0.5	6	17	.2	0.5	4	13	.2	1.0	5	50	.1	1.2	2	33
WZAR-FM	5.5	13.4	153	667	5.7	17.8	159	611	3.6	19.1	100	480	.0	13.1	26	274
WZBS	.6	1.4	16	152	.8	2.5	23	131	.3	1.4	7	60	.2	2.6	5	44
TOTAL	40.6	100.0	1140	2657	31.8	100.0	893	2371	18.7	100.0	524	2108	7.1	100.0	200	1318

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25 + 16  
POP. 2806 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.1	1	12									.0	.2	1	9
WBJA	.1	.5	3	40									.0	.1		18
WBOZ-AM	.1	.5	3	49									.0	.4	1	25
WCAD-FM	.0	.1	1	16									.0	.3	1	7
WCGB	.2	.8	5	84									.1	.8	3	42
WCHQ-FM	.2	.9	6	35									.1	1.2	4	19
WCMN-FM	.1	.3	2	27									.0	.3	1	10
WCPR	.8	3.5	24	151									.4	3.1	11	66
WCRP-FM	.5	1.9	13	90									.4	3.1	11	75
WEKO	.1	.4	3	15									.0	.1		1
WENA	.3	1.3	9	85									.1	.9	3	43
WERR-FM	.3	1.2	8	72									.3	2.3	8	57
WEUC	.2	1.0	7	116									.2	1.6	5	68
WEUC-FM	.1	.6	4	44									.1	1.1	4	29
WFID-FM	.1	.2	2	14									.1	.4	2	14
WGSX-FM	.1	.6	4	28									.1	1.0	4	26
WHOY	.5	2.0	13	121									.1	.4	1	59
WIAC	.2	.9	6	43									.1	.8	3	27
WIDA	.2	1.0	7	51									.1	1.1	4	39
WIOC-FM	.9	3.9	26	295									.5	4.4	15	182
WISO	.8	3.2	21	293									.6	5.1	18	186
WFVA-FM	.1	.4	2	28									.0	.1		16
WKAQ	.6	2.5	17	256									.3	1.5	5	115
WKAQ-FM	.2	.7	5	53									.1	.7	2	39
WKFE	1.0	4.2	29	221									.2	1.4	5	102
WKJB-FM	.1	.5	3	29									.1	.4	2	22
WKVM	.1	.4	2	39									.0	.4	1	19
WLEO	1.8	7.5	51	502									.8	6.1	21	168
WOIZ	.3	1.5	10	110									.3	1.1	4	64
WOQI-FM	.4	1.6	11	91									.4	2.9	10	58
WOYE-FM	.3	1.2	8	141									.2	1.6	6	70
WPAB	1.6	6.8	46	519									.8	6.3	22	272
WPPC	.6	2.4	16	100									.2	1.6	6	71
WPRM-FM	1.8	7.6	51	393									1.1	9.3	32	269
WPRP	1.3	5.2	35	325									.6	5.2	18	158
WRIO-FM	1.6	6.7	45	405									.7	6.1	21	294
WRPC-FM	.1	.4	3	35									.1	.5	2	11
WSRA-FM	.5	2.0	13	133									.3	2.2	8	89
WUNO	.2	.8	5	30									.1	.8	3	15
WVJP-FM	.3	1.1	7	32									.1	1.0	3	21
WXRF	.5	2.0	13	159									.1	1.1	4	66
WXYX-FM	.1	.5	3	28									.0	.4	1	27
WZAR-FM	3.8	16.0	108	817									2.1	17.2	59	502
WZBS	.5	1.9	13	171									.2	1.8	6	65
TOTAL	24.0	100.0	674	2804									12.3	100.0	344	2240

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

ADULTS 25-34 17  
POP. 828 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM				4												
WBJA	.5	1.4	4	16												
WBOZ-AM	.2	.6	2	14												
WCAD-FM				12												
WCGB	.1	.4	1	10												
WCHQ-FM	.3	.9	3	14												
WCMN-FM	.3	1.1	3	12												
WCPR	1.4	4.1	11	32												
WCRP-FM	.3	.8	2	14												
WEKO	.2	.5	1	5												
WENA	.0	.1		13												
WERR-FM	.2	.6	2	11												
WEUC				5												
WEUC-FM	.3	1.0	3	6												
WFID-FM	.3	.8	2	8												
WGSX-FM	.3	1.0	3	11												
WHOY	.7	2.0	5	19												
WIAC																
WIDA	.3	.8	2	13												
WIOC-FM	1.3	4.0	11	89												
WISO	.3	.9	2	19												
WIVA-FM	.3	.8	2	19												
WKAQ	.0	.1		19												
WKAQ-FM																
WKFE	2.0	6.1	17	48												
WKJB-FM																
WKVM	.2	.5	1	6												
WLEO	1.5	4.4	12	66												
WOIZ	.4	1.1	3	18												
WOQI-FM	.5	1.6	5	24												
WOYE-FM	.7	2.0	5	57												
WPAB	1.0	2.9	8	66												
WPPC	.3	1.0	3	16												
WPRM-FM	2.6	7.8	22	134												
WPRP	3.3	9.9	27	109												
WRIO-FM	3.9	11.6	32	146												
WRPC-FM	.3	1.0	3	14												
WSRA-FM	.6	1.8	5	30												
WUNO				4												
WVJP-FM	.4	1.1	3	11												
WXRF	.8	2.4	7	32												
WXYX-FM	.3	1.0	3	9												
WZAR-FM	6.7	20.2	56	278												
WZBS				16												
TOTAL	33.3	100.0	276	782	34.7	100.0	287	678	20.1	100.0	166	646	7.1	100.0	58	398

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-34 18  
POP. 828 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM																
WBJA	.1	.5	1	16	.2	.6	1	16	.0	.1	1	9	.1	.5	1	5
WBOZ-AM	.1	.5	1	14	.2	.6	1	14	.1	.4	1	11	.1	.9	1	6
WCAD-FM	.1	.3	1	14	.0	.1		12	.1	.6	1	21	.1	.9	1	13
WCGB	.1	.6	1	21	.1	.4	1	18	.4	2.0	3	15	.3	2.0	2	9
WCHQ-FM	.4	1.6	3	19	.5	1.6	4	19	.0	.2	1	5	.1	.5	1	3
WCMN-FM	.1	.5	1	14	.1	.5	1	14	.2	.8	1	21	.0	.1	1	3
WCPR	.4	1.9	4	32	.6	2.0	5	32	.5	2.3	4	22	.5	3.9	4	21
WCRP-FM	.4	1.9	4	22	.4	1.4	4	22								
WEKO	.0	.1		5	.0	.2		5								
WENA	.0	.1		18	.0	.1		16								
WERR-FM	.1	.5	1	12	.1	.4	1	12	.1	.5	1	10	.0	.3	1	14
WEUC	.0	.1		10	.0	.1		10	.0	.1		10	.1	.8	1	7
WEUC-FM	.1	.5	1	10	.2	.6	1	6	.1	.3	1	8	.0	.2	1	6
WFID-FM	.1	.4	1	8	.1	.3	1	8	.0	.2		8	.1	.5	1	8
WGSX-FM	.3	1.3	2	11	.3	1.1	3	11	.3	1.4	2	11	.2	1.8	2	9
WHOY	.4	1.6	3	19	.5	1.8	4	19	.3	1.4	2	16	.0	.2	1	10
WIAC	.1	.3	1	3	.1	.3	1	3	.1	.4	1	3				
WIDA	.1	.6	1	15	.1	.5	1	13	.1	.4	1	12	.1	.5	1	10
WIOC-FM	1.4	6.1	12	129	1.7	5.9	14	121	1.5	7.0	12	115	.9	7.2	8	76
WISO	.2	.6	1	36	.2	.5	1	29	.1	.5	1	31	.1	.8	1	25
WIVA-FM	.2	.9	2	20	.3	1.0	3	19	.2	1.0	2	14	.1	.4	1	10
WKAQ	.0	.2		28	.1	.2		23	.0	.2		24	.0	.1	1	22
WKAQ-FM	.0	.2		19	.0	.2		18	.1	.3		18	.1	.5	1	15
WKFE	.8	3.3	6	48	1.1	3.6	9	48	.4	2.1	4	32	.1	.7	1	11
WKJB-FM	.1	.5	1	16	.2	.6	1	16	.2	.8	1	16	.0	.1	1	10
WKVM	.1	.2		6	.1	.2		6	.0	.1		6	.0	.3	1	6
WLEO	.4	1.7	3	69	.6	1.9	5	69	.1	.5	1	62	.0	.3	1	13
WOIZ	.2	.7	1	21	.2	.8	2	21	.1	.6	1	19	.0	.1	1	11
WOQI-FM	.7	3.2	6	38	.9	3.1	8	38	.8	3.9	7	38	.7	5.1	5	30
WOYE-FM	.6	2.4	5	73	.8	2.5	6	73	.5	2.6	4	65	.4	3.2	3	39
WPAB	.5	2.3	5	72	.5	1.7	4	72	.4	2.1	4	59	.4	3.4	4	33
WPPC	.4	1.6	3	16	.5	1.8	4	16	.4	1.9	3	16	.1	.9	1	13
WPRM-FM	2.3	9.7	19	182	3.1	10.4	26	178	2.2	10.5	18	173	1.3	10.4	11	134
WPRP	1.8	7.5	15	131	2.1	7.2	18	124	1.3	6.4	11	99	.9	7.3	8	57
WRIO-FM	2.7	11.6	23	180	3.5	11.9	29	175	2.4	11.6	20	180	1.2	9.2	10	135
WRPC-FM	.2	.9	2	18	.3	.9	2	18	.2	.9	2	14	.1	1.1	1	5
WSRA-FM	.4	1.9	4	48	.6	1.9	5	46	.4	1.9	3	41	.3	2.6	3	31
WUNO	.0	.0		6	.0	.0		6	.0	.0		3				3
WVJP-FM	.2	1.0	2	11	.3	1.0	2	11	.2	.9	2	11	.1	.6	1	6
WXRF	.3	1.5	3	33	.5	1.6	4	32	.2	1.1	2	17	.1	1.0	1	14
WXYX-FM	.2	.7	1	9	.2	.8	2	9	.1	.5	1	9	.1	.6	1	9
WZAR-FM	6.2	26.4	51	357	7.9	26.6	66	352	6.0	29.3	50	319	3.8	29.2	31	229
WZBS	.0	.2		22	.0	.1		22	.0	.2		19	.1	.4	4	
TOTAL	23.5	100.0	194	828	29.8	100.0	246	825	20.6	100.0	171	779	12.9	100.0	106	676

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25-49 19  
POP. 1713 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WAEL-FM	.1	.2	1	7													
WBJA	.3	.8	5	21													
WBOZ-AM	.3	.7	5	32													
WCAD-FM																	
WCGB	.3	.8	6	46													
WCHQ-FM	.3	.8	6	21													
WCMN-FM	.2	.6	4	14													
WCPR	1.8	4.8	32	82													
WCRP-FM	.3	.9	6	27													
WEKO	.2	.5	3	7													
WENA	.5	1.2	8	36													
WERR-FM	.1	.3	2	28													
WEUC	.2	.5	3	34													
WEUC-FM	.3	.9	6	23													
WFID-FM	.1	.3	2	11													
WGSX-FM	.2	.6	4	21													
WHOY	.7	1.8	12	62													
WIAC																	
WIDA	.4	1.1	7	31													
WIOC-FM	1.3	3.5	23	170													
WISO	1.0	2.5	16	89													
WIVA-FM	.1	.3	2	19													
WKAQ	1.2	3.2	21	112													
WKAQ-FM	.2	.6	4	35													
WKFE	2.5	6.4	42	114													
WKJB-FM																	
WKVM	.2	.5	4	19													
WLEO	3.3	8.5	56	233													
WOIZ	.6	1.7	11	51													
WOQI-FM	.4	.9	6	49													
WOYE-FM	.4	1.2	8	93													
WPAB	1.9	5.0	33	202													
WPPC	.5	1.3	8	40													
WPRM-FM	2.4	6.3	41	224													
WPRP	2.8	7.2	48	193													
WRIO-FM	2.8	7.3	48	244													
WRPC-FM	.3	.7	5	20													
WSRA-FM	.8	2.1	14	66													
WUNO	.4	1.1	7	18													
WVJP-FM	.6	1.5	10	24													
WXRF	.7	1.9	13	69													
WXYX-FM	.2	.5	4	13													
WZAR-FM	6.4	16.7	110	485													
WZBS	.4	1.0	7	81													
TOTAL	38.3	100.0	657	1623	32.2	100.0	552	1438	19.8	100.0	340	1320	6.6	100.0	113	801	

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 25-49 20  
POP. 1713 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.1	1	7												
WBJA	.1	.5	2	23												
WBOZ-AM	.2	.7	3	37												
WCAD-FM	.0	.1		13												
WCGB	.2	.8	3	56												
WCHQ-FM	.3	1.1	4	26												
WCMN-FM	.1	.3	1	15												
WCPR	.7	3.0	12	88												
WCRP-FM	.4	1.6	7	46												
WEKO	.0	.2	1	7												
WENA	.3	1.1	5	45												
WERR-FM	.2	.7	3	37												
WEUC	.1	.5	2	52												
WEUC-FM	.2	.8	3	31												
WFID-FM	.1	.3	1	11												
WGSX-FM	.2	.8	3	23												
WHOY	.4	1.7	7	69												
WIAC	.1	.3	1	14												
WIDA	.2	.8	3	32												
WIQC-FM	1.3	5.3	21	231												
WISO	.5	2.1	8	137												
WIVA-FM	.1	.4	2	20												
WKAQ	.4	1.6	6	125												
WKAQ-FM	.2	.7	3	39												
WKFE	.9	4.0	16	119												
WKJB-FM	.1	.3	1	22												
WKVM	.1	.4	2	19												
WLEO	1.1	4.4	18	250												
WOIZ	.4	1.6	6	68												
WOQI-FM	.5	2.0	8	66												
WOYE-FM	.4	1.5	6	112												
WPAB	1.0	4.1	17	252												
WPPC	.5	2.0	8	41												
WPRM-FM	2.2	9.3	38	294												
WPRP	1.4	5.8	23	232												
WRIO-FM	2.1	9.0	36	314												
WRPC-FM	.1	.6	2	25												
WSRA-FM	.5	2.0	8	89												
WUNO	.3	1.1	4	20												
WVJP-FM	.3	1.4	6	24												
WXRF	.3	1.4	6	76												
WXYX-FM	.1	.6	2	20												
WZAR-FM	4.8	20.4	83	598												
WZBS	.4	1.6	7	97												
TOTAL	23.7	100.0	406	1711	30.3	100.0	519	1703	19.5	100.0	334	1619	12.5	100.0	214	1387

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35 + 21  
POP. 1977 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.2	2	5	WKLY				WKLY				WKLY			
WBJA	.3	.6	5	21	.1	.5	3	16	.1	.4	2	8	.1	.8	1	20
WB0Z-AM	.2	.5	4	29	.2	.6	3	29	.1	.5	2	20	.1	.4	2	6
WCAD-FM																
WCGB	.4	.9	8	61	.3	.9	5	33	.1	.8	3	29	.0	.1	.2	4
WCHQ-FM	.2	.5	4	13	.1	.4	3	9	.1	.4	1	9	.4	6.1	9	35
WCMN-FM	.2	.3	3	12					.7	4.0	14	63	.4	5.7	8	42
WCPR	2.3	5.2	46	104	.9	3.0	18	74	.2	1.2	4	42	.1	1.1	2	14
WCRP-FM	.6	1.4	12	49	.6	2.1	13	51	.1	.3	1	2	.4	5.0	7	31
WEKO	.4	.9	8	9	.1	.2	1	8	.3	1.4	5	26	.2	1.1	4	40
WENA	.8	1.8	16	62	.7	2.3	14	55	.4	2.2	8	43	.3	4.8	7	18
WERR-FM	.2	.5	4	36	.5	1.6	10	43	.2	1.1	4	56	.1	1.5	2	2
WEUC	.5	1.1	10	66	.3	1.1	7	72	.3	1.4	5	18	.0	.6	1	7
WEUC-FM	.2	.5	4	23	.0	.1	1	22	.1	.7	2	5	.0	.3	1	29
WFID-FM					.0	.1	1	5	.1	.6	2	16	.2	2.7	4	29
WGSX-FM	.1	.1	1	13					.1	.7	2	47	.1	1.1	2	14
WHOY	1.0	2.2	19	88	1.0	3.3	20	76	.3	1.8	6	25	.5	2.9	10	91
WIAC	.2	.5	5	31	.6	1.8	11	27	.1	.7	2	22	.2	2.7	4	29
WIDA	.6	1.4	12	37	.3	1.0	6	28	.5	2.9	10	91	.2	2.7	4	55
WIOC-FM	.8	1.7	15	115	1.3	4.1	25	132	1.0	5.4	19	141	.8	11.8	17	120
WISO	1.8	4.0	35	170	.8	2.7	16	169								
WIVA-FM	.1	.2	2	5												
WKAQ	2.6	5.9	52	225	.6	1.9	11	119	.5	2.6	9	90	.1	1.7	2	46
WKAQ-FM	.4	1.0	9	33	.4	1.2	7	27	.2	.9	3	21	.0	.5	1	16
WKFE	3.1	7.0	62	166	1.2	4.0	24	140	.5	2.8	10	85				
WKJB-FM	.1	.3	3	6	.2	.5	3	3	.1	.7	3	11	.0	.4	1	5
WKVM	.2	.4	4	28	.1	.4	3	30	.1	.3	1	13	.1	.7	1	2
WLEO	7.1	16.0	141	416	1.4	4.5	27	355	1.2	6.4	23	132	1.1	15.2	22	106
WOIZ	.6	1.3	11	70	.8	2.5	15	76	.5	2.6	9	55				
WOQI-FM	.1	.2	2	40	.3	.9	6	44	.4	2.1	7	22	.1	.8	1	12
WOYE-FM	.2	.5	4	53	.2	.8	5	36	.1	.6	2	25	.1	1.1	2	8
WPAB	4.2	9.5	84	366	2.8	9.3	56	336	1.3	7.0	25	214	.7	9.8	14	111
WPPC	.7	1.7	15	74	1.4	4.6	28	76	.6	3.1	11	54				
WPRM-FM	1.6	3.7	32	156	2.6	8.6	52	146	1.9	10.4	37	123	.4	5.2	7	72
WPRP	1.7	3.9	34	142	1.3	4.4	26	144	1.0	5.5	19	90	.1	1.1	2	44
WRIO-FM	1.1	2.5	22	152	1.9	6.4	38	198	1.1	6.0	21	149	.1	1.1	2	53
WRPC-FM	.1	.3	2	12	.1	.2	1	12	.0	.1						
WSRA-FM	.8	1.8	16	63	.7	2.2	13	48	.4	2.2	8	49	.1	1.6	2	41
WUNO	.5	1.2	10	25	.4	1.2	7	12	.2	1.4	5	12	.1	1.0	1	7
WVJP-FM	.4	1.0	9	17	.4	1.2	7	15	.3	1.4	5	15	.1	.7	1	4
WXRF	1.3	3.0	26	113	.6	2.0	12	80	.2	.9	3	37	.1	1.6	2	28
WXYX-FM	.1	.3	3	7	.1	.5	3	7	.0	.2	1	12	.0	.2	1	9
WZAR-FM																
WZBS	4.8	10.8	95	370	3.3	11.0	66	328	2.1	11.9	42	237	.5	.6	11	146
TOTAL	44.4	100.0	878	1875	30.4	100.0	601	1698	17.9	100.0	355	1456	7.2	100.0	142	917

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35 + 22  
POP. 1977 (00)

1989

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.2	1	8	.1	.2	1	8	.0	.2	1	8	.0	.3	1	8
WBJA	.1	.5	2	23	.2	.5	3	23	.1	.4	1	20	.0	.2	1	12
WBOZ-AM	.1	.5	2	36	.2	.5	3	36	.1	.5	2	36	.0	.3	1	20
WCAD-FM																
WCGB	.2	.9	4	65	.3	.9	5	65	.2	.9	3	35	.1	.8	2	29
WCHQ-FM	.1	.5	3	15	.1	.4	3	15	.1	.6	2	11	.1	.8	2	9
WCMN-FM	.0	.2	1	12	.1	.2	1	12	.0	.1	1	10	.0	.2	1	7
WCPR	1.1	4.3	21	122	1.3	4.2	26	122	.7	3.7	14	96	.6	4.7	11	67
WCRP-FM	.5	2.0	9	69	.5	1.6	10	60	.4	2.3	9	67	.3	2.7	6	54
WEKO	.1	.5	2	9	.2	.5	3	9	.0	.2	1	8	.0	.2	1	2
WENA	.5	1.9	9	68	.6	1.9	12	67	.4	1.9	7	60	.2	1.3	3	28
WERR-FM	.4	1.5	7	61	.4	1.2	7	53	.4	2.2	8	59	.4	3.1	7	52
WEUC	.3	1.4	7	112	.3	1.1	7	106	.3	1.6	6	104	.3	2.3	6	65
WEUC-FM	.1	.6	3	35	.2	.5	3	31	.1	.7	2	27	.2	1.5	3	22
WFID-FM	.0	.2	1	5	.1	.2	1	5	.0	.3	1	5	.1	.5	1	5
WGSX-FM	.0	.2	1	16	.1	.2	1	16	.0	.3	1	16	.1	.6	1	16
WHOY	.5	2.2	10	106	.7	2.3	14	103	.4	2.1	8	92	.1	1.2	3	29
WIAC	.3	1.2	6	42	.4	1.3	8	38	.3	1.6	6	38	.2	1.4	3	29
WIDA	.3	1.2	6	37	.3	1.1	7	37	.2	1.1	4	35	.3	2.8	7	101
WIOC-FM	.7	2.8	14	156	.9	2.8	17	152	.7	3.6	13	150	.9	7.5	18	168
WISO	1.1	4.4	21	269	1.2	3.8	23	256	.9	4.7	17	246	.3	2.3	5	96
WIVA-FM	.0	.1	5	5	.0	.1	1	5					.1	.7	2	23
WKAQ	.9	3.6	17	238	1.2	3.8	23	232	.4	2.0	7	145	.2	1.8	4	95
WKAQ-FM	.2	1.0	5	33	.3	1.1	6	33	.2	1.0	4	27	.1	.6	1	11
WKFE	1.1	4.7	23	177	1.6	5.1	31	172	.6	3.1	11	157	.1	.4	1	13
WKJB-FM	.1	.5	2	11	.1	.5	3	11	.1	.6	2	11	.0			
WKVM	.1	.4	2	34	.1	.4	2	34	.1	.4	2	30	.1	.4	1	13
WLEO	2.5	10.4	50	452	3.1	9.9	61	446	1.2	6.5	24	395	1.1	9.4	22	163
WOIZ	.4	1.8	9	91	.6	2.0	12	91	.4	2.2	8	86	.2	1.7	4	55
WOQI-FM	.2	.8	4	51	.3	.8	5	48	.2	1.2	5	47	.2	1.7	4	25
WOYE-FM	.2	.7	3	60	.2	.6	4	58	.1	.8	3	43	.1	.7	2	26
WPAB	2.2	9.1	44	466	2.8	9.0	55	456	1.6	8.8	32	404	1.0	7.9	19	249
WPPC	.7	2.8	13	88	.9	3.0	18	86	.7	3.5	13	84	.2	2.0	5	59
WPRM-FM	1.6	6.6	32	196	2.1	6.7	41	196	1.6	8.6	32	166	1.0	8.7	21	123
WPRP	1.0	4.1	20	187	1.3	4.4	27	179	.8	4.2	16	160	.5	4.0	10	98
WRIO-FM	1.1	4.3	21	211	1.4	4.6	28	211	1.0	5.6	20	209	.5	4.4	10	149
WRPC-FM	.1	.2	1	15	.1	.2	1	15	.0	.2	1	12	.0	.1		6
WSRA-FM	.5	2.0	10	84	.6	2.0	12	78	.4	2.1	8	76	.2	2.0	5	58
WUNO	.3	1.2	6	25	.4	1.2	7	25	.2	1.2	4	14	.1	1.2	3	12
WVJP-FM	.3	1.1	5	21	.3	1.1	7	21	.2	1.2	4	19	.1	1.2	3	15
WXRF	.5	2.2	11	129	.7	2.3	14	126	.3	1.7	6	101	.1	1.2	3	53
WXYX-FM	.1	.4	2	20	.1	.4	2	14	.1	.4	1	20	.0	.2	1	18
WZAR-FM	2.6	10.8	52	434	3.4	11.1	68	430	2.0	10.8	39	379	1.3	10.5	25	254
WZBS	.7	2.8	13	156	.8	2.7	17	156	.6	3.4	12	136	.3	2.5	6	64
TOTAL	24.3	100.0	480	1975	30.9	100.0	610	1958	18.5	100.0	367	1889	12.0	100.0	237	1560

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35-49 23  
POP. 885 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.3	1	4												
WBJA	.1	.3	1	6												
WBOZ-AM	.4	.8	3	18												
WCAD-FM																
WCGB	.5	1.1	4	35												
WCHQ-FM	.3	.8	3	7												
WCMN-FM	.1	.3	1	2												
WCPR	2.3	5.3	20	49												
WCRP-FM	.4	.9	4	13												
WEKO	.2	.5	2	2												
WENA	.9	2.0	8	22												
WERR-FM	.0	.1		18												
WEUC	.4	.9	3	29												
WEUC-FM	.3	.8	3	17												
WFID-FM																
WGSX-FM	.1	.2	1	10												
WHOY	.7	1.7	6	43												
WIAC																
WIDA	.5	1.3	5	18												
WIOC-FM	1.3	3.1	12	81												
WISO	1.6	3.6	14	69												
WIVA-FM																
WKAQ	2.3	5.3	20	92												
WKAQ-FM	.5	1.1	4	20												
WKFE	2.9	6.7	25	66												
WKJB-FM																
WKVM	.2	.5	2	13												
WLEO	4.9	11.4	43	165												
WOIZ	.9	2.1	8	33												
WOQI-FM	.2	.4	2	25												
WOYE-FM	.3	.6	2	36												
WPAB	2.8	6.6	25	135												
WPPC	.6	1.5	6	23												
WPRM-FM	2.2	5.2	20	91												
WPRP	2.3	5.4	20	84												
WRIO-FM	1.8	4.3	16	100												
WRPC-FM	.2	.5	2	6												
WSRA-FM	1.0	2.3	9	35												
WUNO	.8	1.9	7	14												
WVJP-FM	.8	1.8	7	13												
WXRF	.7	1.6	6	37												
WXYX-FM	.1	.2	1	4												
WZAR-FM	6.2	14.3	54	209												
WZBS	.7	1.7	7	64												
TOTAL	42.9	100.0	380	842	30.0	100.0	266	759	19	100.0	173	675	6.1	100.0	54	403

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-49 24  
POP. 885 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.3	1	4									.0	.2	4	
WBJA	.1	.4	1	7									.1	.5	1	7
WBOZ-AM	.2	.8	2	23									.2	.8	1	23
WCAD-FM																
WCGB	.2	.9	2	35									.2	.8	1	14
WCHQ-FM	.1	.5	1	7									.1	.4	1	4
WCMN-FM	.0	.1		2												
WCPR	1.0	4.0	8	56									.6	3.1	5	44
WCRP-FM	.3	1.4	3	24									.3	1.7	3	23
WEKO	.0	.2		2												
WEWA	.5	2.0	4	27									.4	2.0	3	23
WERR-FM	.2	.8	2	24									.2	1.3	2	22
WEUC	.2	.8	2	42									.1	.7	1	39
WEUC-FM	.2	1.0	2	21									.2	1.2	2	17
WFID-FM	.0	.1		3									.0	.2		3
WGSX-FM	.1	.4	1	13									.1	.4	1	13
WHOY	.4	1.8	4	49									.3	1.8	3	41
WIAC	.1	.4	1	11									.1	.7	1	11
WIDA	.3	1.1	2	18									.2	1.0	2	16
WIOC-FM	1.1	4.6	10	103									1.0	5.6	9	98
WISO	.8	3.4	7	99									.6	3.2	5	87
WIVA-FM																
WKAQ	.7	2.8	6	96									.2	1.1	2	48
WKAQ-FM	.3	1.1	2	20									.2	1.1	2	15
WKFE	1.1	4.6	10	70									.6	3.2	5	63
WKJB-FM	.0	.1		6									.0	.2		6
WKVM	.1	.5	1	13									.1	.5	1	10
WLEO	1.6	6.9	15	179									.7	3.8	6	161
WOIZ	.6	2.3	5	46									.5	2.5	4	42
WOQI-FM	.2	1.0	2	28									.3	1.4	2	25
WOYE-FM	.2	.7	1	39									.1	.8	1	26
WPAB	1.3	5.6	12	179									.9	5.0	8	152
WPPC	.5	2.3	5	25									.5	2.8	5	25
WPRM-FM	2.1	8.9	19	114									2.1	11.4	19	91
WPRP	1.0	4.2	9	103									.6	3.5	6	85
WRIO-FM	1.6	6.6	14	135									1.5	8.2	13	134
WRPC-FM	.1	.3	1	7									.0	.2		7
WSRA-FM	.5	2.2	5	41									.4	2.1	3	39
WUNO	.5	2.0	4	14									.4	2.1	3	8
WVJP-FM	.4	1.9	4	13									.4	2.0	3	12
WXRF	.3	1.4	3	43									.2	1.3	2	26
WXYX-FM	.1	.4	1	11									.1	.6	1	11
WZAR-FM	3.6	15.2	32	244									2.9	15.7	26	223
WZBS	.7	3.0	6	74									.7	3.8	6	66
TOTAL	23.9	100.0	212	883									18.5	100.0	164	840
	30.8	100.0	273	878									12.1	100.0	107	711

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 35-64 25  
POP. 1528 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.2	1	4												
WBJA	.3	.6	4	16												
WBOZ-AM	.2	.5	3	23												
WCAD-FM																
WCGB	.4	.9	6	47												
WCHQ-FM	.2	.5	3	10												
WCMN-FM	.2	.3	2	9												
WCPR	2.3	5.2	36	81												
WCRP-FM	.6	1.4	9	38												
WEKO	.4	.9	6	7												
WENA	.8	1.8	12	48												
WERR-FM	.2	.5	3	28												
WEUC	.5	1.1	7	51												
WEUC-FM	.2	.5	3	18												
WFID-FM																
WGSX-FM	.1	.1	1	10												
WHOY	1.0	2.2	15	68												
WIAC	.2	.5	4	24												
WIDA	.6	1.4	10	28												
WIOC-FM	.8	1.7	12	89												
WISO	1.8	4.0	27	131												
WIVA-FM	.1	.2	1	4												
WKAQ	2.6	5.9	40	174												
WKAQ-FM	.4	1.0	7	26												
WKFE	3.1	7.0	48	128												
WKJB-FM	.1	.3	2	5												
WKVM	.2	.4	3	22												
WLEO	7.1	16.0	109	322												
WOIZ	.6	1.3	9	54												
WOQI-FM	.1	.2	2	31												
WOYE-FM	.2	.5	3	41												
WPAB	4.2	9.5	65	283												
WPPC	.7	1.7	11	58												
WPRM-FM	1.6	3.7	25	121												
WPRP	1.7	3.9	27	109												
WRIO-FM	1.1	2.5	17	118												
WRPC-FM	.1	.3	2	9												
WSRA-FM	.8	1.8	12	49												
WUNO	.5	1.2	8	19												
WVJP-FM	.4	1.0	7	13												
WXRF	1.3	3.0	20	88												
WXYX-FM	.1	.3	2	6												
WZAR-FM	4.8	10.8	74	286												
WZBS	.9	2.0	13	110												
TOTAL	44.4	100.0	679	1449	30.4	100.0	464	1312	17.9	100.0	274	1126	7.2	100.0	110	709

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-64 26  
POP. 1528 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.2	1	6												
WBJA	.1	.5	2	18												
WBOZ-AM	.1	.5	2	28												
WCAD-FM																
WCGB	.2	.9	3	50												
WCHQ-FM	.1	.5	2	11												
WCMN-FM	.0	.2	1	9												
WCPR	1.1	4.3	16	94												
WCRP-FM	.5	2.0	7	53												
WEKO	.1	.5	2	7												
WENA	.5	1.9	7	53												
WERR-FM	.4	1.5	6	47												
WEUC	.3	1.4	5	87												
WEUC-FM	.1	.6	2	27												
WFID-FM	.0	.2	1	4												
WGSX-FM	.0	.2	1	13												
WHOY	.5	2.2	8	82												
WIAC	.3	1.2	4	32												
WIDA	.3	1.2	5	28												
WIOC-FM	.7	2.8	10	120												
WISO	1.1	4.4	16	208												
WIVA-FM	.0	.1		4												
WKAQ	.9	3.6	13	184												
WKAQ-FM	.2	1.0	4	26												
WKFE	1.1	4.7	17	137												
WKJB-FM	.1	.5	2	8												
WKVM	.1	.4	2	26												
WLEO	2.5	10.4	39	349												
WOIZ	.4	1.8	7	70												
WOQI-FM	.2	.8	3	39												
WOYE-FM	.2	.7	2	46												
WPAB	2.2	9.1	34	360												
WPPC	.7	2.8	10	68												
WPRM-FM	1.6	6.6	25	152												
WPRP	1.0	4.1	15	144												
WRIO-FM	1.1	4.3	16	163												
WRPC-FM	.1	.2	1	12												
WSRA-FM	.5	2.0	7	65												
WUNO	.3	1.2	4	19												
WVJP-FM	.3	1.1	4	16												
WXRF	.5	2.2	8	100												
WXYX-FM	.1	.4	1	15												
WZAR-FM	2.6	10.8	40	335												
WZBS	.7	2.8	10	120												
TOTAL	24.3	100.0	371	1526	30.9	100.0	472	1513	18.5	100.0	283	1460	12.0	100.0	183	1206

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18 + 27  
POP. 1664 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	.7	4	19												
WBJA	.5	1.3	7	23												
WBOZ-AM	.2	.5	3	29												
WCAD-FM	.1	.3	2	46												
WCGB	.3	.8	5	31												
WCHQ-FM	.1	.3	2	10												
WCMN-FM	.1	.3	2	15												
WCPR	1.2	3.5	20	55												
WCRP-FM	.6	1.7	10	37												
WEKO	.2	.7	4	8												
WENA	.6	1.7	10	30												
WERR-FM	.1	.4	2	16												
WEUC	.5	1.4	8	47												
WEUC-FM	.2	.5	3	22												
WFID-FM	.2	.6	4	20												
WGSX-FM	.2	.5	3	49												
WHOY	.5	1.4	8	35												
WIAC																
WIDA	.2	.6	4	19												
WIOC-FM	.5	1.4	8	86												
WISO	.7	2.1	12	85												
WIVA-FM	.2	.5	3	29												
WKAQ	1.2	3.5	20	133												
WKAQ-FM	.6	1.8	10	46												
WKFE	1.7	5.1	29	94												
WKJB-FM																
WKVM	.1	.3	2	16												
WLEO	3.5	10.1	58	205												
WOIZ	.5	1.4	8	30												
WOQI-FM	.5	1.5	8	98												
WOYE-FM	1.1	3.1	18	174												
WPAB	2.7	7.8	44	260												
WPPC	.3	.8	5	33												
WPRM-FM	2.5	7.4	42	249												
WPRP	1.9	5.4	31	154												
WRIO-FM	1.6	4.7	27	179												
WRPC-FM	.3	.8	5	71												
WSRA-FM	.6	1.9	11	59												
WUNO	.4	1.2	7	16												
WVJP-FM	.3	.9	5	10												
WXRF	.9	2.5	14	62												
WXYX-FM	.2	.7	4	13												
WZAR-FM	5.0	14.5	83	465												
WZBS	.6	1.7	9	54												
TOTAL	34.4	100.0	572	1526	29.7	100.0	494	1395	22.0	100.0	366	1348	10.7	100.0	179	937

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18 + 28  
POP. 1664 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.5	2	25												
WBJA	.2	.7	3	25												
WBOZ-AM	.1	.5	2	31												
WCAD-FM	.2	.8	3	71												
WCGB	.2	.7	3	46												
WCHQ-FM	.1	.6	2	20												
WCWN-FM	.0	.2	1	19												
WCPR	.5	2.1	8	67												
WCRP-FM	.5	2.1	8	46												
WEKO	.1	.4	1	8												
WENA	.3	1.4	6	37												
WERR-FM	.2	.9	4	27												
WEUC	.3	1.2	5	71												
WEUC-FM	.1	.6	2	39												
WFID-FM	.2	.8	3	27												
WGSX-FM	.4	1.5	6	74												
WHOY	.3	1.2	5	43												
WIAC	.1	.5	2	26												
WIDA	.1	.4	1	23												
WIOC-FM	.6	2.5	10	138												
WISO	.5	2.2	9	149												
WIVA-FM	.1	.6	2	33												
WKAQ	.5	1.9	7	147												
WKAQ-FM	.4	1.5	6	52												
WKFE	.7	3.0	12	100												
WKJB-FM	.1	.3	1	16												
WKVM	.1	.3	1	20												
WLEO	1.5	6.3	25	234												
WOIZ	.3	1.1	4	44												
WOQI-FM	.6	2.5	10	135												
WOYE-FM	1.0	4.2	16	208												
WPAB	1.6	6.6	26	320												
WPPC	.2	.7	3	37												
WPRM-FM	2.1	8.9	35	329												
WPRP	.9	3.9	15	205												
WRIO-FM	1.3	5.5	22	241												
WRPC-FM	.3	1.1	4	112												
WSRA-FM	.6	2.7	11	92												
WUNO	.3	1.2	5	17												
WVJP-FM	.2	.8	3	13												
WXRF	.3	1.1	4	64												
WXYX-FM	.1	.6	2	19												
WZAR-FM	4.7	19.8	78	585												
WZBS	.4	1.8	7	74												
TOTAL	23.7	100.0	395	1662	28.8	100.0	478	1647	20.7	100.0	345	1614	15.7	100.0	262	1420

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18-34 29  
POP. 727 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.3	1.1	2	12												
WBJA	.4	1.4	3	9												
WBOZ-AM	.1	.3	1	10												
WCAO-FM	.2	.7	1	38												
WCGB	.1	.4	1	10												
WCHQ-FM	.1	.4	1	6												
WCMN-FM	.0	.1		6												
WCPR	.8	3.0	6	17												
WCRP-FM	.1	.4	1	13												
WEKO	.1	.3	1	3												
WENA				3												
WERR-FM				4												
WEUC	.2	.7	1	12												
WEUC-FM	.1	.5	1	8												
WFID-FM	.4	1.6	3	14												
WGSX-FM	.3	1.4	3	39												
WHOY				3												
WIAC																
WIDA	.1	.4	1	8												
WIOC-FM	.3	1.0	2	45												
WISO	.1	.2		9												
WIVA-FM	.3	1.2	2	24												
WKAQ	.3	1.3	3	27												
WKAQ-FM	.4	1.5	3	20												
WKFE	1.3	5.1	10	24												
WKJB-FM				10												
WKVM	.2	.7	1	6												
WLEO	.6	2.4	4	31												
WOIZ	.1	.2		7												
WOQI-FM	1.0	3.8	7	74												
WOYE-FM	2.0	7.7	14	138												
WPAB	.8	2.9	6	60												
WPPC	.1	.2		6												
WPRM-FM	3.2	12.4	23	151												
WPRP	1.6	6.3	12	75												
WRIO-FM	2.4	9.3	17	106												
WRPC-FM	.4	1.7	3	58												
WSRA-FM	.8	3.0	6	32												
WUNO																
WVJP-FM	.2	.8	1	3												
WXRF	.2	.9	2	12												
WXYX-FM	.3	1.1	2	9												
WZAR-FM	5.3	20.8	39	271												
WZBS	.1	.4	1	3												
TOTAL	25.7	100.0	187	660												
	30.8	100.0		224												
				592												
	24.3	100.0														
				177												
				629												
	12.3	100.0														
				90												
				436												

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 18-34 30  
POP. 727 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	.7	1	17												
WBJA	.1	.4	1	9												
WBOZ-AM	.1	.3	1	10												
WCAD-FM	.4	1.7	3	60												
WCGB	.1	.5	1	20												
WCHQ-FM	.1	.6	1	13												
WCMN-FM	.0	.2		9												
WCPR	.3	1.2	2	17												
WCRP-FM	.3	1.4	2	15												
WEKO	.0	.1		3												
WENA	.0	.1		5												
WERR-FM	.1	.3		5												
WEUC	.1	.2		15												
WEUC-FM	.1	.4	1	14												
WFID-FM	.3	1.4	2	20												
WGSX-FM	.7	3.0	5	60												
WHOY				3												
WIAC	.1	.3		3												
WIDA	.0	.2		11												
WIOC-FM	.7	3.2	5	83												
WISO	.0	.2		20												
WIVA-FM	.3	1.2	2	28												
WKAQ	.1	.6	1	34												
WKAQ-FM	.3	1.2	2	26												
WKFE	.6	2.4	4	26												
WKJB-FM	.1	.3	1	10												
WKVM	.1	.3	1	7												
WLEO	.3	1.1	2	40												
WOIZ	.0	.2		10												
WOQI-FM	1.1	4.8	8	101												
WOYE-FM	1.8	8.0	13	166												
WPAB	.5	2.2	4	67												
WPPC	.0	.1		6												
WPRM-FM	2.5	10.9	18	206												
WPRP	.7	2.9	5	97												
WR10-FM	1.8	7.6	13	146												
WRPC-FM	.5	2.0	3	93												
WSRA-FM	1.1	4.6	8	57												
WUNO				1												
WVJP-FM	.1	.4	1	6												
WXRF	.1	.2		12												
WXYX-FM	.2	.9	2	9												
WZAR-FM	6.8	29.5	49	355												
WZBS	.1	.3	1	12												
TOTAL	23.1	100.0	168	727	27.2	100.0	198	723	22.3	100.0	162	710	17.7	100.0	128	652

MONODAY-FRIDAY

MEN 18-49  
POP. 1144 (00) 31

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.3	.3	3	16	WKL				WKL				WKL			
WBJA	.5	1.	4	12										.0	.1	1
WBQZ-AM	.2	1.	3	20												
WCAD-FM	.1	.1	3	39												
WCGB	.2	.3	3	22												
WCHQ-FM	.1	.3	1	8												
WCMN-FM	.1	.1	1	8												
WCPR	.2	2.0	9	33												
WCRP-FM	.1	1.4	4	2												
WEKO	.2	1.7	2	6												
WENA	.3	1.0	4	12												
WERR-FM	.1	.1	4	11												
WEUC	.4	1.1	4	29												
WEUC-FM	.5	1.3	3	19												
WFID-FM	.1	.0	3	17												
WGXS-FM	.2	.7	3	43												
WHOY	.2	.0	2	21												
WIAC	.2	.0	2	5												
WIDA	.2	.6	2	15												
WIOC-FM	.6	1.9	7	75												
WISO	.5	1.7	6	39												
WIVA-FM	.2	.7	2	25												
WKAQ	.8	2.7	10	68												
WKAQ-FM	.5	1.7	6	34												
WKFE	1.6	5.2	18	51												
WKJB-FM																
WKVM	.1	.4	1	11												
WLEO	2.0	6.5	23	116												
WOIZ	.5	1.8	6	23												
WOQI-FM	.6	2.1	7	82												
WOYE-FM	1.3	4.3	15	148												
WPAB	1.7	5.5	19	145												
WPPC	.3	.9	3	13												
WPRM-FM	3.1	9.9	35	206												
WPRP	1.8	6.0	21	115												
WRIO-FM	2.0	6.5	23	144												
WRPC-FM	.4	1.1	4	61												
WSRA-FM	.7	2.4	8	45												
WUNO	.5	1.5	5	9												
WVJP-FM	.4	1.2	4	8												
WXRF	.3	1.0	4	24												
WXYX-FM	.2	.6	2	9												
WZAR-FM	5.2	16.9	60	363												
WZBS	.4	1.4	5	29												
TOTAL	31.0	100.0	354	1045												
	30.0	100.0	343	953												
	23.2	100.0	26	957												
	10.8	100.0	123	650												

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-49 32  
POP. 1144 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.6	2	21	.2	.7	2	20	.1	.5	1	18	.1	.3	1	15
WBJA	.1	.6	2	13	.2	.7	2	13	.1	.4	1	8	.0	.2	.2	8
WBCZ-AM	.1	.6	2	22	.2	.7	2	22	.1	.6	1	20	.0	.2	.2	11
WCAD-FM	.3	1.1	3	61	.3	.9	3	53	.3	1.4	3	56	.4	2.3	4	43
WCGB	.1	.5	1	32	.1	.4	1	27	.1	.4	1	22	.1	.5	1	13
WCHQ-FM	.1	.6	1	15	.2	.6	2	15	.1	.7	2	12	.1	.4	1	9
WCMN-FM	.0	.2	1	11	.1	.2	1	11	.0	.1	1	6	.0	.2	.2	3
WCPR	.3	1.3	3	36	.4	1.3	4	36	.2	.7	2	22	.1	.8	1	14
WCRP-FM	.5	2.0	5	27	.4	1.4	5	27	.5	2.3	6	27	.5	3.4	6	27
WEKO	.0	.2	1	6	.1	.2	1	6	.2	.7	2	18	.1	.8	1	11
WEWA	.2	.8	2	18	.2	.7	2	17	.2	.8	2	18	.2	1.5	3	14
WERR-FM	.1	.6	2	18	.0	.1	1	15	.1	.3	1	40	.0	.1	.1	19
WEUC	.1	.5	1	41	.2	.6	2	38	.1	.7	2	22	.2	1.2	2	18
WEUC-FM	.2	.7	2	29	.2	.7	2	23	.2	1.1	3	23	.3	1.6	3	14
WFID-FM	.2	1.0	3	23	.2	.8	3	23	.5	2.4	6	58	.3	2.0	4	48
WGSX-FM	.4	1.9	5	64	.5	1.8	6	62	.1	.6	1	19	.0	.2	.2	8
WHOY	.1	.6	2	25	.2	.7	2	25	.1	.7	2	14	.1	.7	1	8
WIAC	.1	.5	1	14	.2	.6	2	14	.1	.3	1	14	.1	.4	1	11
WIBA	.1	.4	1	18	.1	.2	1	15	.8	3.7	9	111	.5	3.4	6	76
WIOC-FM	.7	3.2	9	118	.9	3.1	10	105	.3	1.3	3	73	.4	2.2	4	51
WISO	.3	1.4	4	74	.4	1.3	4	64	.2	.8	2	20	.1	.6	1	16
WIVA-FM	.2	.8	2	28	.2	.8	3	27	.1	.5	1	48	.2	1.2	2	27
WKAQ	.3	1.2	3	77	.3	1.2	4	73	.3	1.2	3	35	.1	.6	1	39
WKAQ-FM	.3	1.4	4	39	.4	1.3	4	38	.4	1.8	4	40	.2	1.2	2	22
WKFE	.6	2.8	7	53	.9	3.2	10	52	.1	.5	1	11	.1	.8	2	22
WKJB-FM	.1	.3	1	14	.1	.2	1	14	.1	.3	1	12	.1	.7	1	11
WKVM	.1	.3	1	12	.1	.3	1	12	.4	2.0	5	119	.3	2.1	4	34
WLEO	.8	3.3	9	131	1.0	3.4	11	128	.2	1.0	3	27	.1	.6	1	22
WOIZ	.3	1.3	3	31	.4	1.4	5	31	.8	3.6	9	108	.6	3.5	6	61
WOQI-FM	.7	3.1	8	111	.8	2.9	9	111	1.2	5.6	14	161	1.0	5.9	11	98
WOYE-FM	1.2	5.2	14	178	1.6	5.8	19	176	.9	4.3	10	152	.7	4.0	7	91
WPAB	1.1	4.6	12	182	1.2	4.4	14	179	.1	.7	2	13	.0	.1	.1	10
WPPC	.2	.7	2	13	.2	.9	3	13	.2	10.7	26	247	1.6	10.0	19	189
WPRM-FM	2.4	10.5	28	272	3.1	11.1	36	269	.5	2.3	6	116	.3	1.9	4	60
WPRP	.8	3.4	9	149	1.0	3.6	12	144	1.5	6.9	17	195	1.0	5.9	11	139
WRIO-FM	1.6	6.8	18	197	2.0	7.1	23	195	.3	1.6	4	93	.3	1.9	4	60
WRPC-FM	.3	1.4	4	97	.4	1.3	4	93	.8	3.7	9	62	.9	5.4	10	52
WSRA-FM	.8	3.3	9	72	.7	2.5	8	69	.2	1.0	2	11	.1	.6	1	8
WUNO	.3	1.4	4	11	.4	1.5	5	11	.3	1.4	3	8	.2	1.2	2	8
WVJP-FM	.2	1.1	3	11	.3	1.1	4	8	.2	1.0	2	11	.1	.6	1	8
WXRF	.1	.5	1	26	.2	.5	2	26	.1	.3	1	12	.0	.2	.2	9
WXYX-FM	.2	.6	2	15	.2	.7	2	12	.1	.7	2	15	.1	.7	1	15
WZAR-FM	5.4	23.3	62	459	6.7	23.6	76	457	5.5	26.0	63	425	4.2	25.8	48	329
WZBS	.4	1.6	4	46	.5	1.7	5	46	.4	1.7	4	43	.2	1.2	2	30
TOTAL	23.4	100.0	267	1142	28.2	100.0	323	1133	21.2	100.0	242	1113	16.3	100.0	186	996

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 25 + 33  
POP. 1325 (00)

STATION

6 A.M. - 10 A.M.

Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)

10 A.M. - 3 P.M.

Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)

3 P.M. - 7 P.M.

Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)

7 P.M. - 12 MID

Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 25 + 34  
POP. 1325 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.2	1	9												
WBJA	.2	.9	3	22												
WBOZ-AM	.1	.5	2	29												
WCAD-FM	.0	.2	1	16												
WCGB	.2	.9	3	43												
UCHQ-FM	.2	.7	2	14												
WCNN-FM	.1	.3	1	13												
WCPR	.6	2.6	8	64												
WCRP-FM	.6	2.7	8	42												
WEKO	.1	.5	2	9												
WENA	.5	1.9	6	37												
WERR-FM	.3	1.2	4	27												
WEUC	.4	1.5	5	67												
WEUC-FM	.2	.7	2	33												
WFID-FM	.1	.3	1	9												
WGSX-FM	.2	.8	3	12												
WHOY	.4	1.7	5	46												
WIAC	.2	.7	2	28												
WIDA	.1	.5	2	17												
WIQC-FM	.6	2.5	8	103												
WISO	.7	3.0	9	155												
WIVA-FM	.2	.7	2	24												
WKAQ	.5	2.3	7	136												
WKAQ-FM	.3	1.3	4	34												
WKFE	.9	3.8	12	98												
WKJB-FM	.1	.2	1	9												
WKVM	.1	.3	1	20												
WLEO	2.0	8.4	26	241												
WOIZ	.3	1.5	5	43												
WOQI-FM	.2	.7	2	44												
WOYE-FM	.4	1.7	5	74												
WPAB	2.0	8.6	27	316												
WPPC	.2	.9	3	39												
WPRM-FM	2.0	8.3	26	225												
WRPR	1.1	4.7	15	164												
WRIO-FM	1.4	5.9	18	166												
WRPC-FM	.2	.8	2	20												
WSRA-FM	.3	1.2	4	50												
WUNO	.4	1.6	5	18												
WVJP-FM	.3	1.1	4	10												
WXRF	.4	1.5	5	65												
WXYX-FM	.1	.4	1	14												
WZAR-FM	3.7	15.9	50	397												
WZBS	.5	2.3	7	73												
TOTAL	23.6	100.0	313	1323	29.3	100.0	388	1308	19.4	100.0	257	1272	13.8	100.0	183	1086

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 25-49 35  
POP. 805 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	.4	1	7												
WBJA	.4	1.2	3	8												
WBOZ-AM	.3	.9	2	17												
WCAD-FM																
WCGB	.3	.9	2	20												
WCHQ-FM	.1	.4	1	7												
WCMN-FM	.2	.5	1	4												
WCPR	1.1	3.1	9	27												
WCRP-FM	.5	1.6	4	17												
WEKO	.3	.9	2	6												
WENA	.5	1.3	4	13												
WERR-FM																
WEUC	.4	1.0	3	23												
WEUC-FM	.4	1.0	3	16												
WFID-FM	.1	.2	1	7												
WGSX-FM	.3	.9	2	10												
WHOY	.3	.8	2	22												
WIAC																
WIDA	.3	.8	2	13												
WIOC-FM	.7	2.1	6	58												
WISO	.8	2.3	6	37												
WIVA-FM	.3	.8	2	19												
WKAQ	.9	2.6	7	51												
WKAQ-FM	.4	1.2	3	21												
WKFE	2.2	6.5	18	48												
WKJB-FM																
WKVM	.2	.5	1	12												
WLEO	3.0	8.6	24	118												
WOIZ	.8	2.3	6	20												
WOQI-FM	.1	.4	1	22												
WOYE-FM	.6	1.6	5	49												
WPAB	2.5	7.2	20	132												
WPPC	.4	1.2	3	13												
WPRM-FM	2.8	8.0	22	139												
WPRP	2.2	6.2	17	88												
WRIO-FM	2.2	6.4	18	96												
WRPC-FM	.4	1.3	4	14												
WSRA-FM	.7	1.9	5	21												
WUNO	.7	2.0	6	10												
WVJP-FM	.5	1.6	4	9												
WXRF	.5	1.3	4	23												
WXYX-FM	.2	.5	1	4												
WZAR-FM	5.3	15.3	43	233												
WZBS	.5	1.6	4	29												
TOTAL	34.7	100.0	279	744	29.9	100.0	241	665	21.2	100.0	171	643	8.1	100.0	65	418

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25-49 36  
POP. 805 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.3	1	7												
WBJA	.2	.8	1	10												
WBQZ-AM	.2	.8	1	20												
WCAD-FM	.1	.3		13												
WCGB	.1	.6	1	28												
WCHQ-FM	.2	.8	1	9												
WCMN-FM	.1	.3	1	5												
WCPR	.4	1.7	3	30												
WCRP-FM	.6	2.7	5	23												
WEKO	.1	.3	1	6												
WENA	.3	1.2	2	17												
WERR-FM	.2	.8	2	17												
WEUC	.1	.7	1	35												
WEUC-FM	.2	1.0	2	23												
WFID-FM	.1	.4	1	7												
WGSX-FM	.3	1.1	2	10												
WHOY	.2	.9	2	26												
WIAC	.2	.8	1	14												
WIDA	.1	.6	1	13												
WIOC-FM	.8	3.6	7	85												
WISO	.5	2.1	4	73												
WIVA-FM	.2	1.0	2	20												
WKAQ	.3	1.4	2	62												
WKAQ-FM	.2	1.0	2	22												
WKFE	.9	3.9	7	48												
WKJB-FM	.1	.3	1	7												
WKVM	.1	.4	1	12												
WLEO	1.1	4.7	9	128												
WOIZ	.4	1.9	3	29												
WOQI-FM	.2	1.0	2	31												
WOYE-FM	.5	2.3	4	59												
WPAB	1.5	6.5	12	167												
WPPC	.3	1.1	2	13												
WPRM-FM	2.4	10.4	19	176												
WPRP	1.0	4.3	8	108												
WRIO-FM	1.8	8.0	15	127												
WRPC-FM	.2	1.1	2	16												
WSRA-FM	.3	1.5	3	34												
WUNO	.5	2.2	4	11												
WVJP-FM	.4	1.6	3	9												
WXRF	.2	.7	1	24												
WXYX-FM	.1	.4	1	10												
WZAR-FM	4.5	19.5	36	285												
WZBS	.5	2.3	4	42												
TOTAL	23.0	100.0	185	803	28.7	100.0	231	795	19.6	100.0	158	773	13.9	100.0	112	670

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 35 + 37  
POP. 937 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.2	.4	2	5	WKLY				WKLY				WKLY			
WBJA	.5	1.3	5	15	.3	1.1	3	13	.1	.4	1	5	.0	.5	2	2
WBOZ-AM	.3	.7	3	19	.2	.8	2	18	.1	.6	1	9	.1	.8	1	9
WCAD-FM																
WCGB	.5	1.1	5	22	.3	1.1	3	10	.1	.4	1	10	.0	.6	2	10
WCHQ-FM	.1	.2	1	4	.2	.7	2	4	.1	.7	1	4	.1	.8	1	4
WCMN-FM	.2	.4	2	9	.2	.7	2	4	.0	.3	1	7	.5	2.4	4	25
WCPR	1.7	3.9	16	41	.2	.7	2	23	.4	1.8	3	25	.6	7.2	6	25
WCRP-FM	1.1	2.6	10	26	.7	2.3	6	28	.1	.7	1	2	.7	7.6	6	19
WEKO	.4	1.0	4	5	.1	.5	1	5	.6	2.8	5	21	.2	1.9	2	13
WENA	1.2	2.7	11	31	.9	3.1	8	31	.4	1.4	3	17	.6	6.3	5	13
WERR-FM	.3	.6	2	13	.6	2.0	5	43	.4	2.0	4	31	.4	4.8	4	18
WEUC	.8	1.9	8	39	.1	.3	1	16	.4	1.8	3	12	.1	1.1	1	12
WEUC-FM	.3	.6	2	14					.2	1.0	2	4				
WFID-FM																
WGSX-FM																
WHOY	1.0	2.3	9	37	1.3	4.4	12	32	.2	.8	1	21	.0	.5	15	
WIAC					.3	1.0	3	15	.4	2.3	4	15				
WIDA	.3	.8	3	11	.0	.1			.2	.8	1	10	.2	2.0	2	10
WIOC-FM	.7	1.7	7	39	.9	3.0	8	37	1.2	6.3	11	71	.0	.2	18	
WISO	1.5	3.4	14	87	.7	2.6	7	101					.9	9.7	8	75
WIVA-FM																
WKAQ	2.1	4.8	20	118	.4	1.3	3	63	.6	3.3	6	57	.3	3.0	3	31
WKAQ-FM	.9	2.0	8	25	.6	2.2	6	19	.3	1.5	3	15	.1	.9	1	7
WKFE	2.2	5.0	21	77	1.0	3.6	10	67	.5	2.4	4	35				
WKJB-FM									.1	.5	1	5	.1	.8	1	5
WKVM									.1	.6	1	6				
WLEO	6.5	15.0	61	197	2.0	6.9	19	184	1.9	9.8	18	76	1.5	16.8	14	56
WOIZ	.9	2.1	9	26	.6	2.2	6	29	.5	2.6	5	29				
WOQI-FM					.0	.2			.1	.3	1	4				
WOYE-FM					.0	.2			.1	.3	1	4				
WPAB	4.7	10.8	44	221	3.8	13.4	36	208	1.5	7.7	14	131	.1	1.5	1	5
WPPC	.5	1.2	5	31	.5	1.8	5	27	.2	1.0	2	13	.9	9.6	8	76
WPRM-FM	1.8	4.2	17	81	2.7	9.5	25	75	1.7	8.9	16	61				
WPRP	2.1	4.8	20	76	1.4	4.9	13	76	1.3	6.7	12	52	.5	5.4	5	40
WRIO-FM	.8	1.8	7	62	1.5	5.4	14	74	.8	4.4	8	49	.2	2.0	2	24
WRPC-FM	.1	.3	1	2	.1	.3	1	2					.2	2.0	2	25
WSRA-FM	.5	1.2	5	24	.0	.1			.1	.3	1	17				
WUNO	.9	2.0	8	18	.8	2.7	7	9	.5	2.8	5	11	.2	1.8	2	11
WVJP-FM	.4	.9	4	7	.5	1.8	5	7	.2	1.3	2	7	.2	1.7	1	7
WXRF	1.5	3.5	14	57	.4	1.4	4	35	.1	.6	1	15	.1	1.3	1	4
WXYX-FM	.2	.5	2	2	.0	.2			.1	.5	1	4	.1	1.1	1	15
WZAR-FM	4.6	10.6	43	167	2.6	9.1	24	128	2.5	12.6	23	112	.5	5.9	5	49
WZBS	1.1	2.5	10	60	1.5	5.3	14	53	.5	2.5	5	32	.1	1.0	1	16
TOTAL	43.7	100.0	409	869	28.5	100.0	267	810	19.5	100.0	183	704	9.0	100.0	84	490

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 35 + 38  
POP. 937 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.1	.3	1	5												
WBJA	.2	1.0	2	16												
WBOZ-AM	.2	.7	2	22												
WCAD-FM																
WCGB	.2	.9	2	26												
WCHQ-FM	.1	.5	1	6												
WCNN-FM	.1	.2	1	9												
WCPR	.7	2.9	7	55												
WCRP-FM	.7	2.9	7	32												
WEKO	.2	.7	2	5												
WENA	.7	2.8	6	36												
WERR-FM	.4	1.6	4	24												
WEUC	.5	2.2	5	63												
WEUC-FM	.2	.8	2	26												
WFID-FM	.0	.2														
WGSX-FM																
WHGY	.6	2.5	6	47												
WIAC	.2	.7	2	26												
WIDA	.1	.6	1	11												
WIOC-FM	.4	1.8	4	47												
WISO	1.0	4.3	10	147												
WIVA-FM																
WKAQ	.8	3.2	7	126												
WKAQ-FM	.5	1.8	4	25												
WKFE	.9	3.6	8	80												
WKJB-FM	.0	.2														
WKVM	.1	.2	1	13												
WLEO	2.8	11.6	27	218												
WOIZ	.5	2.0	5	37												
WOQI-FM	.0	.1														
WOYE-FM	.1	.3	1	13												
WPAB	2.7	11.0	25	281												
WPPC	.3	1.2	3	35												
WPRM-FM	1.7	6.9	16	99												
WPRP	1.2	4.9	11	105												
WRIO-FM	.8	3.4	8	80												
WRPC-FM	.0	.2														
WSRA-FM	.2	.7	2	28												
WUNO	.6	2.3	5	18												
WVJP-FM	.3	1.3	3	7												
WXRF	.5	2.1	5	58												
WXYX-FM	.1	.3	1	9												
WZAR-FM	2.4	10.0	23	191												
WZBS	.8	3.2	7	69												
TOTAL	24.5	100.0	229	935												
	30.4	100.0	285	923												
	19.0	100.0	178	901												
	13.7	100.0	128	756												

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18 + 39  
POP. 1848 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM				WKLY 3												WKLY 4
WBJA	.2	.5	3	20												
WBOZ-AM	.1	.3	3	20												
WCAD-FM	.0	.1	6													
WCGB	.4	.9	7	51												
WCHQ-FM	.3	.8	6	24												
WCMN-FM	.3	.7	5	16												
WCPR	1.8	4.7	34	87												
WCRP-FM	.3	.8	6	36												
WEKO	.2	.6	4	5												
WENA	.3	.7	5	44												
WERR-FM	.2	.5	3	32												
WEUC	.3	.7	5	28												
WEUC-FM	.2	.5	3	14												
WFID-FM	.1	.3	3	5												
WGSX-FM	.1	.2	2	19												
WHOY	.8	2.0	14	62												
WIAC	.2	.6	4	14												
WIDA	.5	1.3	10	36												
WIOC-FM	1.6	4.0	29	220												
WISO	1.1	2.9	21	98												
WIVA-FM	.3	.7	5	11												
WKAQ	1.7	4.4	32	114												
WKAQ-FM	.1	.2	1	33												
WKFE	2.5	6.4	46	115												
WKJB-FM	.2	.4	3	23												
WKVM	.2	.4	3	15												
WLEO	4.5	11.4	83	248												
WOIZ	.3	.8	6	56												
WOQI-FM	.4	.9	7	79												
WOYE-FM	1.3	3.4	25	131												
WPAB	2.1	5.3	39	160												
WPPC	.6	1.7	12	58												
WPRM-FM	1.9	4.9	36	173												
WPRP	2.3	5.9	43	180												
WRIO-FM	2.6	6.7	49	279												
WRPC-FM	.1	.2	2	32												
WSRA-FM	1.0	2.5	18	87												
WUNO	.1	.3	2	11												
WVJP-FM	.3	.8	6	17												
WXRF	.9	2.2	16	77												
WXYX-FM	.3	.6	5	19												
WZAR-FM	5.7	14.6	106	479												
WZBS	.3	.9	6	91												
TOTAL	39.2	100.0	725	1767	34.9	100.0	645	1593	19.8	100.0	366	1423	7.1	100.0	132	852

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18 + 40  
POP. 1848 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.0	14	WKLY	.0	.0	14	WKLY	.0	.1	14	WKLY	.0	.2	7	WKLY
WBJA	.0	.2	1	20	.1	.2	1	20	.1	.4	2	20	.0	.3	1	13
WBOZ-AM	.1	.4	2	23	.1	.4	3	23	.0	.2	1	13	.0	.2	1	9
WCAD-FM	.0	.1	1	13	.0	.1	1	13	.0	.7	3	36	.1	.8	2	30
WCGB	.2	.8	4	57	.2	.8	4	57	.2	1.0	4	26	.2	1.5	4	18
WCHQ-FM	.2	1.0	4	33	.3	.9	5	33	.0	.2	1	11	.0	.2	1	6
WCMN-FM	.1	.4	2	18	.1	.4	2	18	.5	2.4	9	74	.3	2.2	5	39
WCPR	.8	3.2	15	93	1.0	3.3	19	93	.4	1.8	7	52	.2	1.8	4	43
WCRP-FM	.4	1.4	7	53	.4	1.4	8	45	.1	.2	1	5	.2	1.3	3	23
WEKO	.0	.2	1	5	.1	.2	1	5	.2	.7	4	51	.2	.8	3	32
WENA	.2	.6	3	54	.2	.7	4	51	.2	1.1	4	37	.1	.9	2	32
WERR-FM	.2	.8	4	44	.3	.8	5	40	.2	.8	3	47	.1	.9	2	32
WEUC	.2	.8	4	51	.2	.7	4	47	.1	.4	2	14	.0	.1	1	10
WEUC-FM	.1	.4	2	18	.1	.4	2	18	.0	.2	1	10	.3	2.5	6	30
WFID-FM	.1	.2	1	10	.1	.2	1	10	.2	1.0	4	32	.0	.3	1	34
WGSX-FM	.2	.8	3	32	.2	.6	3	29	.3	1.4	5	61	.1	1.0	2	31
WHOY	.4	1.6	7	70	.6	1.8	10	67	.2	.9	3	11	.0	.4	1	10
WIAC	.2	.8	3	14	.3	.8	5	14	.2	.9	4	41	.1	1.0	2	31
WIDA	.3	1.1	5	41	.3	1.0	6	36	.2	.9	4	41	.1	8.3	20	196
WIOC-FM	1.6	6.4	29	300	1.9	6.1	35	287	1.6	7.7	29	276	.5	2.2	9	116
WISO	.6	2.5	11	143	.7	2.1	12	138	.5	2.2	9	116	.4	3.4	8	79
WIVA-FM	.1	.4	2	13	.1	.3	2	13	.1	.3	1	13	.0	.4	1	9
WKAQ	.5	2.1	10	122	.7	2.3	13	116	.2	.9	3	72	.1	.5	1	43
WKAQ-FM	.2	.6	3	41	.2	.6	3	39	.2	.9	3	36	.2	1.2	3	25
WKFE	.9	3.6	17	124	1.2	3.9	23	123	.4	2.2	8	104	.2	1.4	3	66
WKJB-FM	.1	.6	3	26	.2	.6	4	26	.1	.7	3	26	.0	.3	1	16
WKVM	.1	.3	1	18	.1	.3	1	18	.0	.2	1	15	.0	.2	1	7
WLEO	1.3	5.4	25	261	1.7	5.3	31	259	.4	2.1	8	220	.4	2.9	7	89
WOIZ	.3	1.1	5	67	.4	1.2	7	67	.3	1.3	5	64	.1	.8	2	34
WOQI-FM	.6	2.3	10	105	.7	2.1	12	100	.6	3.0	11	101	.6	4.7	11	70
WOYE-FM	1.0	3.9	18	173	1.2	3.8	22	173	.8	4.1	16	157	.5	3.6	8	104
WPAB	1.0	4.0	18	202	1.2	3.9	23	199	.7	3.3	13	162	.4	3.4	8	101
WPPC	.7	2.8	13	66	.9	3.0	18	65	.7	3.4	13	66	.2	1.9	5	49
WPRH-FM	1.8	7.3	33	258	2.4	7.5	44	256	1.8	8.5	33	234	1.1	8.5	20	180
WPRP	1.5	6.0	27	212	1.9	6.0	35	204	1.2	6.0	23	178	.8	5.9	14	106
WRIO-FM	2.2	8.9	41	352	2.8	9.0	53	346	2.1	10.1	39	343	1.2	9.3	22	250
WRPC-FM	.0	.2	1	44	.1	.2	1	44	.0	.2	1	41	.0	.3	1	17
WSRA-FM	.8	3.4	15	135	1.1	3.4	20	120	.8	3.8	14	124	.4	3.2	7	90
WUNO	.0	.1	11	11	.0	.1	1	11	.0	.0	5	5	.1	.9	2	16
WVJP-FM	.2	.8	4	23	.3	.8	5	23	.2	.7	3	21	.1	1.1	3	39
WXRF	.4	1.7	8	96	.6	1.8	10	89	.3	1.5	6	69	.1	1.1	3	39
WXYX-FM	.2	.9	4	30	.3	.9	5	28	.2	1.0	4	30	.1	.9	2	22
WZAR-FM	4.4	17.8	82	613	5.7	17.9	105	607	4.0	19.6	75	562	2.6	20.2	48	391
WZBS	.3	1.2	5	94	.3	1.1	6	94	.3	1.3	5	82	.2	1.3	3	27
TOTAL	24.8	100.0	458	1848	31.6	100.0	584	1844	20.7	100.0	382	1764	12.8	100.0	236	1503

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18-34 41  
POP. 809 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM				WKLY 3												
WBJA	.3	1.0	3	12												
WBOZ-AM	.1	.4	1	9												
WCAD-FM	.0	.1		5												
WCGB	.4	1.1	3	15												
WCHQ-FM	.3	1.0	3	14												
WCMN-FM	.4	1.2	3	12												
WCPR	.8	2.4	7	27												
WCRP-FM	.5	1.4	4	13												
WEKO	.1	.2	1	1												
WENA	.0	.1		15												
WERR-FM	.2	.5	1	10												
WEUC	.4	1.1	3	3												
WEUC-FM	.2	.6	2	5												
WFID-FM	.3	.8	2	4												
WGSX-FM	.1	.3	1	10												
WHOY	.6	1.9	5	15												
WIAC																
WIDA	.2	.6	2	12												
WIOC-FM	2.4	7.2	19	134												
WISO	.2	.7	2	20												
WIVA-FM	.4	1.1	3	6												
WKAQ	.4	1.1	3	16												
WKAQ-FM	.0	.1		22												
WKFE	1.0	3.1	8	31												
WKJB-FM	.1	.2	1	15												
WKVM																
WLEO	1.3	3.8	10	46												
WOIZ	.3	1.0	3	14												
WOQI-FM	.5	1.6	4	48												
WOYE-FM	2.4	7.1	19	84												
WPAB	.4	1.1	3	24												
WPPC	.4	1.1	3	17												
WPRM-FM	2.4	7.2	19	93												
WPRP	3.2	9.7	26	106												
WRIO-FM	3.9	11.6	31	175												
WRPC-FM	.0	.1		21												
WSRA-FM	1.0	2.9	8	46												
WUNO																
WVJP-FM	.2	.5	1	7												
WXRF	.6	1.7	5	23												
WXYX-FM	.4	1.3	3	12												
WZAR-FM	6.5	19.4	52	262												
WZBS																
TOTAL	33.3	100.0	270	765	37.9	100.0	307	704	23.0	100.0	6	660	8.6	100.0	70	412

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-34 42  
POP. 809 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.0		WKLY	.0	.0		10	.0	.0		WKLY	.0	.1		4
WBJA	.1	.3	1	12	.1	.3	1	12	.1	.6	1	7	.1	.4	1	3
WBQZ-AM	.1	.5	1	9	.2	.6	1	9	.1	.3	1	11	.1	.4	1	8
WCAD-FM	.1	.3	1	11	.1	.2	1	11	.1	.5	1	14	.1	.5	1	11
WCGB	.2	.7	1	20	.2	.7	2	20	.3	1.5	3	19	.3	2.1	2	12
UCHQ-FM	.3	1.4	3	22	.4	1.4	4	22	.1	.4	1	7	.1	.4	1	5
WCMN-FM	.2	.6	1	13	.2	.6	2	13	.1	.3	1	7	.4	1.7	3	14
WCPR	.2	.9	2	29	.3	1.0	3	29	.1	.3	1	18	.3	2.1	3	16
WCRP-FM	.4	1.7	3	18	.5	1.7	4	18	.4	1.8	3	18	.0			
WEKO	.0	.1		1	.0	.1		1	.0	.2		22	.0			
WENA	.0	.2		22	.1	.2		20	.0	.1		5	.1	.3		4
WERR-FM	.1	.3	1	10	.1	.3	1	10	.0	.1		6	.1	.6	1	8
WEUC	.2	.9	2	6	.3	1.0	3	5	.2	.8	1	6	.1			
WEUC-FM	.1	.4	1	8	.1	.4	1	8	.1	.3	1	8	.1			
WFID-FM	.1	.3	1	7	.1	.3	1	7	.0	.1		7	.1			
WGSX-FM	.3	1.1	2	18	.3	.8	2	16	.3	1.5	3	18	.5	3.3	4	17
WHOY	.4	1.4	3	15	.5	1.6	4	15	.3	1.2	2	12	.0	.1		7
WIAC																
WIDA	.1	.3	1	16	.1	.3	1	12	.1	.3		16	.0	.2		12
WIOC-FM	2.3	9.0	19	180	2.7	8.5	22	171	2.3	9.7	18	159	1.6	10.5	13	115
WISO	.1	.5	1	29	.1	.4	1	25	.1	.4	1	21	.1	.6	1	13
WIVA-FM	.2	.7	1	8	.2	.5	1	8	.1	.5	1	8	.1	.7	1	5
WKAQ	.1	.3	1	19	.1	.4	1	16	.0	.1		12				
WKAQ-FM	.2	.9	2	29	.3	.8	2	28	.3	1.2	2	25	.3	1.9	2	15
WKFE	.4	1.7	3	33	.6	1.9	5	33	.3	1.1	2	26	.1	.8	1	14
WKJB-FM	.1	.5	1	18	.2	.5	1	18	.1	.6	1	18	.0	.1		9
WKVM																
WLEO	.4	1.6	3	46	.5	1.6	4	46	.2	.7	1	38	.1	.7	1	16
WOIZ	.1	.6	1	17	.2	.6	2	17	.1	.4	1	17	.0	.1		9
WOQI-FM	.8	3.0	6	66	.9	2.8	7	62	.8	3.6	7	66	.9	5.7	7	48
WOYE-FM	1.7	6.6	14	116	2.1	6.7	17	116	1.5	6.4	12	110	1.2	8.0	10	59
WPAB	.2	.7	2	29	.2	.7	2	29	.1	.6	1	24	.1	.5	1	11
WPPC	.4	1.5	3	17	.5	1.6	4	17	.4	1.6	3	17	.1	.7	1	11
WPRM-FM	2.1	8.1	17	150	2.7	8.5	22	149	2.0	8.4	16	143	1.1	7.5	9	109
WPRP	2.1	8.4	17	122	2.7	8.4	22	119	1.8	7.9	15	99	1.2	8.0	10	59
WRIO-FM	3.2	12.6	26	208	4.0	12.5	32	202	3.0	13.0	24	201	1.8	12.1	15	143
WRPC-FM	.0	.1		29	.0	.1		29	.0	.2		29	.1	.4	1	12
WSRA-FM	.9	3.6	7	75	1.1	3.6	9	65	.9	3.9	7	68	.5	3.1	4	49
WUNO	.0	.0		4	.0	.0		4	.0	.0		1				
WVJP-FM	.2	.6	1	10	.2	.6	2	10	.1	.6	1	10	.1	.7	1	8
WXRF	.3	1.1	2	28	.4	1.2	3	26	.2	.9	2	16	.1	.8	1	11
WXYX-FM	.4	1.4	3	18	.4	1.4	4	18	.3	1.4	3	18	.2	1.5	2	11
WZAR-FM	6.1	23.9	49	349	7.7	24.1	62	347	6.0	25.7	48	324	4.0	26.8	33	235
WZBS				15				15								
TOTAL	25.4	100.0	206	809	31.9	100.0	258	809	23.2	100.0	188	775	15.0	100.0	121	689

MONDAY-FRIDAY

WOMEN 18-49 43  
POP. 1276 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM																
WBJA	.2	.2	3	15	.2	.2	3	15	.2	.2	3	15	.0	.0	5	10
WBOZ-AM	.2	.2	3	15	.2	.2	3	15	.2	.2	3	15	.0	.0	5	10
WCAD-FM	.2	.2	3	15	.2	.2	3	15	.2	.2	3	15	.0	.0	5	10
WCGB	.2	.2	3	15	.2	.2	3	15	.2	.2	3	15	.0	.0	5	10
WCHQ-FM	.1	.1	3	15	.3	.3	4	20	.3	.3	4	20	.0	.0	5	10
WCMN-FM	.3	.3	3	15	.3	.3	4	20	.3	.3	4	20	.0	.0	5	10
WCPR	1.0	4.8	23	61	.1	.1	1	6	.1	.1	1	6	.0	.0	5	10
WCRP-FM	.3	.3	4	15	.4	.4	9	47	.4	.4	9	47	.4	.4	9	47
WEKO	.0	.0	1	5	.0	.0	1	5	.0	.0	1	5	.0	.0	1	5
WENA	.3	.3	2	10	.4	.4	5	25	.4	.4	5	25	.0	.0	5	10
WERR-FM	.3	.3	2	10	.4	.4	1	12	.4	.4	1	12	.0	.0	5	10
WEUC	.3	.3	2	10	.4	.4	4	17	.4	.4	4	17	.0	.0	5	10
WEUC-FM	.3	.3	2	10	.4	.4	4	17	.4	.4	4	17	.0	.0	5	10
WFID-FM	.2	.2	2	10	.3	.3	1	5	.3	.3	1	5	.0	.0	5	10
WGSX-FM	.1	.1	2	10	.0	.0	1	5	.0	.0	1	5	.0	.0	5	10
WHOY	.7	2.0	9	38	.0	.0	1	13	.5	.5	7	35	.3	.3	9	45
WIAC					.8	2.1	10	33	.5	.5	7	35	.3	.3	9	45
WIDA	.4	1.0	5	22	.1	.1	1	17	.1	.1	1	17	.0	.0	5	10
WIOC-FM	2.0	5.4	26	185	3.1	8.7	39	170	1.9	8.7	24	139	.1	1.9	2	15
WISO	.8	2.0	10	58	.3	.9	4	44	.1	.7	2	22	.0	12.0	11	98
WIVA-FM	.2	.6	3	16	.1	.3	1	8	.1	.7	2	22	.2	2.8	3	23
WKAQ	1.2	3.3	16	65	.2	.5	2	20	.1	.3	1	22	.1	1.6	1	4
WKAQ-FM	.1	.2	1	29	.3	.6	4	23	.3	1.4	4	16	.1	1.5	1	11
WKFE	1.9	5.2	25	69	.9	2.4	11	57	.4	1.9	5	37	.1	1.5	1	20
WKJB-FM	.0	.1	1	18	.2	.6	3	13	.0	.1	1	12	.0	.1	1	12
WKVM	.2	.4	2	7	.0	.1	1	4	.0	.1	1	12	.0	.1	1	5
WLEO	2.7	7.2	34	124	.4	1.0	4	96	.2	.9	2	36	.3	4.4	4	28
WOIZ	.4	1.0	5	31	.4	1.0	5	36	.2	1.0	3	19	.0	.0	5	10
WOQI-FM	.5	1.2	6	67	.8	2.3	10	65	1.0	4.8	13	54	.3	4.1	4	25
WOYE-FM	1.6	4.4	21	113	1.9	5.4	24	104	.8	3.6	10	84	.3	4.8	4	35
WPAB	1.0	2.8	13	73	.3	.8	4	61	.1	.5	1	34	.1	1.3	1	18
WPPC	.4	1.2	6	33	1.0	2.7	12	33	.4	2.1	6	24	.0	.0	5	16
WPRM-FM	2.2	5.7	27	130	3.3	9.3	42	130	2.3	10.9	30	136	.4	5.5	5	67
WPRP	2.9	7.8	37	151	2.3	6.5	29	122	1.4	6.7	18	73	.5	6.7	6	46
WRIO-FM	3.3	8.8	42	237	4.5	12.5	57	263	2.4	11.4	31	201	.7	10.1	9	95
WRPC-FM	.1	.3	1	26	.0	.1	31	.0	.0	.2	1	13	.0	.0	5	12
WSRA-FM	1.1	2.8	13	69	1.6	4.5	20	66	.5	2.6	7	50	.3	3.9	4	51
WUNO	.1	.4	2	8	.0	.0	3	.0	.0	.2	1	1	.0	.0	5	10
WVJP-FM	.4	1.1	5	15	.3	.8	4	16	.2	1.0	3	12	.0	.0	5	1
WXRF	.7	1.8	9	48	.4	1.1	5	24	.3	1.3	4	14	.0	.0	6	6
WXYX-FM	.3	.9	4	16	.5	1.4	6	17	.2	1.0	3	12	.0	.0	6	10
WZAR-FM	6.7	17.9	85	381	8.4	23.5	107	396	5.3	25.1	68	305	.1	1.5	1	12
WZBS	.2	.5	2	51	.3	.7	3	43	.2	.9	2	9	.5	21.0	19	152
TOTAL	37.5	100.0	478	1220	35.6	100.0	454	1101	21.3	100.0	271	1009	7.2	100.0	92	603

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-49 44  
POP. 1276 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WAEL-FM	.0	.0		WKLY	.0	.0		WKLY	.0	.0		WKLY	.0	.0		WKLY		
WBJA	.0	.2	1	15	.1	.2	1	15	.0	.1	1	11	.1	.4	1	12		
WBOZ-AM	.1	.5	2	20	.2	.6	2	20	.0	.1	1	11	.0	.3	1	8		
WCAD-FM	.0	.2	1	11	.3	.9	4	43	.4	1.1	4	27	.2	.9	2	26		
WCGB	.2	.9	3	43	.1	.4	2	13	.9	3.0	12	65	.1	.3	1	7		
WCHQ-FM	.3	1.1	3	27	.0	1.1	4	27	.3	1.1	4	25	.4	1.8	5	50		
WCMN-FM	.1	.4	1	13	.1	.4	2	13	.0	1.1	3	25	.3	1.3	3	29		
WCPR	.7	2.8	9	65	.9	3.0	12	65	.0	0	1	1	.2	1.5	2	14		
WCRP-FM	.3	1.1	3	30	.3	1.1	4	25	.0	0	1	1	.0	.3	1	5		
WEKO	.0	.0		1	.0	.0		1	.0	.0		.0	.0		.0	1.5	3	19
WENA	.2	.7	2	35	.3	.8	3	33	.1	.7	2	31	.2	.7	2	20		
WERR-FM	.1	.4	1	21	.1	.3	1	21	.2	.8	3	20	.1	.4	1	15		
WEUC	.2	.7	2	21	.1	.5	2	14	.1	.5	1	13	.2	.7	2	20		
WEUC-FM	.1	.5	2	14	.1	.2	1	7	.0	0	1	7	.1	1.1	2	13		
WFID-FM	.1	.2	1	7	.2	.7	3	25	.3	1.3	3	28	.4	3.0	5	27		
WGSX-FM	.2	1.0	3	28	.5	1.7	7	41	.3	1.4	4	36	.0	.3	1	20		
WHOY	.4	1.6	5	41														
WIAC																		
WIDA	.2	.7	2	26	.2	.6	2	22	.1	.6	2	26	.1	1.1	2	18		
WIOC-FM	2.0	7.9	25	247	2.4	7.5	30	238	1.9	9.1	25	225	1.3	9.7	17	160		
WISO	.3	1.4	4	72	.4	1.3	5	69	.2	1.1	3	54	.2	1.3	2	29		
WIVA-FM	.1	.4	1	8	.1	.3	1	8	.1	.3	1	8	.1	.5	1	5		
WKAQ	.3	1.4	4	70	.5	1.5	6	67	.1	.4	1	36	.0	.2	2	25		
WKAQ-FM	.2	.8	2	36	.2	.7	3	34	.2	1.1	3	32	.2	1.5	2	22		
WKFE	.8	3.1	10	76	1.1	3.3	13	76	.4	2.0	5	64	.2	1.4	2	42		
WKJB-FM	.1	.3	1	20	.1	.3	1	20	.1	.4	1	20	.0	.1	1	12		
WKVM	.1	.3	1	7	.1	.2	1	7	.0	.2	4		.0	.3	1	1		
WLEO	.8	3.3	10	131	1.0	3.2	13	130	.3	1.4	4	114	.3	1.9	3	45		
WOIZ	.2	.9	3	41	.3	1.0	4	41	.2	.9	2	39	.1	.7	1	19		
WOQI-FM	.6	2.6	8	86	.8	2.4	10	82	.7	3.2	9	83	.6	4.6	8	59		
WOYE-FM	1.2	4.7	15	147	1.5	4.7	19	147	1.0	4.8	13	134	.5	4.0	7	87		
WPAB	.4	1.4	5	91	.5	1.5	6	91	.2	.8	2	75	.1	.7	1	45		
WPPC	.5	1.9	6	35	.6	2.0	8	35	.5	2.2	6	35	.2	1.5	3	25		
WPRM-FM	2.0	8.1	26	201	2.6	8.3	34	199	2.0	9.3	25	181	1.2	9.3	16	145		
WPRP	1.7	7.0	22	173	2.2	7.0	28	167	1.4	6.6	18	143	.9	6.7	11	81		
WRIO-FM	2.7	10.9	35	293	3.5	11.0	44	287	2.5	11.9	32	285	1.5	11.0	19	208		
WRPC-FM	.1	.2	1	34	.1	.2	1	34	.0	.2	34		.0	.3	1	13		
WSRA-FM	.9	3.5	11	102	1.1	3.5	14	91	.8	3.9	11	96	.4	3.0	5	68		
WUNO	.0	.1		8	.0	.1	1	8	.0	.0	3							
WVJP-FM	.2	.9	3	18	.3	1.0	4	18	.2	.8	2	16	.1	.9	1	12		
WXRF	.3	1.3	4	57	.4	1.4	6	54	.2	1.1	3	34	.1	1.1	2	19		
WXYX-FM	.3	1.1	4	24	.4	1.1	4	22	.3	1.3	3	24	.2	1.1	2	16		
WZAR-FM	5.4	21.7	69	493	6.9	21.8	88	488	5.1	23.7	64	457	3.2	23.9	41	320		
WZBS	.2	.8	2	54	.2	.7	3	54	.2	.9	2	46	.2	1.2	2	12		
TOTAL	24.9	100.0	318	1276	31.7	100.0	405	1276	21.3	100.0	272	1212	13.4	100.0	171	1057		

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 25 +  
POP. 1480 (00) 45

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM																
WBJA	.2	.4	2	18												
WBOZ-AM	.2	.4	3	17												
WCAD-FM																
WCGB	.3	.7	4	38												
WCHQ-FM	.4	.8	5	18												
WCNN-FM	.3	.7	6	16												
WCPR	2.4	5.6	35	83												
WCRP-FM	.2	.6	3	29												
WEKO	.3	.7	4	10												
WENA	.5	.8	5	41												
WERR-FM	.2	.4	3	31												
WEUC	.2	.4	2	21												
WEUC-FM	.2	.4	2	11												
WFID-FM	.1	.3	2	1												
WGSX-FM																
WHOY	1.0	2.0	15	66												
WIAC	.3	.7	4	15												
WIDA	.7	1.0	10	32												
WIOC-FM	1.3	3.0	20	141												
WISO	1.5	3.0	23	94												
WIVA-FM	.1	.3	2	4												
WKAQ	2.0	4.0	31	113												
WKAQ-FM																
WKFE	3.0	7.0	47	115												
WKJB-FM	.4	.4	3	20												
WKVM	.2	.4	3	16												
WLEO	5.0	13.2	84	247												
WOIZ	.4	.9	0	58												
WOQT-FM	.5	.9	6	35												
WOYE-FM	.3	.6	5	54												
WPAB	2.7	6.3	40	162												
WPPC	.8	1.9	12	52												
WPRM-FM	1.0	4.0	27	125												
WPRP	2.4	5.7	36	131												
WRIO-FM	2.4	5.7	36	183												
WRPC-FM	.1	.2	1	10												
WSRA-FM	.9	2.1	13	61												
WUNO	.1	.3	2	12												
WVJP-FM	.4	1.0	6	18												
WXRF	1.1	2.7	17	79												
WXYX-FM	.2	.4	2	10												
WZAR-FM	5.9	13.8	87	342												
WZBS	.5	1.1	7	95												
TOTAL	42.7	100.0	632	1428	33.8	100.0	501	1264	17.4	100.0	258	1083	5.7	100.0	85	623

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25 + 46  
POP. 1480 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.0		WKLY	.0	.0		WKLY	.0	.1		WKLY	.0	.2		WKLY
WBJA	.0	.2	1	18	.1	.2	1	18	.1	.5	1	17	.1	.5	1	10
WBOZ-AM	.1	.5	2	20	.2	.5	2	20	.2	1.2	3	15	.2	1.7	3	12
WCAD-FM																
WCGB	.2	.7	3	42	.2	.6	3	42	.1	.7	2	27	.4	3.4	6	38
WCHQ-FM	.3	1.0	4	21	.3	.9	4	21	.2	1.2	3	15	.2	1.7	3	12
WCNN-FM	.1	.3	1	14	.1	.3	1	14	.3	1.7	5	46	.3	1.7	3	39
WCPR	1.0	4.3	15	87	1.4	4.4	20	87	.7	3.4	10	72				
WCRP-FM	.3	1.3	5	47	.3	1.1	5	39	.3	1.7	5	46				
WEKO	.1	.3	1	6	.1	.3	1	6	.1	.7	2	41				
WENA	.2	.8	3	48	.3	.8	4	46	.3	1.5	4	40				
WERR-FM	.3	1.1	4	44	.3	1.1	5	39	.1	.6	2	45				
WEUC	.1	.5	2	50	.1	.3	1	47	.1	.4	1	7				
WEUC-FM	.1	.5	2	11	.1	.4	2	11	.0	.1	1	5				
WFID-FM	.0	.2	1	5	.1	.2	1	5	.1	.4	1	15				
WGSX-FM	.1	.3	1	15	.1	.3	1	15	.4	2.1	6	65				
WHOY	.5	2.2	8	74	.7	2.4	11	71	.2	1.2	3	12				
WIAC	.2	1.0	4	15	.3	1.1	5	15	.3	1.3	4	34				
WIDA	.4	1.5	5	34	.4	1.3	6	32	.3	1.3	4	34				
WIOC-FM	1.2	5.1	18	191	1.5	4.9	23	187	1.2	6.4	18	175				
WISO	.8	3.3	12	138	.9	2.8	13	133	.6	3.2	9	113				
WIVA-FM	.0	.1		4	.0	.1		4								
WKAQ	.6	2.6	10	120	.9	2.8	13	115	.2	1.2	3	70				
WKAQ-FM	.1	.3	1	20	.1	.3	1	18	.1	.4	1	18				
WKFE	1.1	4.6	17	122	1.5	4.9	23	121	.5	2.7	8	101				
WKJB-FM	.2	.7	3	20	.2	.8	4	20	.2	.9	3	20				
WKVM	.1	.4	1	19	.1	.3	2	19	.1	.3	1	16				
WLEO	1.7	6.8	24	261	2.1	6.7	31	260	.5	2.7	8	222				
WOIZ	.4	1.5	5	67	.5	1.6	7	67	.3	1.8	5	64				
WOQI-FM	.6	2.3	8	47	.7	2.2	10	47	.6	3.3	9	44				
WOYE-FM	.2	.8	3	67	.3	.8	4	67	.2	.8	2	55				
WPAB	1.3	5.3	19	204	1.6	5.2	24	201	.9	4.7	13	167				
WPPC	.9	3.6	13	61	1.2	3.9	18	59	.9	4.8	13	61				
WPRM-FM	1.7	7.1	26	169	2.3	7.4	34	169	1.7	9.0	25	149				
WPRP	1.4	5.7	21	162	1.8	5.7	27	154	1.1	5.7	16	137				
WRIO-FM	1.8	7.5	27	239	2.5	7.8	37	235	1.6	8.6	24	237				
WRPC-FM	.0	.2	1	16	.1	.2	1	16	.0	.2	12					
WSRA-FM	.6	2.6	9	84	.8	2.7	12	79	.6	2.9	8	74				
WUNO	.0	.1	1	12	.0	.1	1	12	.0	.0	5					
WAJP-FM	.2	1.0	4	21	.3	1.0	5	21	.2	1.0	3	20				
WIRF	.6	2.3	8	94	.7	2.4	11	89	.4	2.1	6	69				
WIXYX-FM	.1	.5	2	15	.2	.5	2	13	.1	.6	2	15				
WZAR-FM	3.9	16.1	58	420	5.1	16.1	75	415	3.3	17.5	49	378				
WZBS	.4	1.6	6	98	.4	1.4	7	98	.4	1.9	5	85				
TOTAL	24.4	100.0	360	1480	31.5	100.0	467	1475	19.1	100.0	283	1395	10.9	100.0	162	1155

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 25-49 47  
POP. 908 (00)

STATION

WAEL-FM

WBJA

WBOZ-AM

WCAD-FM

WCGB

WCHQ-FM

WCMN-FM

WCPR

WCRP-FM

WEKO

WENA

WERR-FM

WEUC

WEUC-FM

WFID-FM

WGSX-FM

WHOY

WIAC

WIDA

WIOC-FM

WISO

WIVA-FM

WKAQ

WKAQ-FM

WKFE

WKJB-FM

WKVM

WLEO

WOIZ

WOQI-FM

WOYE-FM

WPAB

WPPC

WPRM-FM

WPRP

WRIO-FM

WRPC-FM

WSRA-FM

WUNO

WVJP-FM

WXRF

WXYX-FM

WZAR-FM

WZBS

6 A.M. - 10 A.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)
WAEL-FM	.2	.5	2	13
WBJA	.3	.6	2	15
WBOZ-AM				
WCAD-FM				
WCGB	.4	.8	3	25
WCHQ-FM	.5	1.2	5	14
WCMN-FM	.3	.7	3	10
WCPR	2.5	6.1	23	55
WCRP-FM	.2	.4	1	10
WEKO	.1	.2	1	1
WENA	.5	1.2	4	22
WERR-FM	.2	.5	2	18
WEUC	.1	.2	1	11
WEUC-FM	.3	.7	3	8
WFID-FM	.2	.4	2	3
WGSX-FM	.1	.3	1	10
WHOY	1.1	2.6	10	40
WIAC				
WIDA	.5	1.3	5	18
WIOC-FM	1.9	4.5	17	112
WISO	1.1	2.7	10	51
WIVA-FM				
WKAQ	1.5	3.6	13	61
WKAQ-FM	.1	.2	1	14
WKFE	2.7	6.4	24	66
WKJB-FM				
WKVM	.2	.6	2	7
WLEO	3.5	8.4	32	114
WOIZ	.5	1.2	5	31
WOQI-FM	.6	1.3	5	27
WOYE-FM	.3	.8	3	44
WPAB	1.4	3.5	13	70
WPPC	.6	1.3	5	26
WPRM-FM	2.1	5.0	19	85
WPRP	3.3	8.0	30	105
WRIO-FM	3.3	8.0	30	149
WRPC-FM	.1	.3	1	6
WSRA-FM	.9	2.2	8	44
WUNO	.2	.5	2	8
WVJP-FM	.6	1.4	5	16
WXRF	1.0	2.4	9	47
WXYX-FM	.2	.6	2	8
WZAR-FM	7.4	17.8	67	253
WZBS	.3	.6	2	51
TOTAL	41.6	100.0	378	880

WEEKLY

10 A.M. - 3 P.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)
WAEL-FM	.2	.5	2	13
WBJA	.3	.6	2	15
WBOZ-AM				
WCAD-FM				
WCGB	.4	.8	3	25
WCHQ-FM	.5	1.2	5	14
WCMN-FM	.3	.7	3	10
WCPR	2.5	6.1	23	55
WCRP-FM	.2	.4	1	10
WEKO	.1	.2	1	1
WENA	.5	1.2	4	22
WERR-FM	.2	.5	2	18
WEUC	.1	.2	1	11
WEUC-FM	.3	.7	3	8
WFID-FM	.2	.4	2	3
WGSX-FM	.1	.3	1	10
WHOY	1.1	2.6	10	40
WIAC				
WIDA	.5	1.3	5	18
WIOC-FM	1.9	4.5	17	112
WISO	1.1	2.7	10	51
WIVA-FM				
WKAQ	1.5	3.6	13	61
WKAQ-FM	.1	.2	1	14
WKFE	2.7	6.4	24	66
WKJB-FM				
WKVM	.2	.6	2	15
WLEO	3.5	8.4	32	114
WOIZ	.5	1.2	5	31
WOQI-FM	.6	1.3	5	27
WOYE-FM	.3	.8	3	44
WPAB	1.4	3.5	13	70
WPPC	.6	1.3	5	26
WPRM-FM	2.1	5.0	19	85
WPRP	3.3	8.0	30	105
WRIO-FM	3.3	8.0	30	149
WRPC-FM	.1	.3	1	6
WSRA-FM	.9	2.2	8	44
WUNO	.2	.5	2	8
WVJP-FM	.6	1.4	5	16
WXRF	1.0	2.4	9	47
WXYX-FM	.2	.6	2	8
WZAR-FM	7.4	17.8	67	253
WZBS	.3	.6	2	51
TOTAL	41.6	100.0	378	880

WEEKLY

3 P.M. - 7 P.M.

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)
WAEL-FM	.2	.5	2	13
WBJA	.3	.6	2	15
WBOZ-AM				
WCAD-FM				
WCGB	.4	.8	3	25
WCHQ-FM	.5	1.2	5	14
WCMN-FM	.3	.7	3	10
WCPR	2.5	6.1	23	55
WCRP-FM	.2	.4	1	10
WEKO	.1	.2	1	1
WENA	.5	1.2	4	22
WERR-FM	.2	.5	2	18
WEUC	.1	.2	1	11
WEUC-FM	.3	.7	3	8
WFID-FM	.2	.4	2	3
WGSX-FM	.1	.3	1	10
WHOY	1.1	2.6	10	40
WIAC				
WIDA	.5	1.3	5	18
WIOC-FM	1.9	4.5	17	112
WISO	1.1	2.7	10	51
WIVA-FM				
WKAQ	1.5	3.6	13	61
WKAQ-FM	.1	.2	1	14
WKFE	2.7	6.4	24	66
WKJB-FM				
WKVM	.2	.6	2	15
WLEO	3.5	8.4	32	114
WOIZ	.5	1.2	5	31
WOQI-FM	.6	1.3	5	27
WOYE-FM	.3	.8	3	44
WPAB	1.4	3.5	13	70
WPPC	.6	1.3	5	26
WPRM-FM	2.1	5.0	19	85
WPRP	3.3	8.0	30	105
WRIO-FM	3.3	8.0	30	149
WRPC-FM	.1	.3	1	6
WSRA-FM	.9	2.2	8	44
WUNO	.2	.5	2	8
WVJP-FM	.6	1.4	5	16
WXRF	1.0	2.4	9	47
WXYX-FM	.2	.6	2	8
WZAR-FM	7.4	17.8	67	253
WZBS	.3	.6	2	51
TOTAL	41.6	100.0	378	880

WEEKLY

7 P.M. - 12 MID

	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)
WAEL-FM	.2	.5	2	13
WBJA	.3	.6	2	15
WBOZ-AM				
WCAD-FM				
WCGB	.4	.8	3	25
WCHQ-FM	.5	1.2	5	14
WCMN-FM	.3	.7	3	10
WCPR	2.5	6.1	23	55
WCRP-FM	.2	.4	1	10
WEKO	.1	.2	1	1
WENA	.5	1.2	4	22
WERR-FM	.2	.5	2	18
WEUC	.1	.2	1	11
WEUC-FM	.3	.7	3	8
WFID-FM	.2	.4	2	3
WGSX-FM	.1	.3	1	10
WHOY	1.1	2.6	10	40
WIAC				
WIDA	.5	1.3	5	18
WIOC-FM	1.9	4.5	17	112
WISO	1.1	2.7	10	51
WIVA-FM				
WKAQ	1.5	3.6	13	61
WKAQ-FM	.1	.2	1	14
WKFE	2.7	6.4	24	66
WKJB-FM				
WKVM	.2	.6	2	15
WLEO	3.5	8.4	32	114
WOIZ	.5	1.2	5	31
WOQI-FM	.6	1.3	5	27
WOYE-FM	.3	.8	3	44
WPAB	1.4	3.5	13	70
WPPC	.6	1.3	5	26
WPRM-FM	2.1	5.0	19	85
WPRP	3.3	8.0	30	105
WRIO-FM	3.3	8.0	30	149
WRPC-FM	.1	.3	1	6
WSRA-FM	.9	2.2	8	44
WUNO	.2	.5	2	8
WVJP-FM	.6	1.4	5	16
WXRF	1.0	2.4	9	47
WXYX-FM	.2	.6	2	8
WZAR-FM	7.4	17.8	67	253
WZBS	.3	.6	2	51
TOTAL	41.6	100.0	378	880

WEEKLY

SOUTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25-49 48  
POP. 908 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM																
WBJA	.0	.2														
WBOZ-AM	.2	.6	1	17												
WCAD-FM																
WCGB	.2	.9	2	28												
WCHQ-FM	.3	1.3	3	16												
WCMN-FM	.1	.3	1	10												
WCPR	1.0	4.1	9	58												
WCRP-FM	.2	.7	2	23												
WEKO	.0	.1		1												
WEWA	.2	1.0	2	29												
WERR-FM	.1	.6	1	19												
WEUC	.1	.3	1	18												
WEUC-FM	.2	.6	1	8												
WFID-FM	.0	.2		3												
WGSX-FM	.1	.5	1	13												
WHOY	.6	2.4	5	43												
WIAC																
WIDA	.3	1.1	2	19												
WIOC-FM	1.6	6.7	15	146												
WISO	.5	2.1	5	64												
WIVA-FM																
WKAQ	.4	1.7	4	64												
WKAQ-FM	.1	.4	1	17												
WKFE	1.0	4.1	9	71												
WKJB-FM	.1	.3	1	15												
WKVM	.1	.4	1	7												
WLEO	1.0	4.2	9	122												
WOIZ	.3	1.3	3	39												
WOQI-FM	.7	2.8	6	35												
WOYE-FM	.2	.8	2	53												
WPAB	.5	2.0	5	85												
WPPC	.6	2.6	6	28												
WPRM-FM	2.0	8.3	18	118												
WPRP	1.7	7.1	16	125												
WRIO-FM	2.4	9.8	22	187												
WRPC-FM	.1	.2		9												
WSRA-FM	.6	2.5	6	55												
WUNO	.0	.2		8												
WVJP-FM	.3	1.3	3	16												
WXRF	.5	2.0	4	52												
WXYX-FM	.2	.7	2	10												
WZAR-FM	5.2	21.2	47	313												
WZBS	.3	1.1	2	54												
TOTAL	24.4	100.0	221	908	31.7	100.0	288	908	19.4	100.0	177	846	11.2	100.0	101	717

1989

MONDAY-FRIDAY

WOMEN 35 + 49  
POP. 1040 (00)

STATION

WAEL-FM

WBJA

WBOZ-AM

WCAD-FM

WCGB

WCHQ-FM

WCMN-FM

WCPR

WCRP-FM

WEKO

WENA

WERR-FM

WEUC

WEUC-FM

WFID-FM

WGSX-FM

WHOY

WIAC

WIDA

WIOC-FM

WISO

WIVA-FM

WKAQ

WKAQ-FM

WKFE

WKJB-FM

WKVM

WLEO

WOIZ

WOQI-FM

WOYE-FM

WPAB

WPPC

WPRM-FM

WPRP

WRIO-FM

WRPC-FM

WSRA-FM

WUNO

WVJP-FM

WXRF

WXYX-FM

WZAR-FM

WZBS

6 A.M - 10 A.M

Avg RTG

Avg Share

Avg Pers

Cume Pers

%

(00)

WKL

10 A.M - 3 P.M

Avg RTG

Avg Share

Avg Pers

Cume Pers

%

(00)

WKL

3 P.M - 7 P.M

Avg RTG

Avg Share

Avg Pers

Cume Pers

%

(00)

WKL

7 P.M - 12 MID

Avg RTG

Avg Share

Avg Pers

Cume Pers

%

(00)

WKL

TOTAL

45.0 100.0

468 1005

32.0 100.0

332 888

16.6 100.0

173 753

5.6 100.0

59 430

SOUTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

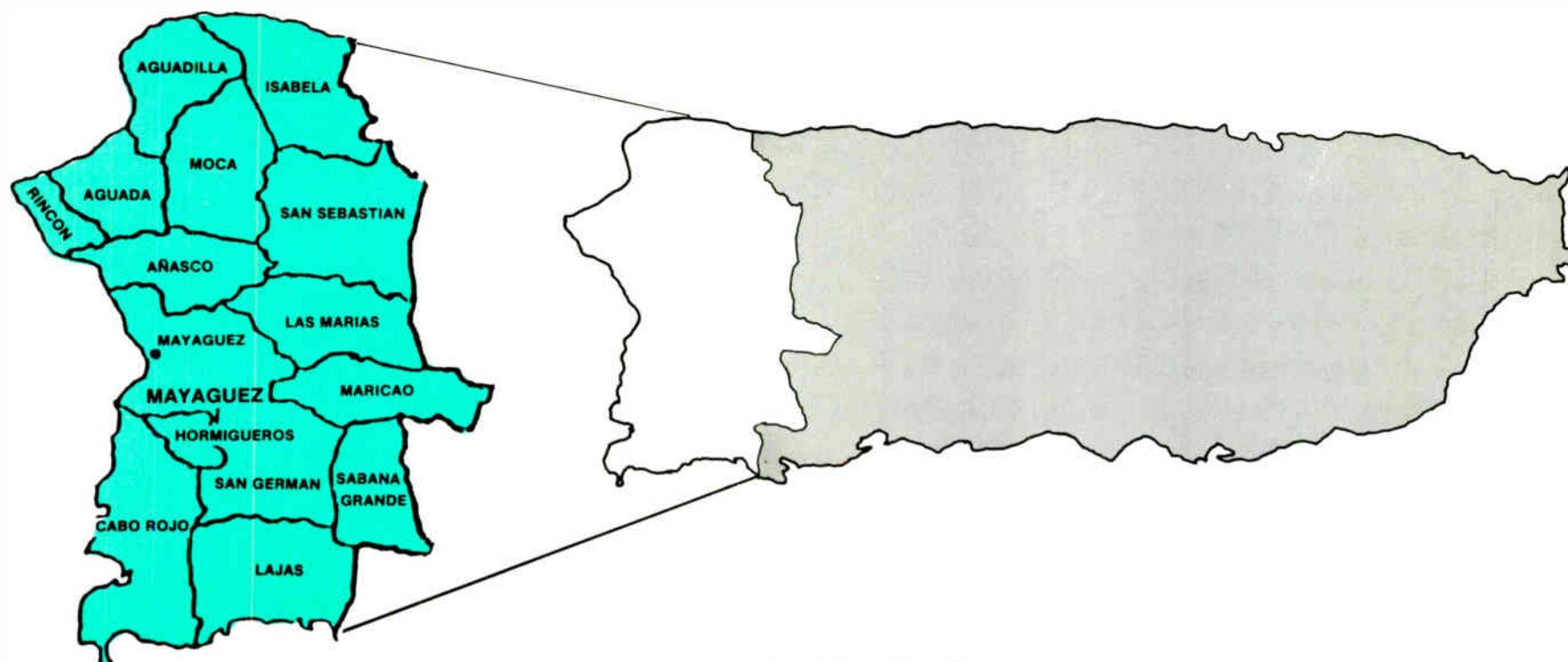
WOMEN 35 + 50  
POP. 1040 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WAEL-FM	.0	.1		WKLY	.0	.1		WKLY	.0	.1		WKLY	.0	.3		WKLY
WBJA	.0	.0		7	.0	.0		7	.1	.3	1	14	.0	.2		3
WBOZ-AM	.1	.3	1	14	.1	.3	1	14	.1	.3	1	14	.1	.2	1	6
WCAD-FM																
WCGB	.2	.9	2	38	.3	.8	3	38	.2	.9	2	23	.1	1.2	1	19
WCHQ-FM	.1	.5	1	9	.1	.4	1	9	.1	.4	1	5	.1	.8	1	5
WCMN-FM	.0	.1		3	.0	.1		3	.3	5.0	9	60	.6	5.4	6	38
WCPR	1.3	5.6	14	67	1.8	5.6	18	67	.3	1.7	3	35	.1	1.3	1	30
WCRP-FM	.3	1.2	3	37	.3	1.0	3	28	.9	2.2	4	35	.3	3.0	3	31
WEKO	.1	.3	1	5	.1	.4	1	5	.2	1.1	2	24	.2	1.6	2	30
WENA	.3	1.1	3	32	.4	1.1	4	32	.4	2.2	4	35	.1	1.3	1	6
WERR-FM	.4	1.5	4	37	.4	1.3	4	32	.2	.8	2	45	.0	.3		2
WEUC	.2	.7	2	50	.1	.4	1	47	.1	.5	1	6	.1	.9	1	11
WEUC-FM	.1	.5	1	10	.1	.4	1	10	.0	.2		2	.2	2.1	2	19
WFID-FM	0	.1		2	.0	.1		2	.1	.5	1	12	.6	5.3	6	72
WGSX-FM	.1	.4	1	12	.1	.3	1	12	.3	1.7	3	52	.8	7.5	8	72
WHOY	.4	1.8	5	59	.6	2.0	6	56	.4	1.9	4	13	.0	.4		29
WIAC	.4	1.5	4	16	.5	1.7	5	16	.3	1.8	3	25	.1	.9	1	11
WIDA	.4	1.8	5	25	.5	1.7	6	25	.3	5.1	10	106	.6	6.1	7	80
WIOC-FM	.9	3.7	9	108	1.1	3.6	12	104	.8	4.6	9	103	.2	2.2	2	56
WISO	1.1	4.6	11	123	1.2	3.9	13	123	.9	5.1	10	106	.8	7.5	8	72
WIVA-FM	0	.2		5	.1	.2	1	5	.8	4.6	9	103	.1	1.3	1	37
WKAQ	1.0	4.0	10	113	1.3	4.2	14	110	.3	1.9	4	66	.0	.2		9
WKAQ-FM	.1	.3	1	9	.1	.3	1	9	.1	.4	1	9	.2	.6	1	6
WKFE	1.4	5.6	14	97	1.9	6.0	20	95	.6	3.5	7	83	.1	.5	1	7
WKJB-FM	.2	.7	2	6	.2	.8	2	6	.1	.8	2	6	.2	2.2	2	56
WKVM	.1	.6	1	20	.2	.5	2	20	.1	.5	1	16	.1	.6	1	6
WLEO	2.2	9.3	23	234	2.8	9.0	29	232	.7	3.9	7	198	.6	6.1	7	80
WOIZ	.4	1.6	4	54	.5	1.8	6	54	.4	2.4	5	51	.2	1.7	2	26
WOQI-FM	.4	1.5	4	33	.4	1.4	5	33	.4	2.2	4	29	.4	3.4	4	18
WOYE-FM	.2	1.0	2	46	.3	1.0	3	46	.2	1.1	2	36	.1	.8	1	19
WPAB	1.8	7.4	19	188	2.3	7.3	24	185	1.2	6.7	13	151	.8	7.5	8	99
WPPC	1.0	4.1	10	52	1.4	4.4	14	51	1.0	5.5	10	52	.4	3.6	4	41
WPRM-FM	1.5	6.4	16	97	2.0	6.5	21	97	1.6	8.7	16	80	1.0	9.8	11	62
WPRP	.8	3.4	9	82	1.1	3.7	12	78	.7	3.6	7	73	.3	3.0	3	43
WRIO-FM	1.2	5.1	13	130	1.7	5.5	18	130	1.2	6.5	12	128	.6	5.4	6	98
WRPC-FM	.1	.2	1	13	.1	.2	1	13	.0	.1		9	.0	.2		4
WSRA-FM	.7	3.1	8	55	1.0	3.2	10	52	.7	3.6	7	52	.3	3.2	4	39
WUNO	0	.2		7	.1	.2	1	7				3				2
WVJP-FM	.2	.9	2	13	.3	1.0	3	13	.2	.9	2	11	.1	1.1	1	7
WXRF	.6	2.3	6	71	.7	2.3	8	67	.4	2.2	4	57	.2	1.6	2	29
WXYX-FM	.1	.4	1	10	.1	.4	1	9	.1	.5	1	10	.0	.2		10
WZAR-FM	2.8	11.5	29	242	3.6	11.6	38	238	2.1	11.8	22	216	1.1	10.9	12	138
WZBS	.6	2.4	6	86	.7	2.1	7	86	.5	3.0	6	76	.3	3.1	3	30
TOTAL	24.1	100.0	251	1040	31.3	100.0	325	1035	18.2	100.0	189	988	10.5	100.0	109	806



**WEST AREA**

Municipios Included Proportionately in Radio Audience Estimates Survey



Population by Municipios  
Estimated 1984 total population 12 + : 367,000

Mayagüez	75,700	San Germán	26,700	Sabana Grande	16,400
Aguadilla	41,900	Aguada	26,200	Hormigueros	11,300
Isabela	30,300	Moca	24,100	Rincón	9,700
San Sebastián	28,500	Arasco	18,600	Las Marias	6,800
Cabo Rojo	28,200	Lajas	17,400	Maricao	5,200

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

PERSONS 12 +  
POP. 3670 (00) 1

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.4	5.3	51	294	.3	1.4	11	148	.1	.8	5	114	.2	3.1	8	100
WAEL	.4	1.3	13	98	.2	1.1	9	79	.3	1.8	12	77	.0	.1	.1	71
WAEL-FM	1.2	4.6	44	445	1.3	6.2	49	379	1.5	8.6	56	487	.8	12.1	30	378
WAVB	.2	.7	6	35	.2	.8	7	31	.1	.8	5	22	.1	.8	2	21
WBOZ-AM	.2	.8	7	61	.2	.8	7	53	.1	.8	5	45	.2	1.1	7	87
WBOZ-FM	.1	.4	4	66	.2	1.1	9	67	.2	1.2	8	82	.0	.4	1	50
WCHQ-FM	.3	1.3	13	69	.5	2.2	17	64	.0	.2	1	16	.0	.1	1	45
WCMN	.2	.7	7	29	.1	.3	2	31	.1	.4	2	69	.0	.3	1	51
WCXQ	.1	.3	3	58	.2	.7	6	50	.6	3.2	21	156	.4	6.4	16	122
WEKO	2.3	8.9	86	331	.7	3.3	26	201	.1	.4	3	84	.0	.6	1	80
WERR-FM	.2	.9	8	84	.2	1.1	8	77	1.1	6.3	41	601	.7	10.3	25	479
WIOB-FM	1.9	7.3	70	630	2.6	11.9	94	521	.2	1.4	9	93	.1	1.8	4	58
WISA	.4	1.5	14	85	.3	1.6	13	92	2.9	16.2	105	842	.9	14.1	35	635
WIVA-FM	2.3	8.7	84	762	3.5	16.2	128	710	.2	1.1	7	34	.0	.5	1	14
WKAQ	.5	1.9	18	59	.2	.7	6	48	.5	2.9	19	177	.1	1.8	4	117
WKJB	1.9	7.2	70	336	.7	3.3	26	214	.6	3.6	23	217	.1	1.6	4	167
WKJB-FM	.5	2.0	19	217	.6	2.8	22	185	.7	3.7	24	222	.2	2.4	6	186
WKSA-FM	.5	2.1	20	209	.5	2.3	18	183	.2	.9	6	96	.0	.1	.1	103
WLRP	.3	1.1	11	124	.1	.5	4	108	.2	1.0	6	42	.0	.1	.1	42
WMIO-FM	.2	.9	9	51	.3	1.3	10	45	.1	.5	3	74	.0	.6	1	76
WN0Z	.7	2.5	24	125	.2	1.1	9	96	.4	2.4	16	291	.3	5.0	12	219
WORA	1.6	5.9	57	403	.8	3.7	30	276	.1	.8	5	40	.1	.8	2	26
WORO-FM	.1	.4	4	42	.1	.6	5	39	3.7	21.3	137	1155	.1	17.0	42	884
WOYE-FM	3.9	14.7	142	1136	3.1	14.2	113	937	.2	1.4	9	172	.0	.4	1	18
WPAB	.3	1.0	9	39	.2	.7	6	34	.1	.5	3	29	.1	.2	3	24
WPRA	.1	.2	2	34	.1	.6	4	22	.7	3.8	25	228	.1	1.2	3	119
WREI-FM	.6	2.2	21	162	.5	2.4	19	153	1.0	5.7	37	453	.5	7.7	19	222
WRFE-FM	1.2	4.5	43	228	1.1	4.9	39	215	.7	3.8	25	228	.2	3.4	8	337
WRPC-FM	.7	2.5	24	431	.7	3.5	27	347	.0	3.0	19	124	.1	1.7	4	69
WRSS	.4	1.5	14	101	.3	1.2	10	92	.2	1.0	6	90	.1	1.6	4	48
WSOL	.4	1.7	16	119	.2	.7	6	93	.0	.2	2	74	.3	4.1	10	85
WTIL	.4	1.6	15	122	.6	2.8	22	121	.5	3.0	19	124	.1	1.0	2	63
WTPM-FM	.3	1.2	11	95	.3	1.6	12	76	.3	1.6	10	74	.0	.8	1	11
WVID-FM	.0	.1	1	14	.1	.5	4	11	.1	.3	2	16	.1	.5	6	6
WZAR-FM	.1	.5	5	24	.1	.7	5	18				14				
TOTAL	26.2	100.0	963	3337	21.6	100.0	793	2892	17.6	100.0	645	3047	6.7	100.0	246	2430

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

PERSONS 12 +  
POP. 3670 (00) 2

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.5	2.7	18	317												
WAEL	.2	1.2	8	122												
WAEL-FM	1.2	6.8	44	561												
WAVB	.1	.8	5	42												
WBOZ-AM	.1	.7	5	71												
WBOZ-FM	.1	.8	5	98												
WCHO-FM	.3	1.5	9	98												
WCMN	.1	.4	2	40												
WCXQ	.1	.5	3	82												
WEKO	1.0	5.5	35	358												
WERR-FM	.1	.8	5	104												
WIOP-FM	1.6	8.9	58	797												
WISA	.3	1.5	10	124												
WIVA-FM	2.4	13.5	87	951												
WKAQ	.2	1.2	8	63												
WKJB	.8	4.3	28	360												
WKJB-FM	.5	2.6	17	288												
WKSA-FM	.5	2.6	17	280												
WLRL	.1	.8	5	125												
WMIO-FM	.2	1.0	6	61												
WNOZ	.2	1.3	8	125												
WORA	.8	4.3	28	461												
WORO-FM	.1	.5	3	51												
WOYE-FM	2.9	16.3	105	1392												
WPAB	.1	.7	4	45												
WPRA	.1	.3	2	43												
WREI-FM	.3	2.0	13	204												
WRFE-FM	.8	4.8	31	286												
WRPC-FM	.6	3.6	24	553												
WRSS	.2	1.3	8	109												
WSOL	.2	1.0	7	130												
WTIL	.5	2.6	17	154												
WTPM-FM	.2	1.4	9	104												
WVID-FM	.1	.3	2	21												
WZAR-FM	.1	.4	3	24												
TOTAL	17.6	100.0	646	3622	21.8	100.0	800	3601	15.1	100.0	555	3464	11.5	100.0	423	3201

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18 +  
POP. 3030 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.7	5.7	52	296	.4	1.6	12	149	.2	1.1	5	112	.3	4.3	8	95
WAEL	.4	1.4	13	97	.3	1.3	9	79	.4	2.4	11	72	.0	.2		62
WAEL-FM	1.0	3.4	31	244	1.1	4.5	33	216	.7	4.5	22	254	.4	6.5	12	202
WAVB	.1	.4	4	32	.1	.5	4	28	.1	.6	3	18	.1	1.1	2	18
WBQZ-AM	.2	.8	7	58	.2	.9	7	53	.2	1.1	5	40	.0	.5	1	40
WBQZ-FM	.1	.4	4	53	.3	1.2	9	55	.2	1.4	7	70	.0	.4		35
WCHQ-FM	.4	1.4	13	60	.5	2.3	16	53	.0	.3	1	17	.5	8.8	16	124
WCMN	.2	.8	7	30	.1	.3	2	32	.1	.5	2	60	.0	.8	2	69
WCXQ	.1	.3	3	52	.2	.7	5	47	.7	4.5	22	159	.6	10.5	20	404
WEKO	3.0	9.7	90	336	.9	3.8	27	206	.1	.5	2	74	.1	1.0	2	47
WERR-FM	.3	.9	9	82	.3	1.2	9	75	.2	1.5	7	74	.9	14.5	27	465
WIOB-FM	2.3	7.5	69	572	3.0	12.6	91	478	1.2	7.6	37	498	.2	2.5	5	114
WISA	.5	1.5	14	79	.4	1.7	13	80	2.6	16.3	78	625	.1	1.8	3	144
WIVA-FM	2.5	8.3	77	610	3.8	15.9	115	568	.2	1.5	7	35	.0	.7	1	15
WKAQ	.6	2.1	19	62	.2	.8	6	50	.6	4.1	20	174	.6	10.5	20	404
WKJB	2.4	7.8	72	343	.9	3.7	27	217	.8	5.1	24	182	.2	2.5	5	114
WKJB-FM	.7	2.1	20	197	.7	3.1	22	174	.6	3.5	17	180	.1	1.8	3	144
WKSA-FM	.6	2.0	18	186	.6	2.6	19	167	.2	1.1	6	92	.2	3.2	6	142
WLRP	.4	1.2	11	120	.1	.6	5	107	.2	1.3	6	33	.0	.2		99
WMIO-FM	.3	1.0	9	40	.2	1.0	8	33	.1	.7	3	75	.0	.2		30
WNOZ	.8	2.7	25	129	.3	1.2	9	99	.4	2.7	13	236	.4	6.4	12	177
WORA	1.9	6.2	57	359	1.0	4.1	29	257	.2	1.1	5	40	.1	.5	1	25
WORO-FM	.1	.4	4	38	.2	.7	5	38	.4	2.7	13	236	.0	.5		77
WOYE-FM	3.9	12.9	119	767	2.8	11.8	86	675	2.4	15.2	73	715	.8	12.9	24	511
WPAB	.3	1.1	10	40	.2	.8	6	35	.1	.7	4	30	.3			18
WPRA	.1	.2	2	35	.2	.6	5	23	.2	1.5	7	134	.0	.5	1	92
WREI-FM	.7	2.3	21	130	.6	2.5	18	130	.7	4.1	20	207	.0	.5	1	92
WRFE-FM	1.4	4.6	42	214	1.3	5.3	39	204	.7	4.5	22	239	.5	8.8	16	197
WRPC-FM	.7	2.1	20	251	.6	2.6	19	219	.7	4.5	22	239	.1	2.3	4	174
WRSS	.5	1.6	15	95	.3	1.4	10	89	.2	1.3	6	84	.1	2.3	4	64
WSOL	.6	1.8	17	120	.2	.8	6	95	.0	.3	1	72	.1	2.2	4	50
WTIL	.5	1.7	16	120	.8	3.2	23	122	.7	4.1	20	125	.3	5.6	10	85
WTPM-FM	.4	1.2	11	84	.4	1.8	13	70	.3	1.8	9	69	.1	.9	2	57
WVID-FM	.0	.1	1	15	.1	.6	4	12	.1	.5	2	13	.0			8
WZAR-FM	.2	.6	5	25	.2	.8	6	18	.2			15	.0			7
TOTAL	30.4	100.0	922	2853	24.0	100.0	726	2482	15.9	100.0	483	2438	6.1	100.0	186	1912

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18 +  
POP. 3030 (00)

4

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.6	3.2	18	318	.7	3.1	22	311	.3	1.8	8	194	.2	2.1	7	130
WAEL	.3	1.4	8	114	.4	1.6	11	109	.2	1.4	7	102	.2	1.7	5	77
WAEL-FM	.8	4.3	24	304	1.0	4.1	29	301	.7	4.8	22	292	.5	5.2	16	274
WAVB	.1	.5	3	38	.1	.5	3	35	.1	.6	3	32	.1	.8	2	30
WBOZ-AM	.2	.8	5	67	.2	.9	6	67	.2	1.2	6	79	.1	.7	2	42
WBOZ-FM	.2	.9	5	82	.2	1.0	7	77	.3	1.7	8	77	.1	1.2	4	75
WCHQ-FM	.3	1.6	9	84	.4	1.8	13	80	.0	.3	1	35	.1	1.0	3	74
WCMN	.1	.5	3	42	.1	.5	4	42	.1	.6	3	67	.0	.4	1	64
WCXQ	.1	.5	3	72	.1	.5	4	69	.7	4.7	22	279	.6	5.9	19	189
WEKO	1.2	6.5	37	364	1.5	6.3	45	353	.1	.9	4	89	.1	.6	2	85
WERR-FM	.2	.9	5	92	.2	.9	7	87	1.7	10.8	50	638	.9	8.6	27	548
WIQB-FM	1.8	9.6	54	682	2.2	9.5	68	667	.2	1.5	7	100	.1	1.3	4	85
WISA	.3	1.5	9	105	.4	1.6	11	97	2.4	15.8	73	687	1.6	15.7	50	640
WIVA-FM	2.4	13.1	74	719	3.0	13.0	92	714	.2	1.0	5	50	.1	1.3	4	35
WKAQ	.3	1.4	8	65	.3	1.5	11	65	.6	3.6	17	267	.4	3.6	11	194
WKJB	1.0	5.1	29	361	1.3	5.4	38	358	.5	3.5	16	236	.4	4.0	13	214
WKJB-FM	.6	3.0	17	249	.7	3.1	22	242	.4	2.9	14	214	.4	3.4	11	192
WKSA-FM	.5	2.6	15	234	.6	2.5	18	227	.1	.7	3	110	.1	.8	2	100
WLRL	.2	.9	5	122	.2	1.0	7	122	.2	1.0	5	50	.1	1.0	3	43
WMIO-FM	.2	1.0	6	47	.3	1.1	8	43	.2	1.0	5	47	.0	.5	1	84
WNOZ	.3	1.6	9	129	.4	1.7	12	129	.1	.9	4	105	.4	3.9	12	266
WORA	.9	4.8	27	394	1.1	4.6	33	374	.6	4.0	18	331	.1	.7	2	42
WORO-FM	.1	.6	3	48	.2	.7	5	47	.1	.7	3	48	.1	.5	2	32
WOYE-FM	2.4	13.0	73	882	3.0	13.0	92	867	2.0	13.0	60	842	1.5	14.5	46	747
WPAB	.2	.8	5	47	.2	.9	6	45	.1	.7	3	42	.1	.5	2	35
WPRA	.1	.4	2	45	.1	.3	2	42	.1	.4	2	37	.0	.2	1	35
WREI-FM	.4	2.1	12	162	.5	2.2	16	162	.3	1.9	9	155	.1	1.2	4	139
WRFE-FM	1.0	5.1	29	251	1.1	4.8	34	246	.8	5.5	25	239	.6	5.7	18	224
WRPC-FM	.5	2.8	16	313	.7	2.8	20	313	.5	3.1	15	304	.4	3.8	12	262
WRSS	.3	1.5	9	104	.3	1.5	10	104	.2	1.5	7	97	.2	1.7	5	84
WSOL	.2	1.2	7	130	.3	1.1	8	129	.1	.9	4	115	.1	.9	3	85
WTIL	.6	3.1	17	154	.7	2.8	20	154	.6	3.8	18	142	.5	4.6	15	129
WTPM-FM	.3	1.5	8	92	.4	1.6	11	92	.3	1.7	8	87	.2	1.5	5	75
WVID-FM	.1	.4	2	18	.1	.4	3	18	.1	.5	2	15	.0	.3	1	15
WZAR-FM	.1	.5	3	25	.1	.5	4	25	.1	.4	2	18				15
TOTAL	18.7	100.0	565	2983	23.5	100.0	711	2975	15.3	100.0	463	2826	10.5	100.0	318	2570

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

TEENS 12-17  
POP. 640 (00)

5

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID				
	Avg Rtg	Avg Share	Avg Pers	Cume Pers	Avg Rtg	Avg Share	Avg Pers	Cume Pers	Avg Rtg	Avg Share	Avg Pers	Cume Pers	Avg Rtg	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WABA	.1	.5		WKLY 8													WKLY 7
WAEL	.0	.4		4													10
WAEL-FM	1.8	18.3	12	178	2.3	18.5	15	145	4.6	19.2	29	205	2.4	26.9	15	155	
WAVB	.4	3.7	2	4	.4	3.2	3	3	.3	1.3	2	4	.0	.5			3
WBOZ-AM	.0	.3		4													3
WBOZ-FM	.1	.5		12	.0	.3		12	.0	.1		16	.0	.2			10
WCNQ-FM				10	.2	1.5	1	11	.2	.7	1	14	.0				10
WCNN																	
WCXQ				7													
WEKO				7													
WERR-FM				4													
WIQB-FM	.5	5.3	3	68	.8	6.4	5	52	.7	3.0	5	103	.8	9.5	5	76	
WISA	.1	.5		8	.1	.5		12	.3	1.1	2	19	.3	3.8	2	11	
WIVA-FM	1.3	12.7	8	148	2.3	18.5	15	139	3.9	16.2	25	204	1.2	13.3	8	159	
WKAQ																	
WKJB	.1	.8	1	5													
WKJB-FM	.1	.5		23	.1	.5		15					.1	1.2	1	7	
WKSQ-FM	.3	3.4	2	26	.1	.7	1	19	1.1	4.4	7	41	.0	.2		24	
WLRL	.0	.3		7				4	.0	.1		7				42	
WMIO-FM				11	.4	3.0	2	11									7
WNOZ				1													11
WORA	.3	3.2	2	49	.2	1.4	1	24	.4	1.7	3	54	.1	1.4	1	41	
WORO-FM				4													4
WOYE-FM	3.7	36.4	23	337	4.0	31.6	25	243	8.9	36.9	57	395	2.5	27.6	16	332	
WPAB																	
WPRA																	
WREI-FM	.1	.5		31	.2	1.7	1	23	.2	1.0	2	37	.3	3.1	2	26	
WRFE-FM	.3	3.4	2	19	.2	1.5	1	16	.7	3.0	5	24	.4	4.8	3	27	
WRPC-FM	.7	7.0	5	160	1.2	9.6	8	115	2.1	8.7	13	189	.6	6.3	4	144	
WRSS	.1	.5		8				5	.0	.1		8				7	
WSOL				3				1	.0	.1		4					
WTIL				5				3				3					3
WTPM-FM	.1	.7		12				7	.2	1.0	2	7	.1	1.2	1	7	
WVID-FM												3					3
WZAR-FM																	
TOTAL	10.1	100.0	64	503	12.6	100.0	80	428	24.0	100.0	153	594	8.9	100.0	57	500	

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

TEENS 12-17  
POP. 640 (00)

6

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.0	.1		10												
WAEL	.0	.2		11												
WAEL-FM	2.7	20.3	18	227	2.9	18.8	18	226	3.0	20.6	19	221	.0	.3	22	215
WAVB	.3	2.0	2	4	.4	2.4	2	4	.2	1.6	2	4	.1	.9	1	4
WBOZ-AM	.0	.0		5	.0	.1		5								
WBOZ-FM	.0	.2		16	.0	.3		16	.0	.2		16	.0	.1		16
WCHQ-FM	.1	.8	1	15	.1	.8	1	15	.1	.9	1	15	.1	.6	1	14
WCMN																
WCXQ	.0	.3		11	.1	.4		11	.1	.4		11	.0	.2		10
WEKO				7				7				3				3
WERR-FM	.0	.1		14	.0	.1		11	.0	.1		14	.0	.2		14
WIQB-FM	.7	5.4	5	120	.7	4.5	4	117	.8	5.5	5	113	.8	5.1	5	109
WISA	.2	1.4	1	19	.1	.8	1	19	.2	1.5	1	19	.3	2.0	2	19
WIVA-FM	2.1	15.7	14	220	2.5	16.2	16	217	2.4	16.3	15	215	2.4	15.3	15	212
WKAQ																
WKJB	.0	.1		11	.0	.2		11				11				10
WKJB-FM	.1	.4		41	.0	.3		38	.1	.4		38	.1	.4		38
WKSA-FM	.3	2.5	2	46	.5	3.0	3	41	.3	2.3	2	46	.5	3.1	3	46
WLRL	.0	.1		7	.0	.1		7	.0	.1		7	.0	.1		7
WMIO-FM	.1	.8	1	14	.1	1.0	1	11	.1	.9	1	14				11
WNOZ				1				1				1				1
WORA	.2	1.8	2	69	.3	1.9	2	69	.2	1.5	1	65	.2	1.6	2	63
WORO-FM				4				4				4				4
WOYE-FM	4.6	33.8	29	459	5.4	35.1	34	440	4.8	33.2	31	442	5.3	34.0	34	428
WPAB																
WPRA																
WREI-FM	.2	1.5	1	41	.2	1.1	1	41	.2	1.7	2	41	.3	1.7	2	37
WRFE-FM	.4	3.0	3	38	.4	2.6	3	31	.4	2.9	3	33	.6	3.6	4	31
WRPC-FM	1.1	8.2	7	213	1.3	8.7	8	207	1.2	8.5	8	208	1.2	8.0	8	200
WRSS	.0	.1		8	.0	.1		8	.0	.0		8	.0	.0		8
WSOL	.0	.0		4	.0	.1		4	.0	.1		4	.0	.1		4
WTIL				5				5				3				3
WTPM-FM	.1	.7	1	14	.1	.6	1	12	.1	.7	1	10	.2	1.1	1	10
WVID-FM				3				3				3				3
WZAR-FM																
TOTAL	13.5	100.0	87	637	15.3	100.0	98	626	14.5	100.0	93	632	15.6	100.0	100	617

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

YOUTH 12-24  
POP. 1250 (00)

7

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume PERS	Avg RTG	Avg Share	Avg Pers	Cume PERS	Avg RTG	Avg Share	Avg Pers	Cume PERS	Avg RTG	Avg Share	Avg PERS	Cume PERS
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.5	1	15												
WAEL	.3	1.6	3	9												
WAEL-FM	2.2	13.4	28	295												
WAVB	.2	1.3	3	11												
WBOZ-AM	.0	.2														
WBOZ-FM	.1	.3	1	21												
WCHQ-FM	.0	.3	1	17												
WCMN																
WCXQ																
WEKO	.1	.4	1	19												
WERR-FM																
WIOB-FM	1.4	8.2	17	188												
WISA	.0	.2														
WIVA-FM	3.2	19.6	40	354												
WKAQ																
WKJB	.2	1.0	2	21												
WKJB-FM	.1	.9	2	65												
WKSA-FM	.4	2.7	6	79												
WLRL																
WMIO-FM	.0	.2	1	17												
WNOZ	.1	.6	1	12												
WORA	.5	2.7	6	101												
WORO-FM																
WOYE-FM	5.7	34.5	71	644												
WPAB																
WPRA																
WREI-FM	.2	1.1	2	60												
WRFE-FM	.5	2.9	6	41												
WRPC-FM	.8	5.1	11	276												
WRSS	.0	.2														
WSOL	.0	.2														
WTIL																
WTPM-FM	.0	.2	1	23												
WVID-FM																
WZAR-FM																
TOTAL	16.6	100.0	207	1064	19.4	100.0	243	956	23.1	100.0	288	1154	7.9	100.0	99	978

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

YOUTH 12-24  
POP. 1250 (00)

8

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.0	.1		20									.0	.1		16
WAEL	.2	1.1	2	20									.1	.8	1	19
WAEL-FM	2.5	15.5	32	386	2.8	14.3	35	382	2.6	16.2	33	375	2.5	17.3	32	363
WAVB	.1	.9	2	13									.1	.5	1	13
WBOZ-AM	.0	.1		20									.0	.0		17
WBOZ-FM	.1	.5	1	35									.1	.5	1	35
WCHQ-FM	.1	.9	2	32									.1	.7	1	29
WCMN																
WCXQ	.0	.2		16									.0	.2		15
WEKO	.0	.1		19									.0	.1		12
WERR-FM	.0	.0		24									.0	.1		24
WIOB-FM	1.1	6.5	13	264	1.2	6.2	15	260	1.0	6.0	12	254	.7	4.7	9	234
WISA	.1	.7	1	27									.2	1.3	2	25
WIVA-FM	3.5	21.6	44	467	4.3	22.1	54	462	3.6	22.2	45	454	3.0	20.2	37	439
WKAQ																
WKJB	.1	.4	1	28									.0	.1		15
WKJB-FM	.3	1.8	4	93									.3	2.3	4	83
WKSA-FM	.4	2.4	5	111									.4	3.0	5	108
WLRP	.0	.2		13									.0	.0		12
WMIO-FM	.1	.5	1	24									.0	.3	1	21
WNOZ	.1	.5	1	12									.0	.1		11
WORA	.3	2.0	4	126									.2	1.3	2	100
WORO-FM																5
WOYE-FM	5.1	31.0	63	831	6.2	31.4	77	800	4.9	29.9	61	807	4.7	32.1	59	760
WPAB																3
WPRA																
WREI-FM	.2	1.5	3	77									.3	2.1	4	69
WRFE-FM	.5	2.8	6	63									.4	3.0	6	53
WRPC-FM	1.2	7.2	15	377	1.4	7.3	18	370	1.3	7.8	16	371	1.2	7.9	15	350
WRSS	.0	.0		11									.0	.0		9
WSOL	.0	.1		9									.0	.0		9
WTIL	.0	.0		11									.0	.0		8
WTPM-FM	.1	.5	1	27									.1	.6	1	21
WVID-FM	.0	.3	1	9									.0	.3	1	9
WZAR-FM	.0	.0		4												4
TOTAL	16.4	100.0	205	1247	19.7	100.0	246	1237	16.4	100.0	204	1238	14.7	100.0	183	1207

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 18-24  
POP. 610 (00) 9

STATION	MONDAY-FRIDAY								MONDAY-FRIDAY							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)		%	%	(00)	(00)		%	%	(00)		%	%	(00)
WABA	.1	.5	1	7												
WAEL	.5	2.1	3	5												
WAEL-FM	2.6	11.2	16	118												
WAVB	.1	.2		7												
WBOZ-AM	.0	.1		9												
WBOZ-FM	.1	.2		9												
WCHQ-FM	.1	.4	1	8												
WCMN																
WCXQ																
WEKO	.1	.5	1	12												
WERR-FM																
WIOB-FM	2.2	9.5	13	119												
WISA																
WIVA-FM	5.2	22.6	32	205												
WKAQ																
WKJB	.2	1.0	1	16												
WKJB-FM	.2	1.0	1	42												
WKSA-FM	.5	2.3	3	52												
WLRP	.2	.9	1	7												
WMIO-FM	.1	.3		7												
WNOZ	.2	.9	1	10												
WORA	.6	2.6	4	52												
WORO-FM																
WOYE-FM	7.8	33.7	48	307												
WPAB																
WPRA																
WREI-FM	.3	1.4	2	29												
WRFE-FM	.6	2.7	4	22												
WRPC-FM	1.0	4.3	6	117												
WRSS																
WSOL	.1	.2		5												
WTIL																
WTPM-FM	.0	.1		10												
WVID-FM																
WZAR-FM																
TOTAL	23.1	100.0	141	560	26.3	100.0	161	526	22.1	100.0	135	560	6.9	100.0	42	478

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 18-24 10  
POP. 610 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.0	.2		WKL	.0	.1		WKL	.0	.1		WKL	.0	.2		WKL
WAEL	.3	1.7	2	9	.4	1.9	3	9	.3	1.5	2	9	.2	1.4	1	7
WAEL-FM	2.4	12.2	14	160	2.7	11.4	17	157	2.3	12.5	14	155	1.7	12.3	10	150
WAVB	.0	.1		9	.0	.1		7	.0	.1		9	.1	1.1	1	18
WBOZ-AM	.0	.1		14	.0	.1		14	.0	.0		14	.1	.8	1	18
WBOZ-FM	.1	.6	1	18	.2	.7	1	17	.2	1.1	1	17	.1	.9	1	16
WCHQ-FM	.2	.9	1	17	.2	1.0	1	14	.0	.1		5	.0	.2	5	5
WCNM									.0	.1		9	.0	.2	9	9
WCXQ	.0	.1		5	.0	.1		5	.0	.1		10	.6	4.4	4	125
WEKO	.0	.2		12	.1	.2		12	.0	.1		8	.1	.4	1	7
WERR-FM				10				7	1.2	6.4	7	140	3.5	25.8	22	227
WIOB-FM	1.4	7.2	9	144	1.7	7.3	11	143	.1	.4		10	.0	.2	5	5
WISA	.0	.2		8	.1	.3		5	.6	3.5	4	49	.6	4.6	4	45
WIVA-FM	5.0	25.9	30	247	6.2	25.9	38	244	.4	2.4	3	62	.4	2.8	2	62
WKAQ									.1	.3		7	.1	.7	1	10
WKJB	.1	.6	1	17	.2	.7	1	17	.2	.4		10	.0	.2		5
WKJB-FM	.5	2.8	3	52	.7	2.9	4	52	.6	3.5	4	49	.6	4.6	4	45
WKSA-FM	.5	2.4	3	64	.5	2.1	3	64	.4	2.4	3	62	.4	2.8	2	62
WLRL	.0	.2		7	.1	.3		7				7	.1	.7	1	10
WMIO-FM	.1	.3		10	.1	.4	1	8	.1	.3		10	.0	.2	1	9
WNOZ	.2	.9	1	10	.2	1.0	1	10	.2	.8	1	9	.0	.2		9
WORA	.4	2.2	3	56	.6	2.3	3	54	.4	2.0	2	50	.1	1.0	1	38
WORO-FM				4				3				4				1
WOYE-FM	5.6	29.0	34	373	7.0	29.1	43	361	5.0	27.2	30	366	4.1	29.9	25	333
WPAB				3				3				3				3
WPRA																
WREI-FM	.3	1.5	2	37	.4	1.5	2	37	.3	1.6	2	37	.3	2.5	2	33
WRFE-FM	.5	2.6	3	25	.7	2.8	4	25	.5	2.6	3	22	.3	2.4	2	22
WRPC-FM	1.3	6.5	8	164	1.5	6.3	9	164	1.3	7.3	8	164	1.1	7.9	7	151
WRSS				3				3				1				1
WSOL	.0	.1		5	.0	.1		5				5				5
WTIL	.0	.1		5	.0	.1		5	.0	.1		5				5
WTPM-FM	.1	.3		13	.1	.3		13	.1	.3		13	.0	.2	1	12
WVID-FM	.1	.5	1	7	.1	.5	1	7	.1	.6	1	7	.1	.6	1	7
WZAR-FM	.0	.0		4	.0	.0		4	.0	.0		4				4
TOTAL	19.3	100.0	118	610	24.1	100.0	147	610	18.2	100.0	111	606	13.7	100.0	84	590

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18-34 11  
POP. 1325 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.4	1.5	5	52												
WAEL	.2	.9	3	11												
WAEL-FM	1.6	6.1	21	176												
WAVB	.0	.1		10												
WBOZ-AM	.2	.7	3	22												
WBOZ-FM	.2	.6	2	34												
WCHQ-FM	.3	1.0	4	21												
WCMN				1												
WCXQ	.1	.2	1	10												
WEKO	1.1	4.1	14	74												
WERR-FM	.3	1.0	3	27												
WIOB-FM	2.8	10.6	37	320												
WISA	.3	1.3	5	15												
WIVA-FM	4.1	15.7	55	394												
WKAQ	.3	1.1	4	15												
WKJB	.5	1.9	7	67												
WKJB-FM	.5	1.9	7	101												
WKSA-FM	.9	3.3	12	117												
WLRP	.1	.4	1	25												
WMIO-FM	.4	1.4	5	27												
WNOZ	.3	1.2	4	27												
WORA	1.4	5.2	18	152												
WORO-FM	.1	.5	2	7												
WOYE-FM	6.0	22.8	80	518												
WPAB				3												
WPRA					7											
WREI-FM	.9	3.3	12	64												
WRFE-FM	1.1	4.0	14	85												
WRPC-FM	.8	3.2	11	179												
WRSS	.2	.6	2	14												
WSOL	.1	.5	2	17												
WTIL	.1	.3	1	14												
WTPM-FM	.3	1.2	4	27												
WVID-FM	.1	.3	1	7												
WZAR-FM	.3	1.1	4	13												
TOTAL	26.4	100.0	350	1244	26.5	100.0	352	1150	17.9	100.0	237	1178	6.8	100.0	90	935

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-34 12  
POP. 1325 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.2	1.0	3	56									.2	1.4	2	25
WAEL	.2	.9	2	18									.1	.8	1	15
WAEL-FM	1.4	7.1	18	225									1.0	8.4	13	207
WAVB	.0	.1		13									.0	.2	18	
WBOZ-AM	.1	.6	2	28									.2	1.5	2	53
WBOZ-FM	.3	1.3	3	57									.1	.5	1	32
WCHQ-FM	.2	.8	2	36												1
WCMN				1												
WCXQ	.0	.1		14									.0	.1	13	
WEKO	.4	2.2	6	81									.2	1.5	2	42
WERR-FM	.1	.7	2	35									.0	.2	2	32
WIOP-FM	2.2	11.6	29	383									1.2	9.9	15	307
WISA	.3	1.4	3	25									.2	1.3	2	24
WIVA-FM	3.9	20.6	52	468									2.5	21.5	33	420
WKAQ	.1	.4	1	15												4
WKJB	.2	1.0	3	71									.0	.3	1	35
WKJB-FM	.6	3.3	8	124									.6	4.8	8	106
WKSA-FM	.7	3.5	9	149									.6	4.8	7	135
WLRL	.1	.3	1	25									.0	.0		22
WMIO-FM	.3	1.3	3	31									.2	1.4	2	28
WNOZ	.1	.8	2	27									.0	.1		21
WORA	.7	3.6	9	163									.3	2.7	4	127
WORO-FM	.1	.3	1	11									.0	.2		8
WOYE-FM	3.9	20.2	51	602									2.6	21.9	34	522
WPAB	.0	.0		7												4
WPRA	.0	.1		11									.0	.3		10
WREI-FM	.6	3.2	8	78									.2	2.0	3	73
WRFE-FM	.9	4.5	11	98									.6	4.9	8	84
WRPC-FM	.8	4.4	11	230									.7	6.3	10	207
WRSS	.0	.2	1	15												8
WSOL	.0	.2		17									.0	.1		11
WTIL	.1	.6	2	17									.1	.6	1	11
WTPM-FM	.2	1.1	3	34									.1	.6	1	29
WVID-FM	.1	.5	1	10									.1	.5	1	10
WZAR-FM	.2	.9	2	13												13
TOTAL	19.1	100.0	253	1318	23.8	100.0	316	1318	17.0	100.0	226	1297	11.7	100.0	155	1227

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 18-49 13  
POP. 2088 (00)

STATION	MONDAY - FRIDAY								MONDAY - FRIDAY							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)	WKL	%	%	(00)	(00)	WKL	%	%	(00)	WKL	%	%	(00)
WABA	1.2	4.0	24	169	.2	1.0	5	88	.1	.7	2	64	.3	4.6	6	53
WAEL	.4	1.5	9	56	.4	1.5	8	49	.4	2.6	9	49	.0	.2	2	46
WAEL-FM	1.3	4.5	27	208	1.3	5.2	28	182	.9	5.3	19	215	.5	8.0	10	172
WAVB	.0	.1		17	.0	.1		19	.1	.6	2	27				12
WB0Z-AM	.3	1.1	6	40	.2	1.0	5	36	.3	1.7	6	59	.2	1.4	5	55
WB0Z-FM	.2	.6	3	43	.3	1.4	7	46	.1	.4	1	38	.0	.2	2	33
WCHQ-FM	.5	1.7	10	48	.7	2.6	14	45	.4	2.5	9	88	.2	3.1	4	59
WCMN	.1	.5	3	16	.1	.2	1	12	.0	.0		49	.0	.6	1	42
WCXQ	.1	.2	1	33	.2	.7	4	27	.5	9.0	31	397	.8	12.1	16	326
WEKO	1.9	6.5	39	166	.5	2.0	11	90	.2	1.1	4	48	.1	1.2	2	27
WERR-FM	.3	1.0	6	51	.2	.7	3	48	.1	18.3	64	517	1.1	17.8	23	386
WIOB-FM	2.7	9.4	56	461	3.5	13.8	73	381	.5	3.1	11	107	.0	.7	1	7
WISA	.4	1.4	8	40	.4	1.6	8	46	.8	4.8	17	134	.2	3.1	4	72
WIVA-FM	3.2	11.0	66	504	4.7	18.5	98	474	.7	4.1	14	152	.1	2.2	3	105
WKAQ	.3	1.1	7	32	.0	.1	1	26	.1	.6	2	14	.2	4.0	5	121
WKJB	1.8	6.2	37	191	.8	3.2	17	118	.5	3.1	11	107	.1	1.2	2	27
WKJB-FM	.6	1.9	12	146	.7	2.8	15	127	.8	4.8	17	134	.0	.7	1	7
WKSA-FM	.8	2.6	16	156	.8	3.0	16	140	.7	4.1	14	152	.8	12.1	16	326
WLKP	.3	1.0	6	69	.1	.6	3	59	.1	.8	3	55	.2	4.0	5	121
WMIO-FM	.4	1.3	8	35	.3	1.2	6	29	.3	1.6	6	29	.0	.2		26
WN0Z	.5	1.8	11	68	.3	1.3	7	55	.1	.8	3	42				45
WORA	1.6	5.7	34	248	1.0	3.9	21	189	.5	2.9	10	176	.4	5.6	7	130
WORO-FM	.1	.5	3	20	.2	.8	4	22	.1	.7	2	20				12
WOYE-FM	4.7	16.5	99	647	3.5	14.0	74	573	3.0	18.0	63	611	1.0	15.4	20	438
WPAB	.2	.8	5	17	.1	.5	3	16	.1	.6	2	14				6
WPRA	.1	.3	2	22	.2	.8	4	14					.0	.7	1	17
WREI-FM	.8	2.6	16	101	.7	2.8	15	101	.3	1.8	6	98	.0	.7	1	66
WRFE-FM	1.4	4.7	28	140	1.4	5.4	28	139	.8	4.5	16	143	.5	7.7	10	131
WRPC-FM	.8	2.8	17	214	.8	3.1	16	189	.9	5.4	19	206	.2	2.9	4	150
WRSS	.3	.9	6	51	.1	.5	3	43	.2	1.1	4	42	.1	2.0	3	35
WSOL	.3	1.2	7	55	.1	.4	2	38	.1	.3	1	32	.1	1.3	2	25
WTIL	.3	1.1	6	59	.4	1.5	8	59	.3	2.1	7	58	.2	3.5	5	46
WTPM-FM	.3	1.1	7	61	.4	1.4	8	49	.3	1.8	6	52	.1	1.1	1	42
WVID-FM	.1	.2	1	13	.2	.7	4	10	.1	.6	2	12				7
WZAR-FM	.2	.8	5	19	.2	.9	5	16								6
TOTAL	28.7	100.0	600	1974	25.3	100.0	528	1736	16.8	100.0	351	1767	6.3	100.0	131	1405

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-49 14  
POP. 2088 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.4	2.3	9	176												
WAEL	.3	1.6	6	69												
WAEL-FM	1.0	5.2	21	258												
WAVB	.0	0		23												
WB0Z-AM	.2	.8	3	48												
WB0Z-FM	.2	1.1	4	68												
WC HQ-FM	.3	1.8	7	66												
WCMN	.0	.3	1	16												
WCXQ	.1	.4	2	45												
WEKO	.7	3.7	15	183												
WERR-FM	.1	.6	3	59												
WI0B-FM	2.1	11.2	44	546												
WISA	.3	1.4	5	61												
WIVA-FM	3.0	15.9	63	598												
WKAQ	.1	.6	2	35												
WKJB	.8	4.2	17	202												
WKJB-FM	.5	2.9	11	182												
WKS A-FM	.6	3.2	13	195												
WLRP	.1	.7	3	69												
WMIO-FM	.2	1.2	5	40												
WNOZ	.2	1.3	5	68												
WORA	.8	4.5	18	271												
WORO-FM	.1	.6	2	26												
WOYE-FM	3.0	15.8	62	747												
WPAB	.1	.6	2	23												
WPRA	.1	.4	2	30												
WREI-FM	.4	2.3	9	120												
WRFE-FM	1.0	5.2	20	170												
WRPC-FM	.7	3.4	14	267												
WRSS	.2	.9	4	56												
WSOL	.1	.7	3	56												
WTIL	.3	1.7	7	69												
WTPM-FM	.3	1.4	5	68												
WVID-FM	.1	.4	2	16												
WZAR-FM	.1	.6	2	19												
TOTAL	18.9	100.0	394	2066	23.7	100.0	496	2063	16.1	100.0	336	1985	11.0	100.0	229	1851

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25 + 15  
POP. 2420 (00)

STATION

6 A.M. - 10 A.M.

Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)

WABA	2.3	6.9	55	309
WAEL	.4	1.3	10	97
WAEL-FM	.5	1.5	12	101
WAVB	.1	.5	4	25
WBOZ-AM	.3	1.0	8	50
WBOZ-FM	.2	.5	4	45
WCHQ-FM	.6	1.7	13	54
WCMN	.3	1.0	8	32
WCXQ	.1	.4	3	50
WEKO	3.9	11.9	95	345
WERR-FM	.4	1.2	9	79
WIQB-FM	2.3	7.0	55	451
WISA	.6	1.9	15	79
WIVA-FM	1.6	4.9	39	375
WKAQ	.9	2.6	21	66
WKJB	3.1	9.4	75	346
WKJB-FM	.8	2.4	19	154
WKSA-FM	.6	1.9	15	127
WLKP	.4	1.3	10	120
WMIO-FM	.4	1.1	9	34
WNQZ	1.0	3.2	25	124
WORA	2.3	7.0	56	314
WORO-FM	.2	.5	4	38
WOYE-FM	2.6	7.8	62	404
WPAB	.4	1.3	11	43
WPRA	.1	.3	2	38
WREI-FM	.8	2.5	20	101
WRFE-FM	1.7	5.0	40	199
WRPC-FM	.5	1.6	13	110
WRSS	.6	2.0	16	99
WSOL	.7	2.2	18	122
WTIL	.7	2.1	17	122
WTPM-FM	.5	1.5	12	75
WVID-FM	.1	.2	1	11
WZAR-FM	.2	.7	6	22

TOTAL

33.0 100.0 797 2298

10 A.M. - 3 P.M.

Avg RTG	Avg Share	Avg Pers	Cume Pers
%	%	(00)	(00)

			WKL
			154
			81
			77
			22
			43
			47
			38
			34
			47
			30
			217
			9
			75
			80
			377
			13
			79
			62
			348
			27
			219
			19
			131
			15
			111
			5
			106
			8
			31
			6
			97
			5
			25
			3
			75
			221
			5
			3.7
			12
			206
			2
			6
			43
			9
			22
			341
			6.7
			4
			29
			34
			1
			27
			0
			8.5
			12
			147
			22
			0
			223
			4
			20
			65
			17
			187
			41
			5
			66
			4
			47
			11
			88
			2
			50
			4
			4

			WKL
			154
			81
			77
			22
			43
			47
			38
			34
			47
			30
			217
			9
			75
			80
			377
			13
			79
			62
			348
			27
			219
			19
			131
			15
			111
			5
			106
			8
			31
			6
			97
			5
			25
			3
			75
			221
			5
			3.7
			12
			206
			2
			6
			43
			9
			22
			341
			6.7
			4
			29
			34
			1
			27
			0
			8.5
			12
			147
			22
			0
			223
			4
			20
			65
			17
			187
			41
			5
			66
			4
			47
			11
			88
			2
			4
			50
			4

			WKL
			154
			81
			77
			22
			43
			47
			38
			34
			47
			30
			217
			9
			75
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			348
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			219
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			75
			221
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			3.7
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			6
			43
			9
			22
			341
			6.7
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			29
			34
			1
			27
			0
			8.5
			12
			147
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			4

			WKL
			154
			81
			77
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			47
			30
			217
			9
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			6
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			9
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			341
			6.7
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			8.5
			12
			147
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			223
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			4

			WKL
			154
			81
			77
			22
			43
			47
			38
			34
			47
			30
			217
			9
			75
			80
			377
			13
			79
			62
			348
			27
			219
			19
			131
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			111
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			106
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			25
			3
			75
			221
			5
			3.7
			12
			206
			2
			6
			43
			9
			22
			341
			6.7
			4
			29
			34
			1
			27
			0
			8.5
			12
			147
			22
			0
			223
			4
			20
			65
			17
			187
			41
			5
			66
			4
			47
			11
			88
			2
			4
			50
			4

			WKL
			154
			81
			77
			22
			43
			47
			38
			34
			47
			30
			217
			9
			75
			80

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25 + 16  
POP. 2420 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.8	4.3	19	327	1.0	4.2	23	320	.4	2.6	9	196	.3	3.1	7	131
WAEL	.2	1.4	6	110	.3	1.5	8	104	.2	1.4	5	97	.2	1.8	4	70
WAEL-FM	.3	1.4	6	108	.3	1.5	8	108	.2	1.4	5	102	.1	1.6	4	90
WAVB	.1	.7	3	29	.1	.6	3	29	.1	.9	3	22	.1	1.1	3	20
WBOZ-AM	.2	1.1	5	52	.3	1.2	7	52	.2	1.2	4	47	.1	1.1	2	29
WBOZ-FM	.2	1.0	5	63	.2	1.0	6	59	.2	1.4	5	59	.1	1.2	3	56
WCHQ-FM	.3	1.8	8	66	.5	2.0	11	66	.3	1.9	7	59	.1	1.0	2	57
WCMN	.1	.6	3	45	.2	.7	4	45	.1	.4	1	38	.0	.3	1	18
WCXQ	.1	.6	3	70	.2	.6	4	66	.1	.8	3	65	.1	.6	1	61
WEKO	1.6	8.8	39	375	2.0	8.5	48	363	1.0	6.8	23	287	.8	8.8	20	190
WERR-FM	.2	1.3	6	84	.3	1.3	7	84	.2	1.3	5	81	.1	.9	2	77
WIOP-FM	1.9	10.5	47	535	2.4	10.3	58	521	1.8	12.8	44	494	1.0	10.7	24	418
WISA	.4	2.0	9	102	.5	2.1	12	97	.3	2.1	7	97	.2	1.8	4	83
WIVA-FM	1.6	8.5	38	434	1.9	8.3	47	433	1.5	10.8	37	411	1.0	10.6	24	377
WKAQ	.4	1.9	9	70	.5	2.0	11	70	.2	1.5	5	54	.2	1.9	4	38
WKJB	1.3	6.8	30	364	1.7	7.1	40	361	.7	5.1	17	273	.5	5.3	12	201
WKJB-FM	.6	3.1	14	196	.7	3.2	18	189	.5	3.5	12	187	.3	3.7	8	169
WKSA-FM	.5	2.6	12	163	.6	2.7	15	156	.5	3.2	11	145	.3	3.7	8	122
WLKP	.2	1.1	5	122	.3	1.2	7	122	.1	1.0	3	110	.1	1.2	3	101
WMIO-FM	.2	1.2	5	36	.3	1.3	7	36	.2	1.3	4	36	.1	1.1	2	32
WNOZ	.3	1.8	8	124	.5	2.0	11	124	.1	.9	3	101	.1	.6	1	77
WORA	1.1	5.7	25	346	1.3	5.4	31	329	.7	4.8	17	287	.5	5.4	12	233
WORO-FM	.2	.8	4	47	.2	.9	5	47	.1	1.0	4	47	.1	1.1	2	43
WOYE-FM	1.3	7.2	32	438	1.7	7.2	41	438	1.0	6.7	23	404	.6	6.7	15	346
WPAB	.2	1.1	5	47	.3	1.2	7	45	.1	1.0	3	41	.1	.7	2	31
WPRA	.1	.5	2	48	.1	.5	3	45	.1	.6	2	39	.0	.3	1	38
WREI-FM	.4	2.2	10	124	.6	2.5	14	124	.3	2.0	7	117	.1	.5	1	104
WRFE-FM	1.1	6.1	27	235	1.3	5.5	31	230	1.0	6.7	23	226	.7	7.3	17	210
WRPC-FM	.3	1.4	6	111	.4	1.6	9	111	.2	1.3	5	102	.2	1.8	4	75
WRSS	.4	2.1	9	108	.5	2.0	11	108	.3	2.2	8	102	.2	2.5	6	88
WSOL	.3	1.6	7	133	.3	1.5	8	131	.2	1.2	4	117	.1	1.4	3	84
WTIL	.8	4.2	19	158	.9	3.8	21	158	.8	5.5	19	145	.6	6.9	16	131
WTPM-FM	.4	1.9	9	81	.5	2.0	11	81	.3	2.2	8	75	.2	2.2	5	65
WVID-FM	.1	.3	1	11	.1	.3	2	11	.1	.4	1	7	.0	.2	2	7
WZAR-FM	.1	.6	3	22	.2	.7	4	22	.1	.6	2	14				11
TOTAL	18.4	100.0	446	2370	23.3	100.0	563	2361	14.3	100.0	346	2206	9.4	100.0	227	1953

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

ADULTS 25-34 17  
POP. 715 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.7	2.4	5	47												
WAEL				WKLY												
WAEL-FM	.7	2.3	5	53												
WAVB				3												
WBOZ-AM	.4	1.2	3	13												
WBOZ-FM	.3	.9	2	25												
WCHQ-FM	.4	1.5	3	13												
WCNN				1												
WCXQ	.1	.3	1	6												
WEKO	2.0	6.7	14	65												
WERR-FM	.5	1.7	4	21												
WIOB-FM	3.4	11.4	24	204												
WISA	.7	2.3	5	12												
WIVA-FM	3.1	10.5	22	186												
WKAQ	.6	2.0	4	16												
WKJB	.8	2.6	5	53												
WKJB-FM	.7	2.5	5	59												
WKSA-FM	1.2	4.0	8	65												
WLRP				19												
WMIO-FM	.6	2.1	5	21												
WNOZ	.4	1.4	3	16												
WORA	2.1	7.3	15	102												
WORO-FM	.3	.9	2	4												
WOYE-FM	4.3	14.6	31	202												
WPAB				3												
WPRA				7												
WREI-FM	1.4	4.8	10	35												
WRFE-FM	1.5	5.0	11	65												
WRPC-FM	.7	2.3	5	58												
WRSS	.3	1.1	2	12												
WSOL	.2	.7	1	12												
WTIL	.2	.5	1	9												
WTPM-FM	.6	2.1	4	16												
WVID-FM	.2	.6	1	3												
WZAR-FM	.6	2.0	4	9												
TOTAL	29.5	100.0	211	685	26.7	100.0	191	625	13.8	100.0	99	616	6.7	100.0	48	452

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 25-34 18  
POP. 715 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.4	1.9	3	47												
WAEL	.0	.2		9												
WAEL-FM	.4	2.1	3	58												
WAVB				3												
WBOZ-AM	.2	1.2	2	13												
WBOZ-FM	.4	2.0	3	40												
WCHQ-FM	.1	.7	1	19												
WCMN				1												
WCXQ	.0	.2		9												
WEKO	.8	4.2	6	72												
WERR-FM	.3	1.4	2	25												
WIOB-FM	3.0	15.8	21	242												
WISA	.5	2.5	3	18												
WIVA-FM	2.9	15.4	21	217												
WKAQ	.1	.7	1	16												
WKJB	.3	1.5	2	56												
WKJB-FM	.7	3.8	5	72												
WKSA-FM	.9	4.7	6	86												
WLRP	.1	.3		19												
WMIO-FM	.4	2.3	3	21												
WNOZ	.1	.6	1	16												
WORA	.9	4.9	7	109												
WORO-FM	.1	.6	1	7												
WOYE-FM	2.2	11.7	16	217												
WPAB	.0	.0		4												
WPRA	.0	.2		12												
WREI-FM	.9	4.8	6	41												
WRFE-FM	1.2	6.3	9	75												
WRPC-FM	.5	2.4	3	59												
WRSS	.1	.4	1	13												
WSOL	.1	.3		12												
WTIL	.2	1.1	2	12												
WTPM-FM	.4	2.0	3	21												
WVID-FM	.1	.6	1	3												
WZAR-FM	.3	1.7	2	9												
TOTAL	18.9	100.0	135	708	23.6	100.0	169	708	15.9	100.0	114	690	9.8	100.0	70	634

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25-49 19  
POP. 1478 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.7	5.3	24	169	.4	1.4	5	87	.2	1.2	2	59	.4	6.9	6	53
WAEL	.4	1.3	6	53	.4	1.5	5	48	.5	3.2	7	41	.0	.3	.3	39
WAEL-FM	.7	2.2	10	81	.3	1.4	5	60	.3	2.3	5	69	.1	1.5	1	51
WAVB																5
WBOZ-AM	.4	1.4	6	32	.3	1.4	5	26	.2	1.1	2	17	.2	1.9	4	42
WBOZ-FM	.2	.7	3	35	.4	1.8	7	38	.3	1.9	4	42	.1	1.0	1	27
WCHQ-FM	.7	2.2	10	41	.8	3.3	12	30	.2	1.6	3	42	.2	1.6	1	24
WCMN	.2	.7	3	17	.1	.3	1	12								2
WCXQ	.1	.2	1	30	.3	1.1	4	26	.1	.5	1	33	.0	.3	.3	30
WEKO	2.7	8.5	40	160	.8	3.1	11	90	.6	4.2	9	81	.3	4.8	4	54
WERR-FM	.4	1.3	6	45	.2	1.0	4	45	.0	.0			.1	.9	1	35
WIQB-FM	2.9	9.3	43	344	4.1	16.6	61	283	1.9	13.0	28	286	.9	15.0	13	221
WISA	.6	1.8	8	38	.6	2.2	8	42	.2	1.5	3	45	.1	1.9	2	26
WIVA-FM	2.2	6.9	32	291	3.4	13.7	50	274	1.8	12.8	27	282	.8	13.4	12	194
WKAQ	.5	1.5	7	33	.0	.2	1	27	.2	1.1	2	15	.1	1.0	1	8
WKJB	2.5	8.0	37	181	1.1	4.5	16	111	.8	5.3	11	105	.3	4.8	4	74
WKJB-FM	.7	2.2	10	104	.8	3.0	11	86	.6	4.4	9	99	.1	2.1	2	75
WKSA-FM	.9	2.7	13	102	.9	3.5	13	89	.8	5.7	12	90	.2	3.4	3	71
WLKP	.3	1.1	5	65	.2	.9	3	54	.2	1.5	3	51				54
WMIO-FM	.5	1.6	7	29	.5	1.9	7	26	.3	2.0	4	21	.0	.3	.3	17
WNOZ	.7	2.1	10	59	.3	1.2	5	50	.2	1.2	3	39				36
WORA	2.1	6.8	32	199	1.1	4.4	16	151	.6	4.3	9	145	.5	8.1	7	99
WORO-FM	.2	.7	3	18	.3	1.2	4	20	.2	1.2	2	21				11
WOYE-FM	3.3	10.4	48	322	2.1	8.6	31	270	1.3	8.8	19	279	.5	8.4	7	182
WPAB	.3	1.0	5	18	.2	.7	3	17	.2	1.1	2	12				6
WPRA	.1	.4	2	23	.3	1.2	4	15					.1	1.0	1	18
WREI-FM	1.0	3.1	14	72	.9	3.8	14	72	.2	1.1	2	65				41
WRFE-FM	1.7	5.4	25	121	1.7	6.7	24	128	.8	5.6	12	125	.7	11.4	10	116
WRPC-FM	.7	2.3	11	89	.3	1.3	5	65	.5	3.5	7	59	.0	.2	.2	35
WRSS	.4	1.3	6	50	.2	.8	3	44	.3	2.0	4	42	.2	3.1	3	35
WSQL	.5	1.5	7	51	.1	.6	2	33	.1	.5	1	27	.1	2.1	2	20
WTIL	.5	1.5	7	56	.6	2.2	8	56	.5	3.6	8	54	.3	5.5	5	45
WTPM-FM	.5	1.5	7	51	.5	1.9	7	41	.4	3.0	6	45	.1	1.7	2	35
WVID-FM	.1	.3	1	9	.2	.7	3	6	.1	.4	1	6				3
WZAR-FM	.3	1.0	5	15	.3	1.3	5	12								3
TOTAL	31.4	100.0	464	1416	24.8	100.0	366	1207	14.3	100.0	212	1201	5.9	100.0	88	918

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-49 20  
POP. 1478 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.6	3.3	9	172	.7	3.0	10	170	.3	2.1	5	110	.3	3.1	4	69
WAEL	.3	1.6	4	62	.4	1.7	6	57	.3	1.8	4	59	.2	2.2	3	45
WAEL-FM	.3	1.9	5	86	.4	1.9	7	86	.2	1.7	4	81	.2	2.0	3	71
WAVB				14				14				12				12
WB0Z-AM	.2	1.2	3	33	.3	1.3	5	33	.2	1.1	2	29	.1	.7	1	17
WB0Z-FM	.2	1.3	4	50	.3	1.3	5	47	.3	1.7	4	48	.2	1.6	2	45
WC HQ-FM	.4	2.3	6	50	.6	2.5	9	50	.4	2.4	5	44	.1	1.1	2	44
WCMN	.1	.4	1	17	.1	.4	1	17	.0	.2	2	12	.0	.5	1	6
WCXQ	.1	.6	2	41	.1	.6	2	38	.1	.8	2	39	.4	4.4	6	36
WEKO	1.0	5.4	15	178	1.3	5.5	19	173	.5	3.6	8	130	.0	.0		
WERR-FM	.2	.9	3	50	.2	1.0	3	50	.1	.7	2	50	.3	4.4	6	93
WI0B-FM	2.5	13.1	36	404	3.1	13.0	45	392	2.3	15.4	34	371	1.3	13.7	20	315
WISA	.4	1.9	5	54	.5	1.9	7	50	.3	2.0	4	53	.2	1.6	2	50
WIVA-FM	2.1	11.0	30	340	2.5	10.8	37	339	2.0	13.4	30	321	1.3	13.0	19	292
WKAQ	.2	.9	2	36	.2	.9	3	36	.1	.5	1	27	.1	1.1	2	15
WKJB	1.1	6.0	17	191	1.4	6.1	21	191	.7	4.8	11	137	.5	5.1	7	113
WKJB-FM	.5	2.9	8	130	.7	3.0	10	127	.5	3.3	7	125	.3	3.6	5	115
WKSA-FM	.7	3.6	10	130	.9	3.6	13	124	.6	4.1	9	118	.5	4.9	7	98
WL RP	.2	1.0	3	65	.3	1.1	4	65	.1	.9	2	57	.1	1.0	1	54
WM10-FM	.3	1.7	5	30	.4	1.8	6	30	.3	1.7	4	30	.1	1.5	2	27
WN0Z	.3	1.4	4	59	.4	1.6	6	59	.2	1.1	2	51	.1	.8	1	39
WORA	1.0	5.6	15	218	1.3	5.4	19	211	.7	4.9	11	185	.5	5.6	8	158
WORO-FM	.2	.9	2	23	.2	1.0	3	23	.1	1.0	2	23	.1	.8	1	21
WOYE-FM	1.7	9.3	26	351	2.2	9.4	33	351	1.3	8.6	19	327	.8	8.7	12	283
WPAB	.2	.8	2	21	.2	.9	3	20	.1	.7	2	18	.1	.7	1	14
WPRA	.1	.7	2	32	.1	.6	2	29	.1	.8	2	27	.0	.4	1	27
WREI-FM	.5	2.7	8	83	.7	3.0	10	83	.4	2.5	6	77	.1	.7	1	66
WRFE-FM	1.2	6.4	18	149	1.4	6.0	21	145	1.1	7.0	16	142	.7	7.6	11	130
WRPC-FM	.4	2.0	5	90	.5	2.1	7	90	.3	1.7	4	86	.2	2.3	3	63
WRSS	.3	1.4	4	56	.3	1.2	4	56	.2	1.5	3	51	.2	2.3	3	42
WSOL	.2	1.1	3	53	.2	1.0	3	51	.1	.8	2	44	.1	1.1	2	35
WTIL	.5	2.5	7	66	.5	2.2	8	66	.5	3.1	7	62	.4	4.2	6	54
WTPM-FM	.4	1.9	5	56	.5	1.9	7	56	.3	2.2	5	51	.2	2.6	4	45
WVID-FM	.1	.4	1	9	.1	.5	2	9	.1	.5	1	6	.0	.2		6
WZAR-FM	.2	.9	2	15	.2	.9	3	15	.1	.8	2	12				9
TOTAL	18.7	100.0	276	1455	23.6	100.0	349	1452	15.1	100.0	223	1376	9.7	100.0	143	1254

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 35 + 21  
POP. 1705 (00)

STATION	6 A.M - 10 A.M				MONDAY-FRIDAY				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	3.2	9.1	54	276	.7	3.3	12	136	.3	1.9	4	101	.3	5.6	5	87
WAELL	.6	1.8	11	99	.3	1.5	6	81	.6	4.0	9	67	.0	.4	.4	53
WAEL-FM	.4	1.2	7	39	.2	1.1	4	34	.1	.7	2	30	.0	.4	.4	26
WAVB	.2	.7	4	24	.2	1.1	4	20	.2	1.5	3	14	.1	2.6	2	12
WBOZ-AM	.3	.8	5	37	.2	1.1	4	32	.3	2.2	5	24	.3	.9	2	14
WBOZ-FM	.1	.2	1	16	.1	.5	2	10	.1	.9	2	14	.3	2.3	5	39
WCHQ-FM	.6	1.8	11	41	.9	4.3	15	30	.1	.6	1	18	.1	.8	2	53
WCNN	.5	1.5	9	34	.2	.8	3	36	1.3	9.1	21	130	.0	.9	1	43
WCXQ	.1	.4	2	47	.3	1.6	6	45	.2	1.1	3	49	1.0	18.3	17	116
WEKO	5.0	14.4	86	292	1.5	7.1	26	180	.9	6.8	16	189	.0	.9	1	45
WERR-FM	.3	.9	5	59	.4	1.8	6	55	.2	1.3	3	57	.3	6.3	6	144
WIOB-FM	1.7	4.8	29	223	2.4	11.2	40	174	1.1	8.3	19	152	.1	1.5	1	39
WISA	.6	1.7	10	71	.4	2.1	7	67	.5	3.7	9	36	.3	5.6	5	114
WIVA-FM	.8	2.2	13	164	1.1	5.0	18	128	.1	2.7	6	81	.1	1.7	2	16
WKAQ	1.0	2.9	17	51	.4	2.0	7	45	.6	4.2	10	87	.3	6.0	6	114
WKJB	4.4	12.7	75	310	1.6	7.6	27	197	1.3	9.1	21	160	.2	1.4	3	67
WKJB-FM	.8	2.3	14	91	.6	2.9	10	61	.3	2.1	5	34	.0	.9	1	43
WKSA-FM	.3	.9	5	53	.5	2.3	8	45	.4	2.7	6	81	.3	6.3	6	144
WLRP	.7	1.9	11	107	.2	.9	3	95	.1	.4	1	6	.4	7.8	7	63
WMIO-FM	.2	.6	4	10	.2	.9	3	12	.2	1.4	3	67	.1	.4	1	43
WNOZ	1.4	4.0	24	114	.4	1.7	6	87	.6	4.5	11	112	.4	7.8	7	91
WORA	2.4	6.9	41	209	1.2	5.6	20	136	.3	2.2	5	37	.2	1.4	3	67
WORO-FM	.1	.4	2	36	.3	1.3	5	36	.6	4.1	10	144	.2	3.7	3	95
WOYE-FM	1.6	4.6	28	174	1.0	4.9	17	136	.6	4.1	10	144	.2	3.7	3	95
WPAB	.7	2.0	12	43	.4	1.9	7	36	.2	1.8	4	30	.1	.4	1	43
WPRA	.1	.4	2	32	.3	1.5	6	22	.6	4.1	10	144	.2	3.7	3	95
WREI-FM	.5	1.4	9	63	.1	.4	2	57	.0	.1	1	57	.1	.4	1	43
WRFE-FM	1.8	5.1	30	132	1.3	6.4	23	126	.6	4.2	10	128	.6	12.1	11	128
WRPC-FM	.4	1.3	8	43	.2	.9	3	32	.1	.4	1	16	.4	5.6	5	63
WRSS	.8	2.4	14	93	.7	3.3	12	85	.4	3.2	8	87	.3	5.2	5	49
WSOL	1.0	2.9	17	118	.4	1.9	7	101	.1	.5	1	69	.3	5.2	5	49
WTIL	1.0	2.9	17	122	1.4	6.5	23	124	1.2	8.8	21	132	.7	13.4	12	91
WTPM-FM	.4	1.2	7	61	.4	2.1	7	47	.4	3.1	7	45	.1	2.2	2	36
WVID-FM				8	.1	.4	2	4			4					4
WZAR-FM	.0	.1		12				4								
TOTAL	34.9	100.0	594	1610	21.1	100.0	360	1304	13.8	100.0	235	1214	5.4	100.0	92	935

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35 + 22  
POP. 1705 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.0	5.7	18	296												
WAEL	.4	2.0	6	109												
WAEL-FM	.2	1.0	3	41												
WAVB	.2	1.1	3	28												
WBOZ-AM	.2	1.1	5	39												
WBOZ-FM	.1	.4	1	16												
WCHQ-FM	.5	2.5	8	47												
WCMN	.2	1.0	3	47												
WCXQ	.2	.9	3	65												
WEKO	2.1	11.5	36	316												
WERR-FM	.2	1.2	4	59												
WIOB-FM	1.3	7.3	23	264												
WISA	.3	1.7	5	89												
WIVA-FM	.8	4.4	14	187												
WKAQ	.5	2.6	8	55												
WKJB	1.8	9.9	31	326												
WKJB-FM	.5	2.6	8	118												
WKSA-FM	.3	1.5	5	65												
WLRP	.3	1.6	5	109												
WMIO-FM	.1	.6	2	12												
WNOZ	.5	2.5	8	114												
WORA	1.1	6.1	19	235												
WORO-FM	.2	1.0	3	41												
WOYE-FM	.8	4.5	14	191												
WPAB	.3	1.7	5	45												
WPRA	.1	.7	2	37												
WREI-FM	.1	.8	2	81												
WRFE-FM	1.1	5.9	18	158												
WRPC-FM	.2	.9	3	43												
WRSS	.6	3.1	10	101												
WSOL	.4	2.4	7	130												
WTIL	1.1	5.9	18	158												
WTPM-FM	.3	1.9	6	61												
WVID-FM	.0	.1	8	8												
WZAR-FM	.0	.0	12	12												
TOTAL	18.2	100.0	310	1660	23.1	100.0	394	1650	13.4	100.0	228	1504	9.1	100.0	155	1300

1989

MONDAY-FRIDAY

ADULTS 35-49 23  
POP. 763 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	2.6	7.8	20	123	.5	2.4	4	63	.2	1.0	1	43	.4	7.8	3	37
WAEL	.8	2.4	6	48	.6	2.5	4	43	.9	6.0	7	38	.0	.8	3	34
WAEL-FM	.7	2.1	5	28	.3	1.4	2	21	.2	1.0	1	18	.0	.8	17	17
WAVB				8				9				6				5
WBOZ-AM	.5	1.5	4	18	.3	1.2	2	14	.2	1.4	2	11				6
WBOZ-FM	.2	.5	1	9	.1	.4	1	6	.2	1.5	2	9				3
WCHQ-FM	.9	2.8	7	28	1.5	6.7	12	21	.4	2.9	3	26				18
WCMN	.4	1.3	3	15	.2	.7	1	11	.1	.8	1	26				2
WCXQ	.1	.2	25		.5	2.3	4	21	.8	5.4	6	49	.0	.8	25	25
WEKO	3.3	10.1	26	95	.8	3.5	6	46	.0	.1	1	23	.3	5.8	2	40
WERR-FM	.3	1.0	2	25	.1	.4	1	25	1.6	10.9	12	112	.4	8.1	3	88
WIQB-FM	2.5	7.5	19	138	3.3	14.3	25	101	1.5	10.3	12	94	.1	2.7	1	17
WISA	.5	1.4	4	26	.4	1.8	3	28	.3	2.0	2	11	.5	10.1	4	72
WIVA-FM	1.3	3.9	10	103	1.6	7.0	12	81	1.4	9.2	10	78	.1	2.3	1	6
WKAQ	.4	1.1	3	17	.1	.4	1	17	.4	2.9	3	43	.6	10.9	4	61
WKJB	4.2	12.8	32	129	1.9	8.4	15	80	.5	3.4	4	21				31
WKJB-FM	.7	2.0	5	45	.4	1.9	3	23	.4	2.6	3	37				14
WKSA-FM	.5	1.6	4	37	.8	3.7	6	31	.1	.7	1	5				37
WLRP	.7	2.0	5	46	.2	1.0	2	38	.3	2.2	2	28				26
WMIO-FM	.4	1.1	3	8	.3	1.4	2	9	.9	6.1	7	58				46
WNOZ	.9	2.7	7	43	.5	2.3	4	35	.2	1.5	2	14				9
WORA	2.2	6.5	16	97	1.4	6.1	11	71	1.0	6.6	7	104	.3	6.2	2	69
WORO-FM	.2	.5	1	14	.4	1.9	3	15	.3	2.0	2	11				6
WOYE-FM	2.3	6.8	17	118	1.7	7.6	13	95	1.0	6.6	7	104	.3	5.0	2	69
WPAB	.6	1.9	5	15	.3	1.5	3	12	.3	2.0	2	11				6
WPRA	.3	.8	2	15	.6	2.5	4	11				17				9
WREI-FM	.5	1.6	4	37	.0	.2		32	.0	.1		26				15
WRFE-FM	1.9	5.8	15	55	1.6	7.1	12	58	.8	5.3	6	61	.6	10.9	4	58
WRPC-FM	.8	2.4	6	31	.3	1.4	2	25	.1	.7	1	12				11
WRSS	.5	1.4	3	38	.4	1.8	3	31	.6	3.7	4	35	.4	7.0	3	28
WSOL	.8	2.3	6	40	.3	1.2	2	31	.1	.7	1	21	.2	4.7	2	18
WTIL	.8	2.3	6	48	.7	3.1	5	48	.7	4.8	5	49	.6	12.4	5	41
WTPM-FM	.3	.9	2	35	.3	1.2	2	25	.6	4.1	5	28	.2	3.9	2	20
WVID-FM				6	.2	.7	1	3			3					3
WZAR-FM	.1	.2		6				3								
TOTAL	33.1	100.0	253	731	22.9	100.0	175	580	14.8	100.0	113	583	5.2	100.0	40	465

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

ADULTS 35-49 24  
POP. 763 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.9	4.7	7	126												
WAEL	.5	3.0	4	54												
WAEL-FM	.3	1.6	2	28												
WAVB				11												
WBOZ-AM	.2	1.3	2	20												
WBOZ-FM	.1	.6	1	9												
WCHQ-FM	.7	3.9	6	31												
WCMN	.1	.8	1	15												
WCXQ	.2	1.1	1	32												
WEKO	1.2	6.7	9	106												
WERR-FM	.1	.5	1	25												
WIQB-FM	1.9	10.5	15	160												
WISA	.3	1.4	2	37												
WIVA-FM	1.2	6.6	9	121												
WKAQ	.2	1.1	2	20												
WKJB	1.9	10.5	15	137												
WKJB-FM	.4	2.0	3	57												
WKSA-FM	.5	2.5	4	43												
WLKP	.3	1.6	2	46												
WMIO-FM	.2	1.1	1	9												
WNOZ	.4	2.3	3	43												
WORA	1.2	6.3	9	109												
WORO-FM	.2	1.2	2	15												
WOYE-FM	1.3	6.9	10	132												
WPAB	.3	1.6	2	17												
WPRA	.2	1.2	2	20												
WREI-FM	.1	.7	1	41												
WRFE-FM	1.2	6.6	9	74												
WRPC-FM	.3	1.5	2	31												
WRSS	.4	2.4	3	43												
WSOL	.3	1.8	3	41												
WTIL	.7	3.8	5	55												
WTPM-FM	.3	1.8	3	35												
WVID-FM	.0	.2	6													
WZAR-FM	.0	.1	6													
TOTAL	18.5	100.0	141	748	23.6	100.0	180	745	14.3	100.0	109	685	9.5	100.0	72	619

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	3.2	9.1	42	214	.7	3.3	9	105	.3	1.9	3	78	.3	5.6	4	67
WAEL	.6	1.8	8	76	.3	1.5	4	63	.6	4.0	7	52	.0	.4	.4	41
WAEL-FM	.4	1.2	5	31	.2	1.1	3	26	.1	.7	1	23	.0	.4	.4	20
WAVB	.2	.7	3	18	.2	1.1	3	15	.2	1.5	3	11	.1	2.6	2	9
WBOZ-AM	.3	.8	4	29	.2	1.1	3	24	.3	2.2	4	18	.1	1.5	1	6
WBOZ-FM	.1	.2	1	12	.1	.5	1	8	.1	.9	2	11	.3	2.3	4	3
WCHQ-FM	.6	1.8	8	32	.9	4.3	12	23	.3	2.3	4	31	.0	.9	.9	20
WCMN	.5	1.5	7	26	.2	.8	2	27	.1	.6	1	14	.1	1.1	1	5
WCXQ	.1	.4	2	37	.3	1.6	5	35	.1	.8	2	41	.0	18.3	13	90
WEKO	5.0	14.4	66	226	1.5	7.1	20	139	1.3	9.1	16	101	.0	.9	1	34
WERR-FM	.3	.9	4	46	.4	1.8	5	43	.2	1.1	2	38	.0	.9	1	35
WIOB-FM	1.7	4.8	22	172	2.4	11.2	31	134	.9	6.8	12	146	.3	6.3	4	111
WISA	.6	1.7	8	55	.4	2.1	6	52	.2	1.3	2	44	.1	1.5	1	31
WIVA-FM	.8	2.2	10	127	1.1	5.0	14	99	1.1	8.3	15	117	.3	5.6	4	88
WKAQ	1.0	2.9	13	40	.4	2.0	5	35	.5	3.7	7	27	.1	1.7	1	12
WKJB	4.4	12.7	58	239	1.6	7.6	21	153	1.3	9.1	17	124	.3	6.0	4	88
WKJB-FM	.8	2.3	11	70	.6	2.9	8	47	.6	4.2	8	67	.3	1.1	.4	50
WKSA-FM	.3	.9	4	41	.5	2.3	6	35	.3	2.1	4	26	.2	1.5	.4	15
WLRP	.7	1.9	9	82	.2	.9	3	73	.4	2.7	5	63	.2	3.7	3	66
WMIO-FM	.2	.6	3	8	.2	.9	2	9	.1	.4	1	5	.4	7.8	5	49
WNOZ	1.4	4.0	18	88	.4	1.7	5	67	.2	1.4	2	52	.6	4.5	8	70
WORA	2.4	6.9	32	162	1.2	5.6	16	105	.6	4.5	8	87	.4	7.8	5	17
WORO-FM	.1	.4	2	27	.3	1.3	4	27	.3	2.2	4	29	.7	12.1	9	99
WOYE-FM	1.6	4.6	21	134	1.0	4.9	14	105	.6	4.1	7	111	.2	3.7	3	73
WPAB	.7	2.0	9	34	.4	1.9	5	27	.2	1.8	3	23	.1	1.4	.4	17
WPRA	.1	.4	2	24	.3	1.5	4	17	.2	1.8	3	21	.4	5.6	4	49
WREI-FM	.5	1.4	7	49	.1	.4	1	44	.0	.1	.4	44	.6	12.1	9	29
WRFE-FM	1.8	5.1	23	102	1.3	6.4	18	98	.6	4.2	8	99	.3	5.2	4	11
WRPC-FM	.4	1.3	6	34	.2	.9	2	24	.1	.4	1	12	.3	5.6	4	49
WRSS	.8	2.4	11	72	.7	3.3	9	66	.4	3.2	6	67	.3	5.6	4	38
WSOL	1.0	2.9	13	92	.4	1.9	5	78	.1	.5	1	53	.2	2.2	2	70
WTIL	1.0	2.9	13	95	1.4	6.5	18	96	1.2	8.8	16	102	.7	13.4	9	27
WTPM-FM	.4	1.2	6	47	.4	2.1	6	37	.4	3.1	6	35	.1	2.2	2	3
WVID-FM				6	.1	.4	1	3			3					
WZAR-FM	.0	.1		9				3								
TOTAL	34.9	100.0	460	1245	21.1	100.0	278	1008	13.8	100.0	182	938	5.4	100.0	71	723

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-64 26  
POP. 1318 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.0	5.7	14	229	1.3	5.7	17	223	.4	3.2	6	137	.3	3.1	4	92
WAEL	.4	2.0	5	84	.5	2.1	7	82	.3	2.1	4	73	.3	2.9	3	53
WAEL-FM	.2	1.0	2	32	.2	1.1	3	32	.1	.9	2	27	.1	.6	1	24
WAVB	.2	1.1	3	21	.2	1.0	3	21	.2	1.4	3	15	.2	1.8	2	14
WBOZ-AM	.2	1.1	3	31	.3	1.2	4	31	.1	.6	1	11	.1	1.5	2	18
WBOZ-FM	.1	.4	1	12	.1	.5	1	12	.4	3.1	5	34	.1	.6	1	11
WCHQ-FM	.5	2.5	6	37	.6	2.8	8	37	.1	.6	1	31	.1	1.6	2	32
WCMN	.2	1.0	2	37	.2	1.1	3	37	.2	1.3	2	47	.0	.4	1	14
WCXQ	.2	.9	2	50	.2	.9	3	47	.2	1.3	2	47	.1	.8	1	44
WEKO	2.1	11.5	27	244	2.5	10.9	33	233	1.2	9.3	16	191	1.1	12.1	15	127
WERR-FM	.2	1.2	3	46	.3	1.2	4	46	.2	1.4	3	43	.1	1.0	1	43
WIOB-FM	1.3	7.3	18	204	1.7	7.4	23	204	1.2	9.2	16	191	.6	6.6	8	165
WISA	.3	1.7	4	69	.4	1.8	5	64	.2	1.8	3	64	.1	1.3	2	52
WIVA-FM	.8	4.4	11	145	1.0	4.3	13	143	.8	6.1	11	136	.7	7.4	9	125
WKAQ	.5	2.6	6	43	.6	2.7	8	43	.3	2.5	4	35	.3	3.1	4	27
WKJB	1.8	9.9	24	252	2.4	10.2	31	249	1.0	7.8	14	195	.7	8.1	10	139
WKJB-FM	.5	2.6	6	92	.7	2.9	9	85	.4	2.9	5	84	.3	2.8	3	79
WKSA-FM	.3	1.5	4	50	.4	1.6	5	50	.3	1.9	3	40	.1	1.4	2	27
WLRP	.3	1.6	4	84	.4	1.7	5	84	.2	1.3	2	73	.2	1.8	2	67
WMIO-FM	.1	.6	1	9	.2	.7	2	9	.1	.6	1	9	.0	.3		9
WNOZ	.5	2.5	6	88	.6	2.7	8	88	.2	1.4	2	69	.1	.9	1	53
WORA	1.1	6.1	15	182	1.4	6.0	18	168	.7	5.6	10	142	.5	5.6	7	104
WORO-FM	.2	1.0	2	32	.2	1.0	3	32	.2	1.4	2	32	.1	1.5	2	29
WOYE-FM	.8	4.5	11	148	1.1	4.6	14	148	.6	4.5	8	131	.4	4.0	5	111
WPAB	.3	1.7	4	35	.4	1.9	6	34	.2	1.6	3	31	.1	1.2	1	24
WPRA	.1	.7	2	29	.2	.7	2	29	.1	.9	2	23				21
WREI-FM	.1	.8	2	63	.2	.8	3	63	.0	.3		56	.0	.0		47
WRFE-FM	1.1	5.9	14	122	1.2	5.4	16	117	.9	6.5	12	117	.6	6.8	8	113
WRPC-FM	.2	.9	2	34	.2	1.0	3	34	.1	.6	1	26	.0	.3		14
WRSS	.6	3.1	7	78	.7	2.9	9	78	.5	3.6	6	73	.4	4.0	5	67
WSOL	.4	2.4	6	101	.5	2.1	6	99	.3	2.0	3	93	.2	2.0	2	66
WTIL	1.1	5.9	14	122	1.2	5.3	16	122	1.1	8.2	14	114	.9	10.3	12	105
WTPM-FM	.3	1.9	5	47	.4	1.9	6	47	.3	2.4	4	44	.3	2.8	3	37
WVID-FM	.0	.1	6	0	.0	.2	6	0	.0	.2		3				3
WZAR-FM	.0	.0	9	0	.0	.0	9	0			3					
TOTAL	18.2	100.0	239	1283	23.1	100.0	304	1275	13.4	100.0	177	1162	9.1	100.0	120	1005

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MEN 18 + 27  
POP. 1436 (00)

STATION	MONDAY-FRIDAY							
	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)		%	(00)	(00)
WABA	2.3	7.9	33	157	.4	1.9	6	82
WAEL	.8	2.6	11	54	.4	1.7	6	43
WAEL-FM	1.2	4.1	17	149	1.6	6.9	23	134
WAVB	.2	.8	3	10	.3	1.1	4	8
WBOZ-AM	.0	.0		26	.1	.3	1	25
WBOZ-FM	.1	.4	2	28	.3	1.3	4	34
WCHQ-FM	.4	1.4	6	31	.3	1.5	5	20
WCMN	.2	.6	2	8	.1	.6	2	15
WCXQ				13	.3	1.2	4	15
WEKO	2.7	9.5	39	157	.6	2.4	8	95
WERR-FM	.1	.5	2	26	.1	.6	2	26
WIQB-FM	.8	2.6	11	180	1.1	4.7	16	165
WISA	.3	1.1	5	33	.3	1.5	5	29
WIVA-FM	3.0	10.4	43	332	4.3	18.7	62	305
WKAQ	.6	2.0	8	28	.3	1.3	4	23
WKJB	1.9	6.5	27	147	.8	3.4	11	88
WKJB-FM	.6	2.3	9	90	1.0	4.4	15	84
WKSA-FM	.3	1.0	4	69	.4	1.6	5	61
WLRP	.2	.7	3	54	.2	.8	3	51
WMIO-FM	.3	1.1	5	20	.3	1.2	4	11
WNOZ	.6	2.1	9	54	.2	.8	3	44
WORA	1.3	4.7	19	147	.6	2.6	9	97
WORO-FM	.0	.1		18				18
WOYE-FM	5.2	18.3	75	434	3.8	16.5	54	386
WPAB	.4	1.5	6	25	.4	1.6	5	18
WPRA	.1	.2	1	13	.2	.8	3	11
WREI-FM	.7	2.4	10	59	.5	2.3	8	59
WRFE-FM	1.1	3.9	16	79	.8	3.6	12	77
WRPC-FM	.7	2.5	10	164	.9	3.8	12	138
WRSS	.4	1.3	6	41	.5	2.2	7	41
WSOL	.7	2.4	10	61	.2	.8	3	52
WTIL	.4	1.5	6	72	1.0	4.3	14	79
WTPM-FM	.2	.7	3	33	.2	1.0	3	29
WVID-FM				3				
WZAR-FM	.2	.7	3	11	.2	.9	3	8
TOTAL	28.7	100.0	411	1357	23.0	100.0	330	1166

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18 + 28  
POP. 1436 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.8	4.2	11	170	.9	4.1	13	167	.3	2.2	5	105	.3	2.5	4	64
WAEL	.4	2.1	6	61	.5	2.3	8	56	.3	1.8	4	51	.2	2.0	3	41
WAEL-FM	1.1	5.7	15	177	1.2	5.4	18	174	1.0	6.5	15	169	.7	6.2	10	160
WAVB	.2	1.1	3	10	.2	1.0	3	10	.2	1.2	3	8	.2	1.4	2	8
WB0Z-AM	.1	.4	1	33	.1	.5	2	33	.1	.6	1	29	.1	.9	2	25
WB0Z-FM	.2	1.0	3	54	.2	1.0	3	49	.2	1.3	3	52	.2	1.3	2	49
WCHQ-FM	.2	1.3	3	39	.3	1.4	5	39	.2	1.2	3	36	.1	.9	1	34
WCMN	.1	.5	1	20	.1	.6	2	20	.1	.5	1	18	.0	.3	1	7
WCXQ	.1	.4	1	21	.1	.5	2	20	.1	.6	1	20	.0	.1		18
WEKO	1.0	5.3	14	177	1.2	5.2	17	167	.5	3.1	7	131	.4	3.8	6	93
WERR-FM	.1	.5	1	31	.1	.6	2	31	.1	.6	1	31	.1	.5	1	28
WI0B-FM	.9	4.9	13	236	.9	4.0	13	223	1.0	6.1	14	229	.9	7.6	13	196
WISA	.2	1.2	3	41	.3	1.2	4	39	.2	1.3	3	36	.1	1.0	2	34
WIVA-FM	2.8	15.3	41	386	3.5	15.3	50	385	2.8	17.8	40	370	2.0	16.9	28	352
WKAQ	.3	1.6	4	29	.4	1.7	6	29	.2	1.4	3	23	.2	1.5	3	18
WKJB	.8	4.4	12	152	1.1	4.7	15	149	.5	3.3	7	103	.4	3.2	5	77
WKJB-FM	.6	3.2	9	113	.8	3.5	12	110	.6	3.7	8	111	.3	2.9	5	103
WKSA-FM	.3	1.6	4	93	.4	1.6	5	90	.3	1.9	4	85	.3	2.2	4	82
WLRP	.1	.7	2	54	.2	.8	3	54	.1	.8	2	51	.1	.7	1	46
WM10-FM	.2	.9	3	20	.2	1.0	3	20	.1	.9	2	20	.1	.4	1	20
WNOZ	.2	1.1	3	54	.3	1.2	4	54	.1	.6	1	46	.0	.4	1	33
WORA	.6	3.0	8	170	.7	3.0	10	159	.3	2.1	5	142	.2	1.6	3	129
WORO-FM	.0	.1		25	.0	.1		23	.0	.1		25	.0	.2		20
WOYE-FM	3.1	16.8	45	478	4.0	17.4	57	476	2.5	16.1	36	463	1.8	15.6	26	416
WPAB	.2	1.3	4	29	.3	1.5	5	28	.2	1.2	3	25	.1	.8	1	21
WPRA	.1	.4	1	15	.1	.4	1	15	.1	.6	1	13	.0	.3	1	13
WREI-FM	.4	1.9	5	79	.5	2.1	7	79	.3	1.7	4	75	.1	1.1	2	72
WRFE-FM	.8	4.5	12	92	.9	3.8	13	92	.8	4.9	11	87	.7	6.3	11	84
WRPC-FM	.7	4.0	11	200	.9	4.0	13	200	.8	4.8	11	192	.7	5.9	10	178
WRSS	.4	1.9	5	44	.4	1.8	6	44	.4	2.3	5	43	.3	2.3	4	36
WSOL	.3	1.6	4	70	.3	1.4	5	69	.2	1.1	3	62	.2	1.5	2	51
WTIL	.7	3.8	10	95	.7	3.2	11	95	.8	4.9	11	92	.7	5.6	9	82
WTPM-FM	.2	1.0	3	36	.2	1.1	3	36	.2	1.2	3	36	.2	1.4	2	31
WVID-FM				3				3								8
WZAR-FM	.1	.5	1	11	.1	.6	2	11	.1	.5	1	8				
TOTAL	18.6	100.0	267	1418	22.9	100.0	329	1413	15.7	100.0	226	1333	11.7	100.0	168	1240

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MEN 18-34 29  
POP. 627 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.6	2.3	4	28												
WAEL	.4	1.7	3	3												
WAEL-FM	1.9	7.9	12	111												
WAVB																
WB0Z-AM	.0	.1		8												
WB0Z-FM	.2	.7	1	20												
WCHQ-FM	.4	1.8	3	9												
WCMN																
WCXQ																
WEKO	.8	3.3	5	33												
WERR-FM	.1	.2		11												
WIOB-FM	1.0	3.9	6	102												
WISA																
WIVA-FM	4.5	18.1	28	210												
WKAQ	.3	1.2	2	7												
WKJB	.5	1.9	3	21												
WKJB-FM	.4	1.7	3	44												
WKSA-FM	.3	1.1	2	43												
WLRP	.1	.4	1	12												
WMIO-FM	.2	.8	1	11												
WNOZ	.4	1.5	2	13												
WORA	.6	2.6	4	53												
WORO-FM																
WOYE-FM	8.1	32.7	51	301												
WPAB																
WPRA																
WREI-FM	.8	3.1	5	25												
WRFE-FM	1.0	4.1	6	39												
WRPC-FM	1.3	5.1	8	116												
WRSS	.0	.1		5												
WSOL																
WTIL	.1	.4	1	9												
WTPM-FM	.0	.1		9												
WVID-FM																
WZAR-FM	.4	1.5	2	7												
TOTAL	24.7	100.0	155	588	26.0	100.0	163	539	18.8	100.0	118	571	7.8	100.0	49	477

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-34 30  
POP. 627 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.3	1.4	2	28	.2	.9	1	28	.2	1.1	1	16	.2	2.0	2	8
WAEL	.3	1.5	2	5	.4	1.7	2	3	.2	1.4	2	5	.1	1.1	1	5
WAEL-FM	1.9	10.0	12	134	2.2	9.5	14	131	1.9	10.9	12	128	1.4	10.7	9	122
WAVB	.0	.1		3	.0	.1		3	.0	.1		3	.0	.0		13
WBOZ-AM	.0	.1		13	.0	.1		13	.4	2.1	2	41	.3	2.1	2	39
WBOZ-FM	.3	1.7	2	41	.4	1.8	3	37	.1	.4		11	.0	.4		11
WCHQ-FM	.2	.8	1	13	.2	.9	1	13	.0	.0		5	.0	.1		5
WCNN									.1	.6	1	23	.0	.2		19
WCXQ	.0	.0		7	.0	.0		7	.1	.3		8	.1	.3		8
WEKO	.3	1.4	2	36	.4	1.6	2	36	.3	.6	1	23	.3	2.4	2	47
WERR-FM	.0	.1		15	.0	.1		15	.1	.3		8	.3	2.6	2	57
WIOB-FM	1.2	6.5	8	128	1.2	5.0	7	118	1.3	7.5	8	126	1.3	10.2	8	107
WISA	.0	.2		8	.1	.2		8	.1	.2		12	.0	.2		12
WIVA-FM	4.5	23.6	28	250	5.6	23.8	35	249	4.5	25.9	28	242	3.0	23.4	19	229
WKAQ	.1	.3		7	.1	.4	1	7	.1	.5	1	19	.0	.4		1
WKJB	.2	.9	1	21	.2	1.1	2	21	.6	3.7	4	52	.3	2.4	2	47
WKJB-FM	.6	3.1	4	52	.8	3.4	5	52	.3	1.7	2	57	.3	2.6	2	57
WKSA-FM	.3	1.6	2	57	.3	1.5	2	55	.0	.2		12	.0	.1		11
WLRL	.1	.3		12	.1	.3		12	.1	.8	1	11	.1	.7	1	11
WMIO-FM	.2	.8	1	11	.2	.9	1	11	.1	.6	1	12	.0	.3		11
WNOZ	.2	.8	1	13	.2	.9	1	13	.1	.7	1	53	.0	.4		52
WORA	.2	1.2	1	59	.3	1.3	2	57	.0	.2		8	.0	.4		5
WORO-FM	.0	.1		8	.0	.1		7	.0	.2		3	.9	18	295	
WOYE-FM	4.9	25.7	31	336	6.3	26.9	39	334	4.0	22.9	25	328	2.9	22.9	18	3
WPAB				3				3					.1	.6		3
WPRA	.0	.2		3				3	.0	.3		3	.2	1.9	1	32
WREI-FM	.6	3.0	4	33	.8	3.3	5	33	.5	2.9	3	33	.7	5.8	5	39
WRFE-FM	.8	4.1	5	44	.8	3.4	5	44	.7	4.1	4	41	1.2	9.7	8	139
WRPC-FM	1.3	7.0	8	146	1.6	7.0	10	146	1.4	7.8	9	146				4
WRSS	.0	.0		7	.0	.0		7				7				4
WSOL	.0	.1		4	.0	.1		4	.0	.1		4	.0	.2		4
WTIL	.2	1.0	1	12	.3	1.1	2	12	.2	1.2	1	12	.1	.7	1	9
WTPM-FM	.1	.3		12	.1	.4	1	12	.1	.4		12	.0	.4		12
WVID-FM																
WZAR-FM	.2	1.0	1	7	.3	1.1	2	7	.1	.8	1	7				7
TOTAL	19.1	100.0	120	624	23.4	100.0	147	624	17.5	100.0	110	618	12.7	100.0	80	592

1989

MEN 18-49 31  
POP. 987 (00)

STATION	MONDAY-FRIDAY			
	6 A.M. - 10 A.M.			
	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)
WABA	1.4	5.0	13	85
WAEL	.7	2.7	7	27
WAEL-FM	1.5	5.5	15	129
WAVB				4
WBQZ-AM	.0	.1		14
WBQZ-FM	.1	.5	1	23
WCHQ-FM	.4	1.5	4	23
WCMN	.2	.7	2	3
WCXQ				9
WEKO	1.8	6.5	17	77
WERR-FM	.1	.4	1	18
WIQB-FM	.8	2.8	8	140
WISA	.1	.3	1	11
WIVA-FM	3.7	13.8	37	277
WKAQ	.2	.7	2	11
WKJB	1.6	5.8	16	84
WKJB-FM	.6	2.3	6	68
WKSA-FM	.4	1.4	4	60
WLKP	.2	.8	2	27
WMIO-FM	.4	1.5	4	17
WNQZ	.5	1.8	5	34
WORA	1.3	4.7	12	105
WORO-FM				11
WOYE-FM	6.5	24.1	64	367
WPAB	.2	.8	2	11
WPRA	.1	.3	1	6
WREI-FM	.7	2.6	7	43
WRFE-FM	1.1	4.1	11	57
WRPC-FM	.9	3.3	9	139
WRSS	.2	.6	2	17
WSOL	.3	1.2	3	23
WTIL	.4	1.4	4	40
WTPM-FM	.2	.6	2	27
WVID-FM				3
WZAR-FM	.3	.9	2	7
TOTAL	27.1	100.0	268	937
	24.3	100.0	240	818
	17.9	100.0	176	848
	7.6	100.0	75	703

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-49 32  
POP. 987 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.5	2.6	5	87	.5	2.2	5	87	.2	1.4	2	57	.3	2.4	3	28
WAEL	.4	2.3	4	31	.6	2.5	6	27	.3	2.1	3	28	.3	2.2	3	26
WAEL-FM	1.3	7.1	13	153	1.6	6.8	15	150	1.3	7.8	13	146	.9	7.5	9	139
WAVB	.0	.0		4	.0	.0		4	.0	.1		4	.0	.3		14
WBOZ-AM	.0	.1		20	.0	.1		20	.0	.2		17	.2	1.6	2	43
WBOZ-FM	.2	1.2	2	45	.3	1.3	3	41	.3	1.5	3	45	.1	.7	1	26
WCHQ-FM	.2	1.3	2	28	.3	1.5	3	28	.2	1.2	2	26	.0	.1		10
WCMN	.1	.4	1	3	.1	.4	1	3	.1	.7	1	11	.1	.7	1	47
WCXQ	.1	.4	1	13	.1	.5	1	11	.2	1.0	2	61	.0			20
WEKO	.5	2.7	5	87	.7	3.0	7	84	.0				.1	.5	1	17
WERR-FM	.0	.1		23	.0	.1		23	.1	6.8	11	179	1.1	9.1	11	155
WIQB-FM	1.0	5.5	10	184	1.0	4.3	10	173	.1	.6	1	17	.1	.5	1	17
WISA	.1	.5	1	18	.1	.4	1	17	.5	3.1	5	60	2.4	19.6	24	294
WIVA-FM	3.5	18.7	35	323	4.3	18.7	43	322	3.5	21.0	34	309	.1	1.0	1	6
WKAQ	.1	.6	1	13	.1	.5	1	13	.1	.6	1	10	.3	2.8	3	44
WKJB	.8	4.0	7	85	1.0	4.2	10	85	.6	3.8	6	81	.3	2.8	3	75
WKJB-FM	.6	3.3	6	82	.8	3.6	8	82	.4	2.2	4	71	.3	2.6	3	68
WKSA-FM	.4	2.0	4	78	.5	2.0	5	75	.1	.7	1	27	.1	.6	1	24
WLKP	.1	.7	1	27	.2	.8	2	27	.2	1.0	2	17	.1	.5	1	17
WMIO-FM	.2	1.2	2	17	.3	1.3	3	17	.1	.7	1	28	.1	.5	1	20
WNOZ	.2	1.0	2	34	.3	1.2	3	34	.3	1.7	3	102	.1	.8	1	91
WORA	.5	2.7	5	121	.7	2.9	7	115	.0	.1			.0	.3		13
WORO-FM	.0	.1		16	.0	.1		14	.3	19.1	31	393	2.3	18.6	22	355
WOYE-FM	3.9	20.7	39	406	5.0	21.6	49	404	.1	.8	1	13	.1	.7	1	13
WPAB	.1	.8	1	16	.2	.9	2	14	.1	.7	1	7	.0	.4		7
WPRA	.1	.5	1	7	.1	.5	1	7	.3	2.1	3	51	.2	1.3	2	48
WREI-FM	.4	2.2	4	54	.6	2.5	6	54	.8	5.1	8	64	.8	6.4	8	61
WRFE-FM	.9	4.8	9	68	1.0	4.1	9	68	.9	5.7	9	166	.9	7.1	9	155
WRPC-FM	.9	5.0	9	170	1.2	5.0	11	170	.3	1.5	2	18	.2	1.9	2	13
WRSS	.2	1.2	2	20	.3	1.1	3	20	.1	.6	1	21	.1	1.2	1	20
WSOL	.1	.8	1	24	.1	.6	1	23	.6	3.4	5	48	.5	3.8	5	41
WTIL	.5	2.7	5	48	.5	2.3	5	48	.2	1.4	2	30	.2	1.7	2	26
WTPM-FM	.2	1.2	2	30	.3	1.2	3	30	.1	.6	1	7				7
WVID-FM				3				3								
WZAR-FM	.1	.7	1	7	.2	.8	2	7	.1	.6	1	7				
TOTAL	18.9	100.0	186	978	23.2	100.0	229	978	16.5	100.0	163	937	12.2	100.0	120	888

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

**MONDAY - FRIDAY**

MEN 25 + 33  
P. 1143 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(100)	(100)	%	%	(100)	(100)	%	%	(100)	(100)	%	%	(100)	(100)
WABA	3.0	10.0	35	166	.6	2.9	7	87	.3	1.9	3	57	.5	7.1	6	50
WAEL	.7	2.4	8	55	.2	1.1	2	42	.4	2.9	5	35	.0	.4	4	27
WAEL-FM	.5	1.6	6	62	.2	.8	2	44	.4	2.5	4	57	.0	.7	1	39
WAVB	.3	1.0	4	7	.3	1.5	4	5	.3	1.8	3	5	.2	2.7	2	4
WBOZ-AM					.1	.5	1	14	.3	2.2	4	12				4
WBOZ-FM	.1	.5	2	23	.4	1.9	4	30	.3	1.8	3	30	.1	.9	1	19
WCHQ-FM	.5	1.7	6	30	.4	2.0	5	16	.2	1.5	3	30				18
WCMN	.2	.8	3	9	.2	.9	2	16	.1	.8	1	7				4
WCXQ					.4	1.8	4	12	.0	.1						11
WEKO	3.6	12.0	42	159	.8	3.7	9	99	.6	3.9	7	73	.6	8.2	7	69
WERR-FM	.2	.6	2	28	.2	.9	2	28	.2	1.3	2	28	1.0	14.9	12	136
WIOB-FM	.8	2.7	9	150	1.2	5.9	14	134	.2	1.5	3	34	.1	1.6	1	21
WISA	.4	1.4	5	34	.4	2.0	5	30	2.1	13.6	24	209	.6	8.9	7	142
WIVA-FM	2.0	6.7	23	216	2.8	13.5	32	186	.4	2.8	5	19	.1	1.3	1	9
WKAQ	.8	2.6	9	30	.4	2.0	5	25	.8	5.4	10	69	.2	3.1	2	55
WKJB	2.5	8.2	29	157	1.0	4.9	12	94	.7	4.7	8	76	.1	.9	1	65
WKJB-FM	.8	2.6	9	76	1.2	5.9	14	67	.6	4.1	7	50	.1	.9	1	35
WKSA-FM	.3	1.1	4	46	.5	2.4	6	39	.3	1.6	3	44				42
WLRP	.2	.6	2	53	.2	1.2	3	50	.1	.5	1	9	.0	.4		11
WMIO-FM	.4	1.4	5	16	.4	1.9	4	11	.1	.6	1	30				27
WN0Z	.7	2.2	8	51	.1	.5	1	42	.2	1.5	3	99	.3	3.8	3	73
WORA	1.7	5.6	20	129	.7	3.3	8	81	.1	.5	1	19				16
WORO-FM	.0	.1							.1	.5	1	19				11
WOYE-FM	3.6	11.8	41	228	2.1	10.4	24	200	1.2	8.1	14	191	.4	6.5	5	147
WPAB	.6	2.0	7	27	.5	2.4	6	19	.3	1.9	3	18				11
WPRA	.1	.3	1	14	.2	1.2	3	12					.1	1.3	1	11
WREI-FM	.9	2.8	10	46	.7	3.2	7	46	.2	1.5	3	53				39
WRFE-FM	1.4	4.6	16	71	.8	4.1	10	73	.8	5.1	9	73	1.0	14.7	12	73
WRPC-FM	.6	1.9	7	74	.3	1.4	3	44	.8	4.9	9	55	.0	.2		34
WRSS	.5	1.7	6	42	.7	3.3	8	42	.4	2.9	5	37	.3	4.5	4	32
WSOL	.9	3.1	11	62	.3	1.3	3	53	.1	.9	2	41	.3	4.5	4	30
WTIL	.6	2.0	7	71	1.3	6.3	15	78	1.0	6.6	12	81	.8	11.6	9	51
WTPM-FM	.3	.8	3	30	.3	1.5	4	27	.4	2.5	4	28	.1	.9	1	25
WVID-FM																2
WZAR-FM	.3	.9	3	9	.3	1.4	3	5								
TOTAL	30.4	100.0	348	1090	20.5	100.0	234	911	15.3	100.0	175	890	7.0	100.0	79	697

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25 + 34  
POP. 1143 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.0	5.9	12	180												
WAEL	.3	1.8	4	62												
WAEL-FM	.2	1.4	3	64												
WAVB	.3	1.5	3	7												
WBOZ-AM	.1	.6	1	18												
WBOZ-FM	.2	1.2	2	39												
WCHQ-FM	.3	1.6	3	37												
WCMN	.1	.7	1	21												
WCXQ	.1	.6	1	19												
WEKO	1.3	7.4	15	180												
WERR-FM	.1	.8	2	34												
WIOB-FM	1.0	5.8	12	209												
WISA	.3	1.6	3	42												
WIVA-FM	1.9	10.4	21	239												
WKAQ	.4	2.3	5	32												
WKJB	1.1	6.1	12	163												
WKJB-FM	.7	3.9	8	99												
WKSA-FM	.4	2.1	4	67												
WLKP	.2	.9	2	53												
WMIO-FM	.2	1.3	3	16												
WNOZ	.2	1.1	2	51												
WORA	.7	3.9	8	154												
WORO-FM	.0	.1	21													
WOYE-FM	1.8	10.1	20	237												
WPAB	.3	1.9	4	28												
WPRA	.1	.6	1	16												
WREI-FM	.4	2.4	5	64												
WRFE-FM	1.0	5.6	11	81												
WRPC-FM	.4	2.1	4	76												
WRSS	.5	2.8	6	46												
WSOL	.4	2.2	5	73												
WTIL	.9	5.3	11	96												
WTPM-FM	.2	1.4	3	34												
WVID-FM				4												
WZAR-FM	.1	.8	2	9												
TOTAL	17.8	100.0	203	1124	21.9	100.0	251	1118	14.2	100.0	162	1037	10.6	100.0	122	945

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MEN 25-49 35  
POP. 695 (00)

STATION	6 A.M - 10 A.M				MONDAY-FRIDAY				3 P.M - 7 P.M				7 P.M - 12 MID								
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers					
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)					
WABA	2.0	6.9	14	87		.2	.8	1	48		.2	1.2	1	22		.6	9.0	4	WKL	22	
WAEL	.7	2.3	5	25		.3	1.4	2	22		.5	3.4	4	19		.0	.6			18	
WAEL-FM	.7	2.3	5	52		.2	1.0	1	37		.5	3.3	4	48		.1	.9			33	
WAVB				1																	
WB0Z-AM				6																	
WB0Z-FM	.2	.7	1	18		.5	2.4	4	25		.1	.7	1	3							
WCHQ-FM	.6	2.0	4	21		.5	2.5	4	12		.4	2.4	3	25							
WCMN	.3	.9	2	3		.2	.8	1	3		.2	1.2	1	21							
WCXQ				6		.4	2.0	3	4		.0	.2		6							
WEKO	2.5	8.8	18	72		.4	2.0	3	42		.2	1.0	1	34							
WERR-FM	.2	.6	1	19																	
WIOB-FM	.9	3.0	6	111		1.3	6.2	9	97		1.4	8.7	9	105		1.4	20.1	10	105		
WISA	.1	.5	1	10		.2	.9	1	12												
WIVA-FM	2.8	9.7	20	170		3.8	17.8	27	146		2.5	16.2	18	164		.2	2.1	1	9		
WKAQ	.3	1.0	2	12		.0	.2				.3	1.7	2	6		.9	12.0	6	109		
WKJB	2.3	8.0	16	87		1.2	5.6	8	55		.7	4.5	5	40		.1	1.8	1	4		
WKJB-FM	.8	2.8	6	54		1.5	6.9	10	48		.7	4.5	5	52		.3	4.2	2	31		
WKSA-FM	.5	1.6	3	39		.7	3.2	5	30		.9	5.5	6	39		.1	1.2	1	43		
WLKP	.2	.7	1	24		.3	1.2	2	24		.2	1.5	2	21							
WMIO-FM	.6	2.1	4	13		.5	2.5	4	9		.1	.7	1	7							
WNOZ	.5	1.7	3	30		.1	.6	1	24		.1	.9	1	16							
WORA	1.7	6.0	12	85		.8	3.5	5	57		.2	1.5	2	67							
WORO-FM				9							.1	.7	1	12							
WOYE-FM	4.9	16.9	34	184		2.9	13.6	20	160		1.7	11.0	12	155		.5	7.5	4	120		
WPAB	.3	1.1	2	12		.3	1.5	2	9		.3	1.7	2	9							
WPRA	.1	.4	1	6		.3	1.6	2	6												
WREI-FM	1.0	3.4	7	30		.9	4.2	6	33		.3	2.1	2	33		.1	1.8	1	4		
WRFE-FM	1.5	5.2	10	48		1.0	4.7	7	52		1.0	6.2	7	52		1.1	15.6	8	49		
WRPC-FM	.8	2.8	6	60		.4	1.8	3	37		1.0	6.7	7	46		.0	.3				
WRSS	.2	.8	2	16		.4	2.0	3	16		.5	2.9	3	12		.3	3.6	2	28		
WSOL	.5	1.7	3	21							.2	1.0	1	10		.3	3.6	2	12		
WTIL	.6	2.0	4	36		1.0	4.8	7	40		.7	4.5	5	37		.7	9.6	5	31		
WTPM-FM	.2	.7	1	24		.4	2.0	3	21		.5	3.4	4	22		.1	1.2	1	19		
WVID-FM				3																	
WZAR-FM	.4	1.3	3	4		.4	1.8	3	4												
TOTAL	28.8	100.0	200	670		21.6	100.0	150	568		15.7	100.0	109	569		7.2	100.0	50	460		

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 25-49 36  
POP. 695 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.7	4.0	5	88	.7	3.3	5	88	.3	2.3	2	58	.4	4.0	3	28
WAEL	.4	2.0	3	30	.5	2.2	3	25	.3	1.9	2	27	.3	2.4	2	24
WAEL-FM	.3	1.9	2	54	.5	2.1	3	54	.2	1.7	2	52	.3	2.5	2	48
WAVB				1												1
WB0Z-AM	.0	.1		6	.0	.2		6	.0	.2		3	.0	.4		3
WB0Z-FM	.3	1.7	2	31	.4	1.7	3	28	.3	2.2	2	31	.2	2.0	1	28
WC HQ-FM	.3	1.8	2	25	.4	2.0	3	25	.2	1.7	2	22	.1	.8	1	22
WCMN	.1	.6	1	3	.1	.7	1	3	.1	.4		3				
WCXQ	.1	.7	1	10	.2	.8	1	9	.2	1.1	1	9	.0	.1		7
WEKO	.7	4.1	5	82	1.0	4.5	7	79	.2	1.5	2	57	.1	1.0	1	42
WERR-FM	.0	.2		24	.0	.2		24	.2			24	.0			21
WI0B-FM	1.3	7.1	9	155	1.2	5.5	8	143	1.4	9.4	10	149	1.4	12.8	10	129
WISA	.1	.7	1	18	.1	.5	1	16	.1	.8	1	16	.1	.8	1	16
WIVA-FM	2.5	14.0	17	190	3.1	14.2	22	190	2.4	16.3	17	178	1.6	14.7	11	170
WKAQ	.2	1.0	1	13	.2	.9	1	13	.1	.9	1	10	.2	1.7	1	6
WKJB	1.1	6.1	8	88	1.4	6.3	10	88	.7	5.0	5	61	.5	4.4	3	45
WKJB-FM	.8	4.3	5	67	1.0	4.7	7	67	.8	5.2	5	66	.4	3.3	2	63
WKSA-FM	.5	2.8	4	54	.7	3.0	5	51	.5	3.5	4	46	.4	3.9	3	43
WLRP	.2	1.0	1	24	.2	1.1	2	24	.2	1.1	1	24	.1	1.0	1	21
WMIO-FM	.3	1.8	2	13	.4	1.9	3	13	.2	1.6	2	13	.1	.7		13
WNOZ	.2	1.0	1	30	.2	1.1	2	30	.1	.6	1	25	.1	.5		16
WORA	.7	3.7	5	102	.9	4.1	6	96	.4	2.4	3	85	.1	1.3	1	75
WORO-FM	.0	.1		12	.0	.2		12	.0	.2		12	.0	.4		12
WOYE-FM	2.4	13.6	17	191	3.2	14.3	22	191	1.7	11.7	12	182	1.1	9.7	7	160
WPAB	.2	1.2	2	13	.3	1.4	2	12	.2	1.3	1	10	.1	1.1	1	10
WPRA	.2	.9	1	7	.2	.8	1	7	.2	1.1	1	7	.1	.7		7
WREI-FM	.5	3.0	4	39	.7	3.4	5	39	.4	2.8	3	36	.1	1.3	1	34
WRFE-FM	1.1	6.4	8	57	1.1	5.2	8	57	1.0	7.0	7	55	1.1	9.6	7	52
WRPC-FM	.5	2.9	4	61	.7	3.3	5	61	.4	3.0	3	57	.5	4.4	3	51
WRSS	.3	1.9	2	19	.4	1.7	3	19	.4	2.6	3	18	.3	3.2	2	12
WSOL	.2	1.2	1	22	.2	.9	1	21	.1	.9	1	19	.2	2.0	1	18
WTIL	.8	4.3	5	45	.8	3.6	5	45	.8	5.6	6	45	.7	6.3	5	37
WTPM-FM	.3	1.7	2	27	.4	1.8	3	27	.3	2.3	2	27	.3	2.6	2	22
WVID-FM				3				3								4
WZAR-FM	.2	1.1	1	4	.3	1.2	2	4	.1	.9	1	4				
TOTAL	17.9	100.0	124	686	22.0	100.0	153	686	14.7	100.0	102	647	10.9	100.0	76	602

1989

MEN 35 + 37  
POP. 808 (00)

MONDAY-FRIDAY

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	4.2	12.7	34	149												
WAEL	1.1	3.4	9	61												
WAEL-FM	.3	.9	2	16												
WAVB	.5	1.5	4	8												
WBOZ-AM				20												
WBOZ-FM	.0	.1	4													
WCHQ-FM	.4	1.1	3	24												
WCMN	.4	1.1	3	10												
WCXQ				10												
WEKO	4.9	14.8	40	141												
WERR-FM	.2	.7	2	16												
WIQB-FM	.5	1.6	4	67												
WISA	.7	2.0	5	36												
WIVA-FM	1.3	3.9	10	91												
WKAQ	.9	2.8	7	24												
WKJB	3.5	10.5	28	147												
WKJB-FM	.9	2.7	7	44												
WKSA-FM	.3	1.0	3	20												
WLRP	.3	.9	2	48												
WMIO-FM	.5	1.4	4	8												
WNOZ	.9	2.6	7	46												
WORA	2.2	6.5	17	99												
WORO-FM	.1	.2	16													
WOYE-FM	2.0	6.0	16	79												
WPAB	.9	2.9	8	30												
WPRA	.1	.4	1	14												
WREI-FM	.6	1.8	5	34												
WRFE-FM	1.2	3.7	10	38												
WRPC-FM	.1	.3	1	26												
WRSS	.8	2.4	6	42												
WSOL	1.5	4.4	12	67												
WTIL	.8	2.5	7	73												
WTPM-FM	.4	1.2	3	26												
WVID-FM				4												
WZAR-FM				4												
TOTAL	33.3	100.0	269	770	19.4	100.0	157	612	15.2	100.0	123	580	6.9	100.0	55	446

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 35 + 38  
POP. 808 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.3	7.5	11	164	1.8	7.8	14	160	.5	3.8	4	103	.4	3.4	3	65
WAEL	.5	2.9	4	65	.7	3.1	6	63	.3	2.5	3	53	.3	3.2	3	42
WAEL-FM	.1	.5	1	16	.1	.5	1	16	.0	.1	.1	14	.4	3.4	3	6
WAVB	.4	2.3	3	8	.5	2.1	4	8	.4	2.9	3	6	.2	2.2	2	14
WBOZ-AM	.2	.9	1	20	.2	1.0	2	20	.2	1.5	2	16	.0	.3	.1	2
WBOZ-FM	.0	.1		4	.0	.1		4	.2	1.1	1	22	.2	1.5	1	26
WCHO-FM	.3	1.8	3	28	.5	2.1	4	28	.3	2.4	3	28	.1	.8	.1	8
WCNN	.2	1.1	2	24	.3	1.3	2	24	.2	1.5	2	16	.9	8.7	7	85
WCXQ	.2	.9	1	16	.2	1.0	2	14	.2	1.5	2	16	.1	.3	.1	14
WEKO	1.8	10.0	15	160	2.1	9.6	17	149	.9	6.6	7	125	.2	1.4	2	16
WERR-FM	.2	1.1	2	16	.3	1.3	2	16	.6	4.1	5	91	.4	4.0	3	79
WIQB-FM	.6	3.1	4	95	.6	2.7	5	95	.4	2.7	3	32	.3	2.5	2	30
WISA	.4	2.4	4	38	.5	2.4	4	36	.8	6.1	7	89	.8	7.9	7	87
WIVA-FM	.9	5.2	8	97	1.2	5.2	9	97	.5	3.4	4	22	.4	3.6	3	20
WKAQ	.6	3.2	5	26	.7	3.3	6	26	.3	2.0	2	18	.7	7.1	6	69
WKJB	1.6	8.6	13	152	2.0	9.0	16	149	1.0	7.3	8	97	.4	3.5	3	55
WKJB-FM	.6	3.3	5	59	.8	3.7	7	55	.5	3.7	4	57	.2	1.5	1	14
WKSA-FM	.3	1.6	2	28	.4	1.8	3	28	.3	2.0	2	44	.2	1.5	1	40
WLKP	.2	1.3	2	48	.3	1.4	3	48	.2	1.5	2	44	.1	.5	.1	8
WMIO-FM	.2	1.1	2	8	.3	1.2	2	8	.1	.9	1	8	.3	3.2	3	24
WNQZ	.3	1.4	2	46	.4	1.6	3	46	.1	.6	1	38	.6	5.4	5	65
WORA	.9	5.1	7	119	1.1	5.1	9	107	.6	4.1	5	93	.2	1.9	2	22
WORO-FM	.0	.1		18	.0	.1		18	.0				.3	3.2	3	16
WOYE-FM	1.1	6.1	9	81	1.4	6.0	11	81	.8	6.1	7	75	.6	5.4	5	65
WPAB	.5	2.9	4	32	.7	3.3	6	30	.4	3.0	3	26	.2	1.9	2	22
WPRA	.1	.8	1	14	.2	.8	2	14	.1	1.0	1	12	.1	.5	.1	12
WREI-FM	.1	.7	1	46	.2	.8	1	46	.0				.7	7.0	6	40
WRFE-FM	.9	5.1	7	46	1.0	4.4	8	46	.8	6.1	7	44	.1	.5	.1	10
WRPC-FM	.1	.3		26	.1	.4	1	26	.1	.4			.6	5.5	5	38
WRSS	.8	4.3	6	44	.9	3.9	7	44	.8	5.6	6	42	.3	3.2	3	55
WSOL	.6	3.4	5	79	.7	3.0	5	77	.4	2.7	3	69	.3	3.2	3	55
WTIL	1.3	7.1	10	97	1.3	5.8	10	97	1.4	10.3	11	93	1.3	12.4	11	85
WTPM-FM	.3	1.8	3	26	.4	1.9	3	26	.3	2.3	3	26	.3	2.8	2	20
WVID-FM				4				4								
WZAR-FM				4				4								
TOTAL	18.1	100.0	146	790	22.4	100.0	181	784	13.7	100.0	111	697	10.6	100.0	85	622

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

WOMEN 18 + 39  
POP. 1595 (00)

MONDAY - FRIDAY

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.2	3.8	19	138	.3	1.3	5	66	.1	.9	2	58	.2	3.5	3	48
WAELL	.1	.4	2	43	.2	.9	4	36	.3	1.8	4	36	.2	4.3	3	34
WAEL-FM	.9	2.8	14	94	.6	2.4	10	80	.6	3.8	9	106	.2	4.3	3	75
WAVB	.0	.1		22	.4	1.5	6	29	.1	.7	2	17	.0	.4		14
WBOZ-AM	.5	1.4	7	32	.3	1.2	5	20	.2	1.2	3	26	.0	.9		7
WBOZ-FM	.1	.5	2	26	.7	2.9	12	34	.2	1.5	4	36	.7	13.2	10	55
WCHQ-FM	.5	1.5	7	29	.0	.1		17	.1	.9	2	44	.1	1.9	2	46
WCNN	.3	1.0	5	22	.1	.3	1	32	.9	6.4	15	83	.4	7.8	6	245
WCXQ	.2	.6	3	39	1.2	5.0	20	111	.0	.0		48	.0	.9	1	36
WEKO	3.2	9.9	50	179	.4	1.7	7	49	1.5	10.5	25	331	.7	13.8	11	198
WERR-FM	.4	1.3	7	56	4.8	19.4	77	315	.3	2.0	5	41	.0	.9	1	27
WIOB-FM	3.7	11.5	59	395	.5	1.9	8	51	2.1	14.4	34	279	.7	13.8	11	198
WISA	.6	1.9	10	46	3.4	13.5	54	262	.2	1.2	3	17	.0	.4		7
WIVA-FM	2.1	6.6	34	276	.1	.4	2	27	.7	4.4	10	109	.1	3.0	2	61
WKAQ	.7	2.1	11	34	1.0	4.0	16	130	.9	6.1	14	99	.2	3.5	3	72
WKJB	2.8	8.8	45	196	.5	1.9	8	90	.6	4.3	10	104	.3	6.0	5	83
WKJB-FM	.7	2.0	10	107	.8	3.4	13	107	.2	1.2	3	46	.5			55
WKSA-FM	.9	2.7	14	118	.1	.5	2	56	.3	2.3	5	20	.1	.8	2	48
WLRP	.5	1.7	9	66	.2	.9	3	22	.1	.8	2	46	.2	3.5	3	72
WMIO-FM	.3	.8	4	20	.4	1.6	6	55	.7	4.6	11	123	.6	11.7	9	94
WNOZ	1.1	3.3	17	75	1.3	5.3	21	162	.3	1.9	4	22	.7	14.5	11	210
WORA	2.4	7.4	38	213	.3	1.3	5	20	.9	6.1	14	99	.0	.9	1	5
WORO-FM	.2	.7	4	20	1.9	7.8	31	286	1.9	12.6	30	307	.0	.2	10	19
WOYE-FM	2.7	8.4	43	331	.0	.1	1	17	.0	.2		19	.1	.2		15
WPAB	.2	.7	3	15	.1	.5	2	12	.2	1.6	4	66	.0	.9	1	39
WPRA	.1	.2	1	22	.7	2.6	10	72	.6	4.1	10	128	.3	6.9	5	118
WREI-FM	.7	2.2	11	72	1.7	6.8	27	128	.3	2.0	5	73	.1	1.3	1	32
WRFE-FM	1.7	5.2	27	136	.4	1.6	6	80	.1	.7	2	48	.0	.9	1	49
WRPC-FM	.6	1.8	9	85	.2	.7	3	48	.6	3.9	9	43	.0	.9	1	19
WRSS	.6	1.8	9	55	.2	.8	3	43	.3	1.8	4	37	.1	2.2	2	34
WSOL	.4	1.3	7	60	.6	2.3	9	43	.1	1.0	2	14	.1	1.3	1	29
WTIL	.6	1.9	10	48	.6	2.4	10	41	.6	3.9	9	43	.0	.9	1	9
WTPM-FM	.5	1.7	9	51	.3	1.1	4	12	.3	1.8	4	37	.1	1.3	1	2
WVID-FM	.1	.3	1	12	.2	.6	3	10	.1	1.0	2	7	.0			2
WZAR-FM	.1	.5	2	14												
TOTAL	32.1	100.0	512	1496	24.9	100.0	397	1317	14.8	100.0	236	1259	4.9	100.0	79	958

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

WOMEN 18 + 40  
POP. 1595 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.4	2.3	7	147	.5	2.3	9	143	.2	1.5	3	89	.2	1.7	2	66
WAEL	.2	.8	2	53	.2	.9	3	53	.2	1.1	3	51	.1	1.2	2	36
WAEL-FM	.6	2.9	9	126	.7	2.8	11	126	.5	3.0	7	123	.4	3.9	6	112
WAVB	.0	.0		29	.0	.0		26	.2	1.1	3	32	.0	.5	1	17
WB0Z-AM	.2	1.2	4	34	.3	1.3	5	34	.2	1.1	3	32	.1	1.0	1	26
WB0Z-FM	.2	.9	3	27	.2	.9	3	27	.2	1.1	3	26	.1	1.1	2	39
WCHQ-FM	.4	1.9	6	44	.5	2.1	8	41	.3	2.2	5	41	.1	.9	1	46
WCMN	.1	.4	1	22	.1	.4	2	22	.0	.1		17	.8	8.4	12	95
WCXQ	.1	.5	2	51	.1	.5	2	49	.1	.5	1	48	.1	.6	1	58
WEKO	1.4	7.7	23	187	1.7	7.3	28	186	.9	6.4	15	148	.9	9.7	14	354
WERR-FM	.2	1.3	4	61	.3	1.2	5	56	.2	1.3	3	58	.2	1.7	2	51
WI0B-FM	2.6	13.9	42	450	3.5	14.4	55	448	2.3	15.5	37	412	1.3	14.2	21	286
WISA	.3	1.8	6	65	.5	1.9	7	58	.3	1.8	4	65	.1	1.0	1	17
WIVA-FM	2.1	11.1	33	331	2.6	10.8	42	327	2.1	13.8	33	315	.4	4.0	6	118
WKAQ	.2	1.2	4	36	.3	1.3	5	36	.1	.7	2	27	.5	5.3	8	111
WKJB	1.1	5.8	17	210	1.5	6.1	23	210	.6	4.0	9	165	.5	4.8	7	111
WKJB-FM	.5	2.8	8	136	.7	2.8	11	133	.5	3.3	8	124	.1	.9	1	55
WKSA-FM	.7	3.5	10	141	.8	3.3	13	138	.6	4.0	9	130	.1	1.6	2	24
WLRP	.2	1.0	3	68	.3	1.1	4	68	.1	.6	1	60	.1	.6	1	51
WMIO-FM	.2	1.0	3	27	.3	1.1	4	24	.2	1.2	3	27	.6	6.6	10	136
WN0Z	.4	2.0	6	75	.5	2.1	8	75	.2	1.2	3	60	.1	1.3	2	22
WORA	1.2	6.4	19	225	1.4	6.0	23	216	.9	5.9	14	189	.1	1.3	2	22
WORO-FM	.2	1.1	3	24	.3	1.2	4	24	.2	1.3	3	24	.6	6.6	10	136
WOYE-FM	1.8	9.4	28	402	2.1	9.0	34	389	1.5	10.0	24	377	1.2	13.2	20	329
WPAB	.1	.3	1	17	.1	.4	1	17	.0	.1		17	.0	.1		10
WPRA	.1	.3	1	31	.1	.3	1	27	.0	.3	1	24	.1	.4	2	22
WREI-FM	.4	2.2	6	83	.5	2.3	9	83	.3	2.1	5	80	.1	1.4	2	66
WRFE-FM	1.1	5.7	17	160	1.3	5.6	22	155	.9	6.0	14	153	.5	4.9	7	141
WRPC-FM	.3	1.6	5	111	.4	1.8	7	111	.2	1.5	4	111	.1	1.4	2	82
WRSS	.2	1.2	3	60	.3	1.2	4	60	.1	.8	2	55	.1	.9	1	48
WSOL	.2	.9	3	60	.2	.9	3	60	.1	.6	1	53	.0	.3		34
WTIL	.5	2.4	7	58	.6	2.4	9	58	.4	2.8	7	49	.3	3.4	5	46
WTPM-FM	.4	1.9	6	56	.5	2.0	8	56	.3	2.1	5	51	.2	1.7	2	44
WVID-FM	.1	.7	2	15	.2	.7	3	15	.1	.9	2	15	.1	.7	1	15
WZAR-FM	.1	.4	1	14	.1	.4	2	14	.1	.4	1	10				7
TOTAL	18.7	100.0	298	1566	24.0	100.0	383	1563	14.9	100.0	237	1494	9.3	100.0	149	1331

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18-34 41  
POP. 698 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.3	.9	2	23												
WAEL	.1	.2		9												
WAEL-FM	1.3	4.5	9	63	.8	3.0	6	54	.2	.9	1	17	.0	.7		WKL Y
WAVB	.1	.2		7												10
WBOZ-AM	.4	1.3	3	15	.4	1.5	3	13	.1	.6	1	10	.4	6.5	3	9
WBOZ-FM	.2	.6	1	13	.4	1.5	3	12	.9	5.4	6	79				55
WCHQ-FM	.1	.4	1	12	.3	1.2	2	17	.1	.6	1	7				6
WCNN				1					.2	.9	1	17				3
WCXQ	.1	.4	1	6					.2	.6	1	10				10
WEKO	1.3	4.7	9	41	.5	1.7	3	28	.2	.6	1	10				9
WERR-FM	.5	1.7	3	16	.4	1.5	3	13	.2	1.0	1	13				3
WIOB-FM	4.6	16.4	32	222	5.9	21.6	41	182	.2	1.1	1	19				6
WISA	.7	2.4	5	13	.6	2.3	4	15								6
WIVA-FM	3.8	13.7	27	182	5.3	19.7	37	175	.1	.3						7
WKAQ	.3	1.1	2	9					.4	2.3	3	23	.3	4.7	2	6
WKJB	.5	1.9	4	47	.3	1.1	2	23					.1	1.8	1	7
WKJB-FM	.6	2.0	4	57	.5	1.8	3	55	.4	8.4	10	54	.5	8.6	3	17
WKSA-FM	1.5	5.2	10	76	1.2	4.4	8	67	1.0	6.1	7	73	.6	1.4	1	9
WLRP	.1	.4	1	13	.1	.5	1	10					3.3	19.6	23	147
WMIO-FM	.5	1.9	4	16	.4	1.4	3	16	.5	3.2	4	15				12
WNOZ	.3	.9	2	13	.3	.9	2	10					.3	5.7	2	6
WORA	2.1	7.5	15	100	1.3	4.8	9	84	.5	2.8	3	70				42
WORO-FM	.3	.9	2	3	.1	.5	1	3					.6	10.0	4	61
WOYE-FM	4.0	14.3	28	212	3.1	11.3	21	196	3.3	19.3	23	204	.5	11.5	5	12
WPAB			3		.0	.1							1.1	18.6	8	129
WPRA			6													1
WREI-FM	1.0	3.5	7	39	1.1	4.1	8	38	.4	2.6	3	41	.1	1.4	1	25
WRFE-FM	1.1	3.9	8	47	1.8	6.5	12	42	.7	4.2	5	44	.2	2.9	1	35
WRPC-FM	.4	1.5	3	60	.5	1.8	3	55	.6	3.4	4	57				39
WRSS	.3	1.1	2	9												4
WSOL	.3	.9	2	13												3
WTIL	.1	.2	4		.0	.1										10
WTPM-FM	.6	2.2	4	17	.7	2.5	5	16	.2	1.2	1	13				4
WVID-FM	.2	.6	1	7	.4	1.4	3	7	.3	1.7	2	9				1
WZAR-FM	.2	.8	2	6	.3	1.2	2	6								1
TOTAL	28.1	100.0	196	656	27.0	100.0	189	612	17.0	100.0	118	606	5.8	100.0	41	455

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

WOMEN 18-34 42  
POP. 698 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID											
	AVG RTG		AVG SHARE		AVG PERS		CUME PERS		AVG RTG		AVG SHARE		AVG PERS		CUME PERS		AVG RTG		AVG SHARE		AVG PERS		CUME PERS	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.7	1	28					.2	.7	1	28	.1	.5	1	20	.1	.9	1	17				
WAEL	.1	.4	1	13					.1	.5	1	13	.1	.5	1	13	.0	.4	1	10				
WAEL-FM	.8	4.2	6	89					1.0	4.0	7	89	.7	4.1	5	89	.6	5.7	4	83				
WAVB	.0	.1	2	10					.0	.1	2	15	.2	1.1	1	13	.0	.4	1	7				
WB0Z-AM	.2	1.1	2	15					.3	1.3	2	15	.2	1.2	1	13	.1	.9	1	13				
WB0Z-FM	.2	1.0	1	15					.3	1.0	2	15	.2	1.0	1	23	.1	.8	1	22				
WCHQ-FM	.2	.8	1	23					.2	.9	1	20												
WCMN																								
WCXQ	.0	.2	7	7					.0	.2	7	7	.0	.1	1	7	.0	.2	1	7				
WEKO	.6	3.1	4	45					.7	2.9	5	45	.4	2.2	3	36	.3	3.0	2	23				
WERR-FM	.2	1.3	2	20					.3	1.3	2	16	.2	1.1	1	20	.1	.5	1	20				
WI0B-FM	3.2	16.5	22	259					4.2	17.3	29	257	2.8	16.6	19	237	1.0	9.6	7	204				
WISA	.5	2.5	3	17					.6	2.6	4	15	.4	2.5	3	17	.3	2.8	2	16				
WIVA-FM	3.4	17.6	24	215					4.3	17.5	30	214	3.2	19.6	23	205	2.1	19.3	15	189				
WKAQ	.1	.4	9	9					.1	.4	1	9												
WKJB	.2	1.1	2	51					.3	1.3	2	51	.1	.8	1	26	.0	.3	1	19				
WKJB-FM	.7	3.5	5	73					.8	3.3	6	73	.7	4.2	5	68	.8	7.6	6	60				
WKSA-FM	1.0	5.5	7	93					1.2	5.1	9	90	.9	5.6	6	86	.8	7.3	5	79				
WLKP	.1	.3	13	13					.1	.3	1	13	.0	.3	1	13								
WMIO-FM	.3	1.8	2	20					.5	1.9	3	17	.3	1.8	2	20	.2	2.3	2	17				
WNOZ	.1	.7	1	13					.2	.7	1	13	.1	.5	1	13								
WORA	1.1	5.9	8	106					1.3	5.3	9	103	.8	5.0	6	95	.6	5.4	4	76				
WORO-FM	.1	.5	1	3					.1	.5	1	3	.0	.3	1	3								
WOYE-FM	2.9	14.9	20	262					3.4	14.1	24	250	2.5	15.3	18	252	2.2	20.7	16	222				
WPAB	.0	.0	4	4					.0	.0	4	4	.0	.0	4	4								
WPRA																								
WREI-FM	.6	3.4	5	45					.9	3.6	6	45	.6	3.3	4	45	.2	2.3	2	41				
WRFE-FM	.9	4.9	7	54					1.2	5.1	9	54	.9	5.4	6	51	.4	3.8	3	45				
WRPC-FM	.4	1.9	3	81					.5	2.0	3	81	.3	2.1	2	81	.3	2.4	2	64				
WRSS	.1	.4	9	9					.1	.4	1	9												
WSOL	.1	.3	13	13					.1	.3	1	13												
WTIL	.0	.2	4	4					.1	.2	4	4	.0	.2	1	7	.0	.4	1	7				
WTPM-FM	.4	2.0	3	22					.5	2.1	4	22	.3	1.8	2	20	.1	.9	1	17				
WVID-FM	.2	1.1	1	10					.3	1.2	2	10	.2	1.3	2	10	.1	1.2	1	10				
WZAR-FM	.1	.7	1	6					.2	.8	1	6	.1	.7	1	6								
TOTAL	19.1	100.0	134	694					24.3	100.0	169	694	16.6	100.0	116	679	10.8	100.0	75	634				

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18-49 43  
POP. 1101 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.0	3.2	11	84	.4	1.4	4	41	.1	.6	1	41	.2	3.2	2	31
WAEL	.2	.5	2	29	.3	1.1	3	25	.3	2.0	4	28	.3	5.4	3	62
WAEL-FM	1.1	3.7	12	78	.7	2.7	8	65	.7	4.3	8	87	.0	.5		
WAVB	.0	.1			.5	1.7	5	23	.1	.8	1	15	.0	.5		
WB02-AM	.6	1.9	6	26	.3	1.2	4	16	.2	1.4	2	21	.1	6.7	4	28
WB02-FM	.2	.6	2	21	.9	3.5	10	29	.3	1.8	3	31	.1	1.3	1	13
WCHQ-FM	.6	1.9	6	25					.0	.2			.0	.5		
WCNN	.1	.4	1	13					.1	.7	1	29	.0	.5		
WCXQ	.1	.3	1	25	.1	.3	1	21	.7	4.3	8	48	.4	7.5	4	198
WEKO	2.0	6.5	21	90	.7	2.7	8	47	.0	.1			.1	1.1	1	19
WERR-FM	.5	1.5	5	32	.3	1.2	4	29	1.9	12.2	21	267	.9	17.2	9	164
WI08-FM	4.5	14.8	49	323	5.7	21.7	63	255	.4	2.3	4	32	.2	3.8	2	41
WISA	.7	2.2	7	29	4.0	15.4	44	219	2.6	16.2	28	229	.2	4.3	2	54
WIVA-FM	2.6	8.7	29	226	.0	.1			.0	.2			.4	7.5	4	70
WKAQ	.4	1.4	5	21	.8	3.0	9	65	.6	3.5	6	68	.0	.2		
WKJB	2.0	6.6	22	107	.3	1.2	3	63	.9	5.9	10	73	.8	5.0	9	88
WKJB-FM	.5	1.7	6	78	1.1	4.0	12	91	.1	.8	1	31	.2	7.5	4	73
WKSA-FM	1.1	3.6	12	97	.1	.5	1	32	.4	2.6	5	18	.1	1.1	1	13
WLKP	.4	1.3	4	43	.3	1.0	3	19	.2	.9	2	25	.6	3.5	6	68
WMIO-FM	.3	1.1	4	18	.4	1.6	5	28	.4	2.6	5	18	.2	4.3	2	54
WNOZ	.6	1.8	6	34	1.3	5.1	15	117	.8	4.9	9	94	.2	.9	2	25
WORA	2.0	6.6	22	144	.4	1.4	4	10	.2	.9	2	9	.6	12.9	7	73
WORO-FM	.3	.9	3	9	2.4	9.3	27	245	2.3	14.7	26	263	.9	18.0	10	181
WOYE-FM	3.1	10.1	34	277	.0	.2			.0	.2			.1	1.1	1	13
WPAB	.2	.7	2	6	.2	.6	2	9					.7	4.8	3	73
WPRA	.1	.3	1	16	.7	2.8	8	56	.3	1.8	3	51	.1	1.1	1	32
WREI-FM	.8	2.6	9	59	1.7	6.7	19	81	.7	4.3	8	82	.4	2.3	4	63
WRFE-FM	1.6	5.3	18	84	.5	1.9	6	69	.1	.5	1	29	.1	1.6	1	43
WRPC-FM	.7	2.4	8	73												
WRSS	.4	1.2	4	34												
WSOL	.4	1.2	4	32	.2	.7	2	21								
WTIL	.3	.8	3	19	.1	.3	1	15	.2	1.5	3	16				
WTPM-FM	.5	1.5	5	34	.4	1.7	5	25	.2	1.5	3	26	.1	1.6	1	19
WVID-FM	.1	.4	1	10	.3	1.3	4	10	.2	1.2	2	12				
WZAR-FM	.2	.6	2	12	.2	.8	2	9								
TOTAL	30.2	100.0	332	1036	26.2	100.0	288	918	15.9	100.0	175	919	5.0	100.0	55	700

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-49 44  
POP. 1101 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.4	2.0	4	90												
WAEL	.2	1.0	2	38												
WAEL-FM	.7	3.5	7	104												
WAVB	.0	.0		19												
WBOZ-AM	.3	1.5	3	28												
WBOZ-FM	.2	1.0	2	22												
WCHQ-FM	.4	2.4	5	38												
WCMN	.0	.1		13												
WCXQ	.1	.4	1	32												
WEKO	.9	4.6	10	97												
WERR-FM	.2	1.1	2	37												
WIOP-FM	3.1	16.4	34	364												
WISA	.4	2.2	5	43												
WIVA-FM	2.5	13.3	28	273												
WKAQ	.1	.6	1	22												
WKJB	.8	4.4	9	117												
WKJB-FM	.5	2.5	5	100												
WKSA-FM	.8	4.3	9	117												
WLKP	.1	.8	2	43												
WMIO-FM	.2	1.3	3	23												
WNQZ	.3	1.5	3	34												
WORA	1.2	6.2	13	151												
WORO-FM	.2	1.1	2	10												
WOYE-FM	2.1	11.2	23	339												
WPAB	.1	.4	1	7												
WPRA	.1	.4	1	23												
WREI-FM	.5	2.4	5	66												
WRFE-FM	1.1	5.6	12	103												
WRPC-FM	.4	2.0	4	95												
WRSS	.1	.6	1	37												
WSOL	.1	.7	1	32												
WTIL	.1	.7	1	21												
WTPM-FM	.3	1.6	3	38												
WVID-FM	.2	.9	2	13												
WZAR-FM	.1	.5	1	12												
TOTAL	18.9	100.0	208	1088	24.2	100.0	267	1085	15.7	100.0	172	1048	9.8	100.0	108	963

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

WOMEN 25 + 45  
POP. 1277 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.6	4.5	20	142	.4	1.7	6	67	.2	1.4	2	55	.2	4.1	3	49
WAEL	.1	.4	2	42	.3	1.2	4	38	.3	2.2	4	29	.1	1.8	1	25
WAEL-FM	.5	1.5	7	38	.4	1.6	5	33	.1	1.0	2	31	.0	.6		
WAVB	.5			18	.5	1.9	6	29	.1	1.1	2	16	.1	1.2	1	36
WBOZ-AM	.6	1.7	8	33	.3	1.3	4	16	.1	1.0	2	22	.0	.9	18.0	11
WBOZ-FM	.2	.5	2	22	.8	3.1	10	22	.2	1.6	3	25	.1	2.7	2	38
WCHQ-FM	.6	1.7	8	24	.0	.1			.1	1.1	2	44	.4	8.3	5	156
WCMN	.4	1.2	5	24	.1	.3	1	35	1.3	10.2	16	85	.5	11.2	7	109
WCXQ	.2	.7	3	40	1.7	6.5	21	118	.0	.1			.0	.6		
WEKO	4.2	11.9	54	186	.6	2.2	7	47	1.7	13.7	22	240	.1	1.2	1	36
WERR-FM	.6	1.6	7	51	5.2	20.5	67	244	.3	2.4	4	40	.1	1.2	1	25
WIOB-FM	3.7	10.3	47	302	.6	2.5	8	49	1.0	7.9	13	155	.5	11.2	7	109
WISA	.8	2.3	10	45	2.4	9.3	30	162	.2	1.9	3	18	.0	.6		
WIVA-FM	1.2	3.5	16	158	.1	.6	2	29	.9	7.0	11	111	.2	4.1	3	65
WKAQ	.9	2.6	12	36	.4	1.5	5	64	.6	5.0	8	71	.1	2.4	1	47
WKJB	3.7	10.4	47	189	.8	3.0	10	73	.6	4.6	7	64	.2	4.7	3	51
WKJB-FM	.8	2.2	10	78	.2	.6	2	56	.2	1.9	3	47	.1	1.2	1	25
WKSA-FM	.9	2.5	11	82	.3	1.1	4	20	.3	2.7	4	16	.5	11.2	7	109
WLRP	.6	1.8	8	67	.4	1.6	5	55	.2	1.3	2	45	.0			
WMIO-FM	.3	.9	4	18	.4	1.6	5	55	.8	6.2	10	107	.7	14.8	9	44
WNOZ	1.4	4.0	18	73	.4	1.7	5	22	.4	3.0	5	24	.6			
WORA	2.9	8.1	37	186	1.4	5.3	17	140	.6	5.0	8	149	.3	7.1	4	75
WORO-FM	.3	.9	4	22	.4	1.7	5	22	.4	3.0	5	24	.1	1.2	1	25
WOYE-FM	1.7	4.7	21	175	1.0	4.1	13	133	.6	5.0	8	149	.7	14.8	9	44
WPAB	.3	.8	4	16	.0	.2	1	18	.0	.3			.2			
WPRA	.1	.3	1	24	.2	.7	2	13	.0				.1			
WREI-FM	.8	2.3	10	55	.8	3.1	10	55	.0	.1			.4	8.3	5	115
WRFE-FM	1.9	5.4	24	129	2.0	8.0	26	127	.6	4.4	7	122	.1	1.8	1	35
WRPC-FM	.5	1.4	6	35	.2	.8	3	33	.6	4.4	7	122	.4	8.3	5	115
WRSS	.8	2.2	10	56	.2	.9	3	51	.1	1.1	2	51	.1	1.8	1	35
WSOL	.5	1.5	7	60	.3	1.0	3	42	.8	6.2	10	45	.1	1.2	1	16
WTIL	.8	2.3	10	51	.8	3.0	10	45	.4	2.9	5	35	.1	3.0	2	36
WTPM-FM	.7	2.0	9	45	.7	2.8	9	36	.1	.6	1	7	.1	1.8	1	25
WVID-FM	.1	.3	1	7	.3	1.0	3	7	.1				.1			
WZAR-FM	.2	.6	3	13	.2	.8	3	9	.1				.2			
TOTAL	35.3	100.0	451	1208	25.5	100.0	326	1035	12.4	100.0	159	962	4.8	100.0	61	702

WEST AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25 + 46  
POP. 1277 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.6	3.0	7	146												
WAEL	.2	.9	2	47												
WAEL-FM	.3	1.5	4	44												
WAVB																
WBQZ-AM	.3	1.6	4	35												
WBQZ-FM	.2	.9	2	24												
WCHQ-FM	.4	2.1	5	29												
WCMN	.1	.5	1	24												
WCXQ	.1	.7	2	51												
WEKO	1.9	10.1	24	195												
WERR-FM	.3	1.7	4	51												
WIQB-FM	2.8	14.5	35	327												
WISA	.4	2.3	6	60												
WIVA-FM	1.3	6.8	17	195												
WKAQ	.3	1.6	4	38												
WKJB	1.4	7.4	18	202												
WKJB-FM	.5	2.4	6	96												
WKSA-FM	.6	3.2	8	96												
WLKP	.2	1.3	3	69												
WMIO-FM	.2	1.2	3	20												
WNQZ	.5	2.4	6	73												
WORA	1.4	7.3	18	193												
WORO-FM	.3	1.4	3	25												
WOYE-FM	.9	4.7	11	200												
WPAB	.1	.4	1	18												
WPRA	.1	.4	1	33												
WREI-FM	.4	2.1	5	60												
WRFE-FM	1.2	6.4	16	155												
WRPC-FM	.2	.9	2	35												
WRSS	.3	1.5	4	62												
WSOL	.2	1.1	3	60												
WTIL	.6	3.2	8	62												
WTPM-FM	.5	2.4	6	47												
WVID-FM	.1	.6	1	7												
WZAR-FM	.1	.5	1	13												
TOTAL	19.0	100.0	243	1246	24.5	100.0	313	1242	14.4	100.0	184	1170	8.2	100.0	105	1008

1989

MONDAY-FRIDAY

WOMEN 25-49 47  
POP. 784 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	1.4	4.0	11	82	.5	1.9	4	40	.1	1.1	1	36	.2	4.0	2	30
WAEL	.2	.5	1	27	.4	1.5	3	26	.4	2.9	3	21	.1	2.4	1	18
WAEL-FM	.7	2.1	6	29	.5	1.7	4	23	.1	1.1	1	21	.2	1.5	2	14
WAVB				9					.2	1.5	2	14	.2	1.5	2	14
WBOZ-AM	.8	2.4	6	26	.7	2.4	5	23	.2	1.3	1	17	.0	.8	1	11
WBOZ-FM	.2	.6	2	17	.4	1.3	3	12	.3	2.0	2	21	.1	2.4	1	18
WCHQ-FM	.8	2.4	6	20	1.1	3.9	8	18	.1	.9	1	27	.0	.8	1	11
WCMN	.2	.5	1	14					1.0	7.6	8	47	.5	10.1	4	26
WCXQ	.1	.4	1	24	.1	.4	1	21	.0	.1			.1	2.0	1	18
WEKO	2.8	8.4	22	88	1.0	3.8	8	49	2.3	17.7	18	182	.4	8.1	3	117
WERR-FM	.7	1.9	5	26	.5	1.7	4	26	.4	3.1	3	30	.1	1.6	1	17
WIOB-FM	4.8	14.2	37	234	6.6	23.9	52	187	1.2	9.1	9	117	.7	15.3	6	85
WISA	1.0	2.9	8	27	.9	3.2	7	30	.0	.4			.3	5.6	2	43
WIVA-FM	1.6	4.8	13	120	3.0	10.8	23	128	.8	6.1	6	65	.2	3.2	1	32
WKAQ	.6	1.9	5	21	.0	.1			.6	4.3	4	47	.3	6.5	2	41
WKJB	2.7	8.1	21	94	1.0	3.7	8	56	.8	5.9	6	52	.0	.4		
WKJB-FM	.6	1.8	5	50	.1	.4	1	38	.2	1.4	1	30	.5	3.5	4	33
WKSA-FM	1.2	3.6	9	64	1.0	3.8	8	59	.5	3.5	4	14	.4	8.1	3	117
WLRP	.5	1.4	4	41	.2	.6	1	30	.2	1.7	2	23	.2	1.7	2	23
WMIO-FM	.4	1.2	3	15	.4	1.4	3	17	.9	7.2	7	77	.9	17.7	7	55
WNOZ	.8	2.4	6	29	.5	1.7	4	26	.2	1.7	2	9	.5	9.7	4	62
WORA	2.5	7.5	20	114	1.4	5.0	11	94	.8	6.5	7	123	.1	.4		
WORO-FM	.4	1.2	3	9	.5	2.0	4	11	.0	.4			.3	5.6	2	43
WOYE-FM	1.8	5.4	14	138	1.4	5.1	11	109	.7	5.0	5	73	.3	5.6	2	67
WPAB	.3	.9	2	6	.1	.2			.1	.9	1	30	.1	2.4	1	23
WPRA	.1	.4	1	17	.2	.8	2	9	.7	5.0	5	73	.1	2.4	1	23
WREI-FM	1.0	2.8	8	43	1.0	3.5	8	40	.0	.1			.0	.1		
WRFE-FM	1.9	5.6	15	73	2.2	8.1	17	76	.7	5.0	5	73	.3	5.6	2	67
WRPC-FM	.7	2.0	5	29	.3	1.0	2	27	.1	.9	1	30	.1	2.4	1	23
WRSS	.5	1.6	4	33					.3	2.6	3	17	.1	2.4	1	23
WSOL	.5	1.4	4	30	.3	1.0	2	18	.3	2.6	3	23	.1	2.4	1	15
WTIL	.4	1.1	3	20	.1	.4	1	15	.3	2.6	3	17	.2	1.5	3	15
WTPM-FM	.7	2.0	5	27	.5	1.9	4	20	.1	.7	1	6	.1	2.4	1	15
WVID-FM	.2	.5	1	6	.3	1.3	3	6	.1	.7	1	5	.2	.8		
WZAR-FM	.3	.8	2	11	.3	1.0	2	8								
TOTAL	33.6	100.0	264	748	27.7	100.0	217	640	13.1	100.0	103	632	4.8	100.0	38	457

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25-49 48  
POP. 784 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.5	2.7	4	84												
WAEL	.2	1.2	2	32												
WAEL-FM	.3	1.8	3	32												
WAVB																
WBOZ-AM	.4	2.1	3	27												
WBOZ-FM	.2	1.0	2	18												
WCHQ-FM	.5	2.7	4	24												
WCMN	.0	.2	14													
WCXQ	.1	.5	1	30												
WEKO	1.3	6.5	10	96												
WERR-FM	.3	1.9	2	26												
WIQB-FM	3.5	18.2	28	249												
WISA	.6	2.9	4	36												
WIVA-FM	1.7	8.5	13	150												
WKAQ	.2	.8	1	23												
WKJB	1.1	5.9	9	103												
WKJB-FM	.3	1.7	3	62												
WKSA-FM	.8	4.2	6	76												
WLRL	.2	1.0	1	41												
WMIO-FM	.3	1.6	2	17												
WNOZ	.4	1.8	3	29												
WORA	1.4	7.2	11	117												
WORO-FM	.3	1.5	2	11												
WOYE-FM	1.1	5.8	9	160												
WPAB	.1	.5	1	8												
WPRA	.1	.5	1	24												
WREI-FM	.5	2.5	4	44												
WRFE-FM	1.3	6.5	10	93												
WRPC-FM	.2	1.2	2	29												
WRSS	.2	.9	1	36												
WSOL	.2	.9	1	30												
WTIL	.2	1.0	1	21												
WTPM-FM	.4	2.1	3	29												
WVID-FM	.2	.8	1	6												
WZAR-FM	.1	.7	1	11												
TOTAL	19.4	100.0	152	770	25.0	100.0	196	767	15.3	100.0	120	729	8.5	100.0	67	652

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 35 + 49  
POP. 897 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	2.2	6.1	20	128	.6	2.6	5	57	.1	.9	1	43	.3	7.6	3	41
WAEL	.2	.6	2	37	.3	1.4	3	33	.4	3.4	4	28	.0	1.1		28
WAEL-FM	.5	1.4	4	24	.4	1.7	4	20	.2	1.5	2	16				12
WAVB																8
WBOZ-AM	.5	1.5	5	18	.3	1.4	3	16	.1	.9	1	10				4
WBOZ-FM	.1	.4	1	12	.2	.9	2	8	.2	1.5	2	12				4
WCHQ-FM	.8	2.3	8	18	1.2	5.1	10	16	.3	2.2	2	16				10
WCMN	.6	1.7	6	24	.0	.2										2
WCXQ	.3	.8	2	37	.1	.6	1	31	.2	1.7	2	41	.1	2.2	1	33
WEKO	5.1	14.0	46	151	2.1	9.1	18	90	1.5	12.2	14	65	1.1	26.1	9	53
WERR-FM	.4	1.0	3	43	.4	1.9	4	39	.0	.1			.1	2.2	1	30
WIQB-FM	2.7	7.5	24	155	3.7	16.5	34	118	1.4	11.1	13	126	.3	6.5	2	85
WISA	.5	1.5	5	35	.3	1.5	3	39	.9	7.0	8	69	.3	6.5	2	20
WIVA-FM	.3	.9	3	73	1.3	5.6	11	67	.4	2.9	3	16	.0	1.1		6
WKAQ	1.1	2.9	10	28	.2	1.0	2	24	1.3	10.0	11	100	.3	7.6	3	63
WKJB	5.2	14.5	47	163	1.7	7.7	16	118	.4	2.8	3	41				26
WKJB-FM	.7	2.0	7	47	.5	2.1	4	30	.2	1.7	2	22				14
WKSA-FM	.3	.8	2	33	.5	2.1	4	33	.4	2.9	3	41				47
WLKP	1.0	2.7	9	59	.1	.5	1	51	.4	2.9	3	41				2
WMIO-FM					.0	.2			.1	.9	1	4				41
WNOZ	1.9	5.2	17	69	.5	2.4	5	49	.2	2.0	2	43				6
WORA	2.6	7.2	24	110	1.4	6.0	12	73	.9	7.0	8	47	.5	12.0	4	41
WORO-FM	.2	.5	2	20	.5	2.3	5	20	.6	4.6	5	22				43
WOYE-FM	1.3	3.5	12	94	.8	3.4	7	65	.4	3.1	3	79				10
WPAB	.4	1.2	4	14	.0	.2			.1	.4						16
WPRA	.2	.5	1	18	.3	1.2	2	10								10
WREI-FM	.4	1.2	4	30	.2	.8	2	31	.0	.1						12
WRFE-FM	2.2	6.2	20	94	1.6	7.3	15	90	.5	3.8	4	89	.5	13.0	5	89
WRPC-FM	.8	2.1	7	18	.3	1.4	3	18								4
WRSS	.8	2.3	8	51	.4	1.6	3	45	.2	1.6	2	49	.1	3.3	1	31
WSQL	.6	1.7	5	51	.4	1.7	4	43					.1	2.2	1	18
WTIL	1.2	3.2	11	49	1.2	5.1	10	47	1.1	8.6	10	47	.2	5.4	2	39
WTPM-FM	.4	1.2	4	35	.5	2.3	5	26	.3	2.6	3	26	.1	3.3	1	20
WVID-FM					.2	.8	2	4								4
WZAR-FM	.1	.2														
TOTAL	36.3	100.0	326	840	22.6	100.0	203	692	12.6	100.0	113	633	4.0	100.0	36	490

WEST AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

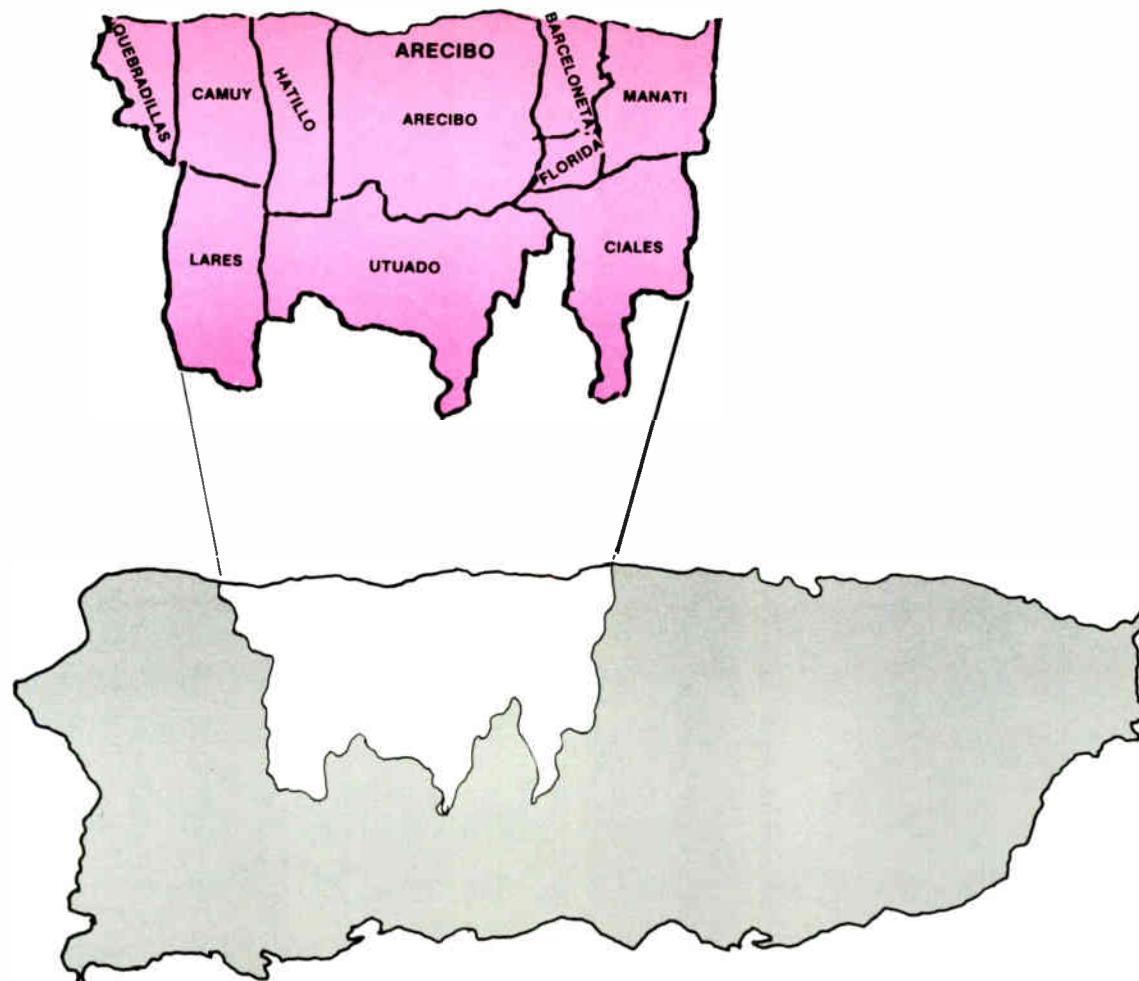
WOMEN 35 + 50  
POP. 897 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.8	4.2	7	132	.9	4.0	8	128	.4	2.7	3	75	.2	2.8	2	53
WAEL	.2	1.2	2	43	.3	1.3	3	43	.2	1.8	2	41	.2	2.4	2	28
WAEL-FM	.3	1.5	2	26	.4	1.5	3	26	.2	1.6	2	22	.1	1.4	1	18
WAVB				20				20				14				12
WBOZ-AM	.2	1.3	2	20	.3	1.4	3	20	.1	1.1	1	20	.0	.6		10
WBOZ-FM	.1	.7	1	12	.2	.7	2	12	.1	1.0	1	12	.1	1.1	1	12
WCHQ-FM	.6	3.1	5	20	.8	3.3	7	20	.5	3.8	4	16	.1	1.6	1	16
WCMN	.2	.8	1	24	.2	.9	2	24	.0	.1		18				10
WCXQ	.2	.9	2	49	.2	.9	2	47	.1	1.1	1	45	.1	1.9	1	43
WEKO	2.3	12.8	21	155	2.8	11.9	25	153	1.6	11.8	14	122	1.3	16.2	11	79
WERR-FM	.2	1.3	2	43	.3	1.2	3	43	.2	1.5	2	39	.1	.7		39
WIQB-FM	2.0	11.1	18	169	2.7	11.4	24	169	1.8	14.0	16	155	.8	9.8	7	134
WISA	.2	1.2	2	51	.3	1.2	3	47	.1	.9	1	51				37
WIVA-FM	.7	3.8	6	90	.9	3.6	8	89	.8	6.1	7	87	.5	6.9	5	75
WKAQ	.4	2.2	4	30	.5	2.2	5	30	.2	1.5	2	24	.2	2.4	2	16
WKJB	2.0	11.0	18	173	2.7	11.2	24	173	1.1	8.3	10	155	.7	9.3	7	110
WKJB-FM	.4	2.1	3	59	.5	2.2	5	55	.3	2.1	2	51	.2	2.0	1	47
WKSA-FM	.2	1.3	2	37	.3	1.4	3	37	.2	1.8	2	33	.1	1.2	1	22
WLKP	.3	1.8	3	61	.5	1.9	4	61	.1	1.1	1	51	.2	2.1	1	47
WMIO-FM	.0	.2		4	.1	.2		4	.0	.4		4	.0	.6		4
WNOZ	.6	3.4	6	69	.9	3.7	8	69	.3	2.0	2	51	.1	1.4	1	45
WORA	1.3	7.1	12	116	1.6	6.8	14	110	.9	6.9	8	90	.7	8.4	6	55
WORO-FM	.3	1.7	3	24	.4	1.8	4	24	.4	2.7	3	24	.3	3.3	2	22
WOYE-FM	.6	3.2	5	110	.8	3.4	7	110	.4	2.9	3	94	.2	2.2	2	79
WPAB	.1	.7	1	14	.2	.7	2	14	.0	.2		14	.0	.3		10
WPRA	.1	.6	1	24	.2	.6	1	24	.1	.7	1	18				16
WREI-FM	.1	.8	1	35	.2	.9	2	35	.1	.5	1	31	.0	.1		22
WRFE-FM	1.2	6.6	11	112	1.5	6.2	13	106	.9	7.0	8	108	.5	6.5	5	102
WRPC-FM	.3	1.4	2	18	.4	1.5	3	18	.1	.8	1	18				8
WRSS	.4	2.1	3	57	.5	2.0	4	57	.2	1.8	2	53	.2	2.1	1	49
WSOL	.3	1.5	2	51	.3	1.4	3	51	.2	1.3	2	51	.0	.6		30
WTIL	.9	4.9	8	61	1.1	4.8	10	61	.8	6.1	7	55	.6	7.7	5	51
WTPM-FM	.4	1.9	3	35	.4	1.8	4	35	.3	2.5	3	31	.2	2.8	2	28
WVID-FM	.0	.3		4	.1	.3	1	4	.1	.5	1	4				4
WZAR-FM	.0	.1		8	.0	.1		8				4				
TOTAL	18.3	100.0	164	869	23.7	100.0	213	866	13.1	100.0	118	807	7.8	100.0	70	679



### **NORTH AREA**

Municipios Included Proportionately in Radio Audience Estimate Survey



Population by Municipios  
Estimated 1984 total population 12 =: 240,000

<u>Arecibo</u>	69,400	<u>Camuy</u>	20,400
<u>Manatí</u>	29,400	<u>Quebradilla</u>	16,000
<u>Utuado</u>	26,000	<u>Barceloneta</u>	15,700
<u>Harrilla</u>	24,200	<u>Ciales</u>	12,300
<u>Lares</u>	20,500	<u>Florida</u>	6,100

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

PERSONS 12 +  
POP. 2400 (00) 1

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY												
WAEL-FM	.0	.1	1	10	.0	.1		6	.1	.4	2	8	.1	.9	2	6
WAPA	.7	2.2	16	101	.0	.2	1	4	.1	.4	2	11	.1	.5	1	10
WBQN	1.0	3.3	25	188	.3	1.0	7	45	.2	1.0	5	43	.3	2.5	7	22
WCAD-FM	.4	1.2	9	128	.8	2.8	19	116	.3	1.5	8	89	.3	2.9	7	60
WCHQ	.0	.1	1	12	.6	2.2	16	102	1.0	4.4	23	188	.8	7.4	19	157
WCHQ-FM	5.3	17.0	126	558	.2	.6	4	12	.1	.4	2	20	.1	.5	1	10
WCMN	2.6	8.3	61	230	6.2	21.3	148	505	4.2	19.3	100	535	1.2	11.3	29	289
WCMN-FM	2.5	8.0	60	305	1.2	4.2	29	147	.4	1.7	9	88	.2	1.7	5	34
WDY-FM	.1	.3	2	39	2.2	7.6	53	256	1.4	6.3	32	297	.8	7.6	20	180
WEER-FM	2.6	8.4	62	217	.3	1.0	7	37	.3	1.2	6	47	.2	1.6	4	34
WEUC-FM	.1	.4	3	16	3.1	10.7	74	224	1.2	5.4	28	203	.9	8.1	21	171
WFID-FM	.0	.1	1	15	.2	.7	5	13	.1	.6	3	13	.0	.1		6
WGDL	.3	1.1	8	24	.1	.2	1	17	.1	.6	3	11	.1	1.4	4	15
WGSX-FM	.6	1.9	14	121	.2	.8	6	23	.3	1.3	7	23	.6	6.0	16	130
WIAC-FM	.1	.5	3	61	1.0	3.6	25	118	1.4	6.5	33	192	.0	.3	1	39
WIOA-FM	.7	2.2	16	126	.0	3.3	23	126	.2	.9	5	134	.4	3.4	9	101
WIVA-FM	.2	.5	4	27	.3	.9	7	39	.1	.6	3	38	.2	1.5	4	18
WKAQ	2.4	7.9	58	297	1.1	3.7	25	191	.5	2.5	13	140	.2	1.8	5	66
WKAQ-FM	.9	2.8	21	235	.9	3.1	22	226	1.0	4.7	24	256	.6	5.6	15	175
WKJB-FM	.1	.5	4	17	.2	.8	6	16	.0	.2	1	13	.0	.4	1	13
WKSA-FM	.2	.7	5	31	.2	.6	4	29	.1	.6	3	35	.1	.5	1	12
WMIA	1.0	3.2	24	94	.8	2.7	19	92	.7	3.2	16	84	.1	.7	2	44
WMNT	.2	.7	5	37	.2	.8	5	29	.2	.8	4	32	.2	1.5	4	34
WMSW	.1	.2	2	17	.1	.4	3	16	.1	.3	1	16	.1	.8	2	10
WNIK	.1	.4	3	8	.2	.6	4	14	.1	.5	3	10				9
WNIK-FM	.2	.8	6	21	.3	.9	7	19	.2	.7	4	27	.3	2.6	7	26
WNRT-FM	.7	2.2	16	139	.9	3.2	22	141	.5	2.4	12	131	.3	2.6	7	113
WORO-FM	.5	1.5	11	102	.4	1.5	11	86	.6	2.8	14	113	.3	2.7	7	51
WOYE-FM	1.6	5.0	37	254	1.5	5.1	35	216	2.4	11.1	57	311	.7	6.7	17	211
WPRM-FM	.1	.3	2	14	.2	.8	5	23	.2	.9	5	22	.0	.4	1	15
WREI-FM	.2	.6	5	57	.3	.9	6	50	.1	.7	3	51	.1	.9	2	22
WRPC-FM	.4	1.2	9	31	.3	1.1	7	30	.4	1.6	8	46	.1	.7	2	20
WUNO	1.2	3.7	28	139	.3	1.2	8	71	.0	.2	1	38	.1	.5	1	17
WUPR	1.0	3.1	23	85	.4	1.3	9	48	.2	.8	4	33	.0	.3	1	19
WVJP-FM	.2	.6	5	35	.6	2.0	14	29	.2	.9	5	44	.2	1.5	4	33
WXYX-FM	1.0	3.1	23	225	.7	2.4	17	188	1.2	5.4	28	269	.7	6.9	18	188
WZAR-FM	.4	1.3	9	83	.5	1.6	11	77	.4	1.8	9	92	.1	1.3	3	56
WZNT-FM	.8	2.7	20	197	.5	1.8	12	135	.4	2.1	11	149	.1	1.3	3	110
TOTAL	30.9	100.0	742	2120	29.0	100.0	695	1914	21.5	100.0	517	2003	10.8	100.0	260	1461

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

PERSONS 12 +  
POP. 2400 (00) 2

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.2	1	15												
WAEL-FM	.1	.2	1	16												
WAPA	.4	1.6	8	115												
WBQN	.6	2.7	15	228												
WCAD-FM	.7	3.1	17	263												
WCHQ	.1	.4	2	25												
WCHQ-FM	4.1	18.3	100	732												
WCMN	1.0	4.6	25	272												
WCMN-FM	1.7	7.5	41	471												
WDY-FM	.2	.9	5	53												
WERR-FM	1.9	8.6	47	282												
WEUC-FM	.1	.5	3	19												
WFID-FM	.1	.4	2	26												
WGDL	.2	1.0	5	41												
WGSX-FM	.9	4.0	22	240												
WIAC-FM	.2	.7	4	104												
WIOA-FM	.6	2.5	13	236												
WIVA-FM	.2	.8	4	66												
WKAQ	1.0	4.4	24	327												
WKAQ-FM	.8	3.7	20	350												
WKJB-FM	.1	.5	3	27												
WKSA-FM	.1	.6	3	49												
WMIA	.6	2.7	15	134												
WMNT	.2	.9	5	58												
WMSW	.1	.4	2	24												
WNIK	.1	.4	2	19												
WNIK-FM	.2	1.1	6	49												
WNRT-FM	.6	2.6	14	177												
WORO-FM	.4	1.9	10	155												
WOYE-FM	1.5	6.6	36	433												
WPRM-FM	.1	.6	3	31												
WREI-FM	.2	.8	4	80												
WRPC-FM	.3	1.2	6	66												
WUNO	.4	1.7	9	146												
WUPR	.4	1.6	9	87												
WVJP-FM	.3	1.3	7	77												
WXYX-FM	.9	3.8	21	368												
WZAR-FM	.3	1.5	8	138												
WZNT-FM	.5	2.1	11	276												
TOTAL	22.7	100.0	545	2391	27.3	100.0	655	2375	20.4	100.0	489	2298	15.6	100.0	374	2106

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

ADULTS 18 +  
POP. 1982 (00) 3

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	WEEKLY		WEEKLY		WEEKLY		WEEKLY		WEEKLY		WEEKLY		WEEKLY		WEEKLY	
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				10												
WAEL-FM	.0	.1		6												
WAPA	.8	2.4	17	102												
WBQN	1.3	3.6	25	191												
WCAD-FM	.3	.7	5	85												
WCHQ	.0	.1	1	12												
WCHQ-FM	6.0	17.1	120	483												
WCMN	3.2	9.0	63	235												
WCMN-FM	2.8	7.8	55	246												
WDY-FM	.1	.3	2	24												
WEER-FM	3.2	9.1	64	216												
WEUC-FM	.2	.4	3	17												
WFID-FM	.0	.1	1	15												
WGDL	.4	1.2	9	25												
WGSX-FM	.5	1.5	10	68												
WIAC-FM	.1	.4	3	57												
WIOA-FM	.8	2.2	16	120												
WIVA-FM	.2	.5	4	26												
WKAQ	3.0	8.6	60	302												
WKAQ-FM	.8	2.3	16	161												
WKJB-FM	.2	.5	4	18												
WKSA-FM	.3	.8	5	30												
WMIA	1.2	3.5	24	97												
WMNT	.3	.7	5	35												
WMSW	.1	.3	2	17												
WNIK	.2	.4	3	8												
WNIK-FM	.3	.8	6	20												
WNRT-FM	.7	2.0	14	132												
WORO-FM	.6	1.6	11	103												
WOYE-FM	1.4	4.1	29	172												
WPRM-FM	.1	.4	2	13												
WREI-FM	.2	.6	4	52												
WRPC-FM	.2	.6	4	16												
WUNO	1.4	4.1	29	144												
WUPR	1.1	3.2	23	83												
WVJP-FM	.2	.7	5	35												
WXYX-FM	.8	2.2	15	172												
WZAR-FM	.5	1.4	10	85												
WZNT-FM	1.0	2.8	19	160												
TOTAL	35.4	100.0	701	1844	32.7	100.0	648	1667	20.2	100.0	401	1622	10.2	100.0	201	1152

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18 +  
POP. 1982 (00)

4

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.3	1	15												
WAEL-FM	.0	.1		8												
WAPA	.4	1.8	9	117												
WBQN	.8	3.1	15	227												
WCAD-FM	.6	2.4	12	155												
WCHQ	.1	.5	2	22												
WCHQ-FM	4.4	18.1	87	610												
WCMN	1.3	5.3	25	279												
WCMN-FM	1.6	6.8	32	345												
WDY-FM	.2	.8	4	36												
WEUC-FM	2.4	9.8	47	278												
WFID-FM	.1	.6	3	19												
WGDL	.3	1.1	5	40												
WGSX-FM	.7	2.8	13	108												
WIAC-FM	.2	.8	4	88												
WIOA-FM	.6	2.7	13	209												
WIVA-FM	.2	.8	4	51												
WKAQ	1.3	5.2	25	323												
WKAQ-FM	.6	2.5	12	217												
WKJB-FM	.1	.5	3	25												
WKSA-FM	.2	.6	3	42												
WMIA	.8	3.2	15	139												
WMNT	.2	.9	4	53												
WMSW	.1	.3	2	22												
WNIK	.1	.5	3	19												
WNIK-FM	.3	1.1	5	43												
WNRT-FM	.7	2.9	14	171												
WORO-FM	.5	2.3	11	154												
WOYE-FM	1.4	5.8	28	269												
WPRM-FM	.2	.6	3	26												
WREI-FM	.2	.9	4	75												
WRPC-FM	.2	.7	4	37												
WUNO	.5	1.9	9	151												
WUPR	.4	1.8	9	85												
WVJP-FM	.3	1.4	7	68												
WXYX-FM	.7	2.9	14	255												
WZAR-FM	.4	1.6	8	122												
WZNT-FM	.5	2.2	11	208												
TOTAL	24.3	100.0	481	1977	29.7	100.0	588	1970	21.1	100.0	418	1890	14.6	100.0	290	1705

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

TEENS 12-17  
POP. 418 (00)

5

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY												
WAEL-FM	.1	.7		2	.2	1.8	1	2	.3	1.2	1	4	.2	1.2	1	6
WAPA				2												
WBQN				3												
WCAD-FM	.9	6.8	4	39	.9	6.4	4	26	1.1	4.1	5	58	.2	1.5	1	4
WCHQ																
WCHQ-FM	2.1	16.2	9	79	2.7	19.1	11	72	6.0	22.4	25	103	1.7	12.8	7	61
WCMN	.1	.5		2	.1	1.0	1	2	.1	.2			.0	.4		1
WCMN-FM	1.4	10.6	6	59	1.7	12.3	7	43	3.3	12.2	14	91	2.1	15.7	9	60
WDY-FM				14	.5	3.8	2	11	.2	.8	1	14	1.5	10.9	6	53
WEER-FM	.2	1.1	1	7	.4	3.1	2	6					.0	.3	10	
WEUC-FM																
WFID-FM																
WGDL																
WGDX-FM	.9	7.0	4	48	1.4	9.7	6	44	3.7	13.8	15	93	1.5	11.3	6	61
WIAC-FM	.1	1.0	1	5					.4	1.4	2	10				
WIOA-FM	.2	1.4	1	8					.4	1.7	2	13	.3	2.1	1	18
WIVA-FM	.0	.2		2	.5	3.8	2	8	.0	.1						
WKAQ				4												
WKAQ-FM	1.1	8.3	5	69	1.6	11.8	7	68	2.6	9.7	11	93	1.8	13.1	7	72
WKJB-FM					.2	1.4	1	2	.0	.1						
WKSA-FM				2	.1	.7		3	.2	.7	1	5	.0	.4		
WMIA																
WMNT				3	.1	1.0	1	6	.2	.8	1	3				
WMSW				1	.1	.9	1	1	.1	.2		1	.2	1.8	1	3
WNIK																
WNIK-FM																
WNR-FM	.5	4.0	2	10	.2	1.7	1	4	.2	.7	1	5	.0	.2		2
WORO-FM				1					.1	.2						6
WOYE-FM																
WPRM-FM	2.0	15.3	8	77	1.4	9.9	6	63	3.6	13.5	15	113	.7	5.5	3	68
WREI-FM	.1	1.0	1	5	.0	.2		4	.3	1.1	1	3	.0	.2		1
WRPC-FM	1.1	8.0	4	13	.3	1.9	1	10	1.4	5.2	6	19	.0	.2		7
WUNO																
WUPR	.2	1.8	1	4	.0	.3		2	.1	.5	1	4				1
WVJP-FM				1					.1	.2						
WXYX-FM	1.7	13.2	7	51	1.0	7.4	4	43	1.5	5.5	6	88	.3	2.0	1	6
WZAR-FM				1					.2	.9	1	13	2.1	15.4	9	47
WZNT-FM	.2	1.7	1	37	.2	1.7	1	15	.1	.5	1	24	.2	1.8	1	8
TOTAL	13.2	100.0	55	291	14.0	100.0	58	260	26.8	100.0	112	376	13.6	100.0	57	300

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

TEENS 12-17 6  
POP. 418 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA					WKLY				WKLY				WKLY			
WAEL-FM	.2	1.2	1	8	.2	1.2	1	5	.2	1.4	1	8	.2	1.2	1	7
WAPA																
WBQN	.1	.3		7												
WCAD-FM	1.2	7.1	5	98	1.0	5.4	4	75	1.3	7.2	5	88	1.5	7.5	6	86
WCHQ	.0	.1		3												
WCHQ-FM	3.1	19.0	13	123	3.5	20.0	15	123	3.4	19.6	14	111	3.9	19.8	16	105
WCMN	.1	.4		2	.1	.5		2	.1	.4		2	.0	.1		3
WCMN-FM	1.9	11.6	8	119	2.1	11.9	9	107	2.1	11.9	9	109	2.3	11.7	10	104
WDOY-FM	.2	1.2	1	16	.3	1.5	1	16	.3	1.5	1	14	.1	.6		14
WERR-FM	.2	1.2	1	11	.2	1.2	1	9	.2	1.2	1	11	.1	.4		7
WEUC-FM																
WFID-FM	.1	.8	1	4	.1	.6		4	.2	.9	1	4	.2	1.3	1	4
WGDL	.0	.2		2	.0	.2		2	.0	.2		2	.1	.3		2
WGSX-FM	1.8	11.1	8	118	1.9	11.0	8	109	2.1	11.9	9	111	2.5	12.8	10	106
WIAC-FM	.1	.7		16	.2	.9	1	13	.1	.6		16	.2	.8	1	16
WIOA-FM	.2	1.3	1	30	.2	1.1	1	19	.2	1.3	1	25	.4	1.9	2	24
WIVA-FM	.2	1.0	1	14	.2	1.3	1	11	.2	1.1	1	14	.0	.1		11
WKAQ																
WKAQ-FM	1.8	10.7	7	122	1.8	10.0	7	113	2.0	11.2	8	116	2.1	11.0	9	112
WKJB-FM	.1	.4		2	.1	.5		2	.1	.4		2	.0	.1		2
WKSA-FM	.1	.5		7	.1	.5		5	.1	.6		7	.1	.6		7
WMIA																
WMNT	.1	.5		6	.1	.7		6	.1	.6		6	.1	.5		6
WMSW	.1	.7		3	.1	.4		1	.1	.8	1	3	.2	.8	1	3
WNIK																
WNIK-FM	.1	.7		6	.1	.8	1	6	.1	.8	1	6	.1	.4		5
WNRT-FM	.1	.8	1	10	.2	1.0	1	10	.0	.1		10	.0	.2		6
WORO-FM																
WOYE-FM	1.8	11.1	8	150	2.3	12.8	9	144	1.8	10.2	7	137	2.0	10.4	8	125
WPRM-FM	.1	.4		5	.1	.5		5	.1	.5		4	.1	.8	1	3
WREI-FM	.0	.3		6	.1	.3		6	.0	.1		6	.0	.1		5
WRPC-FM	.6	3.8	3	26	.9	4.8	4	26	.5	2.9	2	20	.6	3.2	3	20
WUNO																
WUPR	.1	.6		4	.1	.7	1	4	.1	.3		4	.1	.3		4
WVJP-FM	.1	.5		10	.0	.1		4	.1	.7		10	.2	.9	1	10
WXYX-FM	1.6	9.6	7	106	1.4	7.8	6	101	1.5	8.8	6	99	1.8	9.3	8	96
WZAR-FM	.1	.7	1	17	.1	.4		14	.2	.9	1	17	.2	1.2	1	16
WZNT-FM	.2	1.0	1	65	.2	1.2	1	48	.1	.9	1	42	.1	.5		42
TOTAL	16.5	100.0	69	414	17.7	100.0	74	407	17.5	100.0	73	407	19.4	100.0	81	395

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

YOUTH 12-24  
POP. 817 (00) 7

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA																
WAEL-FM	.0	.3		4	.1	.6	1	3	.2	.8	2	8	.1	1.0	1	9
WAPA				11	.0	.0		1					.1	.8	1	7
WBQN	.0	.1		18				8					2.0	15.6	16	130
WCAD-FM	.9	5.3	7	96	1.4	6.4	11	81	2.2	8.5	18	146	.0	.2		3
WCHQ				2	.3	1.3	2	2	.2	.7	1	7	1.4	11.1	12	120
WCHQ-FM	3.5	20.2	28	169	4.8	22.4	39	165	4.6	17.9	38	194	1.2	9.6	10	97
WCMN	.1	.7	1	9	.2	.9	2	7	2.1	8.2	17	145	.2	1.2	1	21
WCMN-FM	1.8	10.4	15	123	2.1	9.6	17	102	.4	1.4	3	33	.1	.9	1	18
WDY-FM	.1	.4		28	.4	1.8	3	25	.0	.1		2				3
WERR-FM	.3	1.9	3	20	.6	3.0	5	23	.1	.5	1	18	.2	1.8	2	7
WEUC-FM				3				3								
WFID-FM	.0	.2		1					.2	.6	1	4				
WGDL				1	.1	.4	1	3	.2	.7	1	5				
WGSX-FM	1.2	7.1	10	86	1.9	8.6	15	82	2.9	11.4	24	146	1.5	11.8	12	99
WIAC-FM	.2	1.1	1	23	.1	.3	1	15	.4	1.4	3	26	.1	.6	1	18
WIOA-FM	.4	2.1	3	48	1.1	5.0	9	46	.4	1.4	3	58	.3	2.1	2	48
WIVA-FM	.0	.1		11	.4	1.9	3	21	.2	.9	2	20	.0	.4		10
WKAQ	.2	1.0	1	18	.0	.2		8								11
WKAQ-FM	.9	5.0	7	130	1.4	6.4	11	134	2.1	8.0	17	165	1.0	7.6	8	119
WKJB-FM	.1	.4		4	.2	1.0	2	6	.0	.2		6	.0	.4		5
WKSA-FM	.2	1.3	2	11	.2	.7	1	13	.1	.6	1	16	.0	.2		7
WMIA								1				1				
WMNT				5	.1	.3	1	7	.1	.4	1	6	.0	.2		9
WMSW				2	.1	.3		2	.0	.1		2	.1	.9	1	3
WNK																
WNIK-FM	.4	2.3	3	8	.4	1.7	3	9	.3	1.1	2	12	.1	.8	1	9
WNRT-FM	.3	1.9	3	19	.1	.7	1	21	.3	1.0	2	20	.3	2.0	2	20
WORO-FM				6				2	.2	.6	1	16	.3	2.5	3	10
WOYE-FM	2.6	14.9	21	158	2.5	11.6	21	138	4.0	15.5	33	209	1.1	8.4	9	135
WPRM-FM	.0	.3		3	.1	.4	1	5	.2	.6	1	6	.0	.1		4
WREI-FM	.1	.4	1	17	.4	1.8	3	16	.0	.1		15	.2	1.6	2	10
WRPC-FM	.8	4.5	6	22	.3	1.4	2	17	.8	3.2	7	35	.2	1.4	1	16
WUNO	.3	1.6	2	14	.2	1.0	2	6				3				
WUPR	.3	1.7	2	16	.2	.8	1	11	.2	.6	1	11				7
WVJP-FM				6	.0	.2		2	.1	.5	1	11	.1	1.1	1	11
WXYY-FM	1.6	9.2	13	126	1.1	4.9	9	108	2.3	8.8	19	169	1.6	12.2	13	115
WZAR-FM	.2	1.1	2	23	.5	2.2	4	28	.5	1.8	4	40	.2	1.7	2	22
WZNT-FM	.6	3.6	5	90	.5	2.2	4	56	.5	1.8	4	69	.2	1.2	1	55
TOTAL	17.2	100.0	140	639	21.6	100.0	176	600	25.9	100.0	212	739	12.9	100.0	105	589

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

YOUTH 12-24  
POP. 817 (00) 8

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY				WKLY				WKLY				WKLY
WAEL-FM	.1	.7	1	11	.1	.6	1	9	.2	.8	1	11	.2	.9	1	10
WAPA	.0	.0		13	.0	.0		13	.0	.0		3	.1	.3		2
WBQN	.0	.2		23	.0	.0		21	.0	.2		17	.1	.3		10
WCAD-FM	1.6	8.5	13	198	1.5	6.9	12	169	1.8	9.3	15	183	2.1	11.2	17	180
WCHQ	.1	.6	1	7	.2	.8	1	7	.2	.8	1	7	.1	.5	1	7
WCHQ-FM	3.5	18.5	29	249	4.4	20.2	36	237	3.6	18.1	29	233	2.9	15.3	23	211
WCMN	.1	.5	1	10	.1	.6	1	10	.1	.4	1	7	.0	.1		2
WCMN-FM	1.8	9.4	15	206	2.0	9.3	16	189	1.8	9.1	15	189	1.6	8.8	13	166
WDY-FM	.2	1.3	2	37	.3	1.3	2	35	.3	1.5	2	35	.2	1.3	2	35
WERR-FM	.3	1.6	3	31	.4	1.8	3	27	.3	1.6	3	31	.1	.7	1	22
WEUC-FM				3				3				3				3
WFID-FM	.1	.6	1	10	.1	.3		5	.1	.7	1	10	.2	1.1	2	9
WGDL	.1	.4	1	5	.1	.4	1	5	.1	.4	1	5	.1	.4	1	5
WGSX-FM	1.9	9.7	15	181	2.0	9.2	16	171	2.0	10.4	17	172	2.2	11.5	18	160
WIAC-FM	.2	.8	1	40	.2	.9	2	35	.2	.8	1	38	.2	1.1	2	35
WIOA-FM	.5	2.8	4	98	.6	2.9	5	82	.6	3.0	5	87	.3	1.7	3	77
WIVA-FM	.2	.9	1	37	.2	1.1	2	34	.2	1.2	2	35	.1	.7	1	23
WKAQ	.1	.3		29	.1	.3	1	24	.0	.1		22				19
WKAQ-FM	1.3	6.8	11	207	1.4	6.6	12	196	1.4	7.3	12	200	1.5	7.8	12	185
WKJB-FM	.1	.5	1	10	.1	.5	1	8	.1	.5	1	10	.0	.3		8
WKSA-FM	.1	.7	1	21	.2	.8	1	19	.1	.5	1	19	.1	.4	1	18
WMIA				1				1				1				1
WMNT	.0	.3		9	.1	.3		9	.1	.3	1	9	.1	.3		9
WMSW	.1	.3		4	.0	.2		2	.1	.4	1	4	.1	.4	1	4
WNK																
WNIK-FM	.3	1.5	2	20	.3	1.6	3	19	.3	1.3	2	20	.2	1.0	2	17
WNRT-FM	.2	1.3	2	30	.2	1.1	2	27	.2	1.1	2	30	.3	1.4	2	24
WORO-FM	.1	.7	1	21	.1	.2		21	.2	.8	1	16	.3	1.4	2	16
WOYE-FM	2.5	12.9	20	281	3.0	13.9	24	268	2.4	12.4	20	257	2.4	12.8	20	236
WPRM-FM	.1	.4	1	8	.1	.4	1	8	.1	.4	1	7	.1	.4	1	6
WREI-FM	.2	1.0	1	24	.2	.8	1	23	.2	1.1	2	22	.1	.6	1	19
WRPC-FM	.5	2.6	4	46	.6	2.8	5	45	.4	2.1	3	37	.5	2.5	4	37
WUNO	.1	.6	1	14	.2	.8	1	14	.1	.4	1	6				3
WUPR	.1	.8	1	16	.2	.9	2	16	.1	.5	1	13	.1	.4	1	11
WVJP-FM	.1	.4	1	21	.1	.3		11	.1	.5	1	21	.1	.8	1	21
WXYX-FM	1.6	8.3	13	213	1.6	7.4	13	204	1.6	8.1	13	198	1.9	10.1	15	185
WZAR-FM	.3	1.8	3	55	.4	1.8	3	49	.4	1.9	3	51	.3	1.8	3	46
WZNT-FM	.4	2.2	3	129	.5	2.4	4	112	.4	1.8	3	96	.3	1.6	2	87
TOTAL	19.2	100.0	156	811	21.6	100.0	176	804	19.7	100.0	161	796	18.7	100.0	153	767

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

ADULTS 18-24 9  
POP. 399 (00)

1989

MONDAY-FRIDAY

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WABA				WKLY												WKLY		
WAEL-FM				2														
WAPA				9														
WBQN	.0	.1		15		.0	.1			.1	.5		3		.1	.8	3	
WCAD-FM	.9	4.3	4	56		1.9	6.4	7	54		3.3	13.2	13	87		2.3	18.7	9
WCHQ				2		.6	1.9	2	2		.4	1.5	1	4				2
WCHQ-FM	4.8	22.6	19	90		7.0	23.9	28	92		3.3	13.0	13	91		.7	6.0	3
WCMN	.2	.9	1	7		.2	.8	1	5		1.0	4.0	4	55		1.0	8.1	4
WCMN-FM	2.2	10.4	9	64		2.4	8.3	10	59		.5	2.1	2	19		.3	2.1	1
WDY-FM	.1	.6		14		.3	.9	1	14		.3	1.0	1	12		.1	.8	11
WERR-FM	.5	2.4	2	13		.8	2.9	3	17									12
WEUC-FM				3														3
WFID-FM	.1	.3		1														6
WGDL				1		.2	.7	1	3		.2	1.0	1	3		.3	2.3	1
WGDX-FM	1.5	7.1	6	38		2.4	8.1	9	38		2.2	8.7	9	53		1.5	12.4	6
WIAC-FM	.2	1.1	1	18		.1	.5	1	13		.4	1.4	1	15		.1	1.2	1
WIOA-FM	.5	2.5	2	39		2.2	7.4	9	42		.3	1.0	1	45		.3	2.1	1
WIVA-FM				9		.3	.9	1	13		.4	1.8	2	12		.1	.8	6
WKAQ	.3	1.6	1	14		.1	.3		6									7
WKAQ-FM	.6	3.0	2	61		1.1	3.9	5	65		1.5	6.1	6	72		.2	1.5	1
WKJB-FM	.1	.6		4		.2	.8	1	4		.1	.2		4		.1	.8	5
WKSA-FM	.4	2.1	2	9		.2	.7	1	10		.1	.4		10				3
WMIA				1														
WMNT				2												.0	.4	3
WMSW				1														
WNIK				1														
WNIK-FM	.8	3.7	3	7		.5	1.7	2	5		.4	1.6	2	7		.2	1.8	1
WNRT-FM	.1	.6		9		.3	1.0	1	14		.5	1.9	2	15		.5	4.0	2
WORO-FM				5							.3	1.3	1	10		.6	5.3	3
WOYE-FM	3.1	14.6	12	82		3.6	12.5	15	75		4.4	17.7	18	96		1.4	11.7	6
WPRM-FM	.1	.4		2		.2	.6	1	3									3
WREI-FM				11		.8	2.6	3	11									7
WRPC-FM	.5	2.3	2	9		.3	1.1	1	7		.3	1.1	1	16		.4	3.3	2
WUNO	.6	2.7	2	13		.4	1.4	2	6							.3	2.8	1
WUPR	.3	1.6	1	12		.3	1.0	1	9		.2	.7	1	7				9
WVJP-FM				5		.1	.3		2		.2	.9	1	7				6
WXYY-FM	1.4	6.8	6	74		1.1	3.7	4	65		3.1	12.4	12	81		1.0	8.6	4
WZAR-FM	.4	1.8	2	22		.9	3.2	4	25		.7	2.7	3	27		.2	1.6	1
WZNT-FM	1.0	4.9	4	52		.7	2.4	3	40		.8	3.2	3	45		.2	2.0	1
TOTAL	21.1	100.0	84	347		29.2	100.0	117	337		25.0	100.0	100	363		12.2	100.0	49
																	289	

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-24 10  
POP. 399 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY				WKLY				WKLY				WKLY
WAEL-FM	.1	.3		3	.0	.2		3	.1	.3		3	.1	.6		3
WAPA	.0	.0		11	.0	.0		11	.0	.0		3	.2	.9		2
WBQN	.0	.0		16	.0	.0		16				10				3
WCAD-FM	2.1	9.6	8	100	2.0	7.9	8	93	2.4	11.0	10	94	2.7	15.3	11	93
WCHO	.2	1.1	1	4	.3	1.3	1	4	.3	1.4	1	4	.2	.9	1	4
WCHO-FM	3.9	18.1	16	126	5.2	20.3	21	114	3.7	16.8	15	122	1.9	10.4	7	106
WCMN	.1	.5		8	.1	.6	1	8	.1	.4		5				
WCMN-FM	1.7	7.6	7	87	1.9	7.5	8	82	1.5	6.9	6	81	1.0	5.5	4	64
WDY-FM	.3	1.3	1	21	.3	1.2	1	19	.3	1.6	1	21	.4	2.1	2	21
WEER-FM	.4	2.0	2	20	.6	2.2	2	17	.4	1.9	2	20	.2	.9	1	15
WEUC-FM				3				3				3				3
WFID-FM	.1	.4		6	.0	.1		1	.1	.4		6	.2	.9	1	6
WGDL	.1	.5		3	.1	.6	1	3	.1	.6	1	3	.1	.6		3
WGSX-FM	1.9	8.7	8	65	2.0	8.0	8	63	2.0	9.2	8	61	1.8	10.1	7	55
WIAC-FM	.2	1.0	1	24	.2	.9	1	22	.2	.9	1	22	.2	1.3	1	19
WICA-FM	.8	3.9	3	67	1.1	4.2	4	62	.9	4.3	4	61	.3	1.4	1	52
WIVA-FM	.2	.9	1	22	.2	.9	1	22	.3	1.2	1	21	.2	1.4	1	12
WKAQ	.1	.5		16	.1	.6	1	14	.0	.1		11				10
WKAQ-FM	.8	3.9	3	86	1.1	4.3	4	83	.9	4.1	4	85	.8	4.4	3	75
WKJB-FM	.1	.6	1	8	.1	.6	1	6	.1	.6	1	8	.1	.4		6
WKS-FM	.2	.8	1	14	.3	1.0	1	14	.1	.5		12	.0	.3		10
WMIA				1				1				1				1
WMNT	.0	.1		3				3	.0	.1		3	.0	.1		3
WMSW				1				1				1				1
WNK																
WNK-FM	.5	2.1	2	14	.5	2.2	2	13	.4	1.7	1	14	.3	1.6	1	12
WNRT-FM	.3	1.6	1	20	.3	1.2	1	17	.4	1.9	2	20	.5	2.7	2	18
WORO-FM	.3	1.2	1	15	.1	.4		15	.3	1.5	1	10	.5	2.8	2	10
WOYE-FM	3.1	14.2	12	131	3.7	14.6	15	124	3.1	14.0	12	120	2.8	15.4	11	111
WPRM-FM	.1	.3		3	.1	.4		3	.1	.3		3				3
WREI-FM	.3	1.5	1	18	.3	1.1	1	17	.4	1.9	2	15	.2	1.3	1	13
WRPC-FM	.4	1.6	1	20	.4	1.4	1	19	.3	1.4	1	17	.3	1.7	1	17
WUNO	.2	1.1	1	13	.3	1.3	1	13	.1	.7	1	6				3
WUPR	.2	.9	1	12	.3	1.1	1	12	.2	.7	1	9	.1	.4		7
WVJP-FM	.1	.3		11	.1	.4		7	.1	.4		11	.1	.6		11
WXYX-FM	1.6	7.4	6	108	1.8	7.1	7	103	1.7	7.5	7	99	2.0	10.9	8	89
WZAR-FM	.6	2.5	2	37	.7	2.7	3	34	.6	2.7	2	33	.4	2.3	2	29
WZNT-FM	.7	3.1	3	64	.8	3.3	3	64	.6	2.6	2	53	.5	2.8	2	45
TOTAL	21.8	100.0	87	397	25.4	100.0	102	397	22.0	100.0	88	389	17.9	100.0	71	372

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 18-34 11  
POP. 866 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				4				2				2				WKLY
WAEL-FM				4				1				1				
WAPA	.2	.8	2	32	.3	.8	2	13	.2	1.0	2	2	.0	.5		3
WBQN	.3	1.2	3	62	.5	1.7	5	28	.1	.3	1	5				
WCAD-FM	.5	1.7	4	67	.9	2.8	8	58	.3	1.4	3	9	.1	.8	1	9
WCHQ				5	.3	1.0	3	4	1.7	7.4	15	99	1.1	10.7	10	72
WCHQ-FM	7.4	25.6	64	235	8.3	25.9	72	219	.2	1.0	2	2				2
WCMN	.8	2.9	7	43	.4	1.2	3	25	3.5	14.9	30	216	1.1	10.3	9	108
WCMN-FM	2.4	8.3	21	124	2.6	8.0	22	118	1.1	4.8	10	111	.1	.7	1	8
WDY-FM	.2	.8	2	20	.6	1.3	4	22	.5	2.2	4	27	.4	3.8	3	20
WEER-FM	1.3	4.4	11	48	1.5	4.7	13	59	.6	2.6	5	50	.3	2.5	2	40
WEUC-FM	.1	.2	1	8	.0	.1		5	.0	.1		5	.3	2.6	2	10
WFID-FM	.1	.2	1	11	.1	.4	1	9	.1	.6	1	5	.0	.2		4
WGDL	.1	.5	1	7	.2	.7	2	5	.3	1.4	3	9	.8	8.0	7	50
WGSX-FM	.8	2.9	7	53	1.8	5.7	16	55	1.6	6.8	14	70	.1	.7	1	17
WIAC-FM	.3	.9	2	39	.2	.6	2	27	.4	1.7	3	30	.4	3.9	3	59
WIOA-FM	.8	2.9	7	73	1.4	4.3	12	69	.2	.9	2	70	.0	.3		7
WIVA-FM	.4	1.2	3	19	.4	1.2	3	22	.2	1.0	2	21	.0	.5		15
WKAQ	1.1	3.7	9	52	.4	1.3	4	29	.3	1.4	3	25	.5	4.5	4	71
WKAQ-FM	1.3	4.5	11	113	1.4	4.4	12	111	1.2	4.9	10	113	.1	.9	1	8
WKJB-FM	.3	.9	2	13	.4	1.1	3	10	.0	.2		6	.2	1.1	1	7
WKSA-FM	.3	.9	2	17	.1	.3	1	18	.2	.7	1	22	.1	.5		9
WMIA	.5	1.7	4	21	.5	1.4	4	17	.2	1.0	2	10	.0	.2		2
WMNT	.0	.1		8	.5	.7	2	3	.0	.1		5	.0	.2		5
WMSW	.1	.5	1	8	.2	.7	2	8	.1	.5	1	7	.0	.2		2
WNIK				1				1				1				
WNIK-FM	.5	1.9	5	15	.5	1.6	5	11	.3	1.3	3	14	.6	5.8	5	16
WNRT-FM	.7	2.5	6	41	.9	2.9	8	48	.8	3.5	7	41	.3	3.4	3	35
WORO-FM	.4	1.3	3	25	.4	1.3	4	19	.7	2.9	6	36	.4	3.4	3	19
WOYE-FM	2.2	7.7	19	116	2.5	7.9	22	106	3.7	15.8	32	138	1.1	10.2	9	105
WPRM-FM	.2	.8	2	11	.5	1.7	5	18	.3	1.4	3	16	.0	.2		11
WREI-FM				19	.4	1.1	3	18				18	.2	1.9	2	8
WRPC-FM	.3	1.1	3	13	.5	1.6	4	15	.2	.7	1	20	.2	1.6	1	10
WUNO	.4	1.6	4	30	.2	.6	2	12				9				3
WUPR	1.0	3.3	8	34	.6	1.8	5	15	.1	.5	1	13				9
WVJP-FM	.1	.3	1	14	.5	1.5	4	12	.3	1.3	3	19				12
WXYX-FM	1.1	3.8	9	118	.6	1.9	5	103	1.9	8.3	17	125	.8	7.6	7	95
WZAR-FM	.7	2.4	6	53	.9	2.8	8	53	.8	3.3	7	57	.2	1.9	2	33
WZNT-FM	1.1	3.9	10	101	.7	2.0	6	73	.5	2.3	5	78	.1	1.1	1	45
TOTAL	28.8	100.0	249	784	32.2	100.0	279	726	23.3	100.0	202	751	10.4	100.0	90	542

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-34 12  
POP. 866 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.2		4									.1	.6	1	2
WAEL-FM	.0	.1		5									.1	.3	1	5
WAPA	.2	.8	2	34									.1	.9	1	9
WBQN	.3	1.2	2	66									.1	.6	1	23
WCAD-FM	1.1	4.5	9	118									1.4	8.6	12	106
WCHQ	.1	.5	1	8									.1	.5	1	7
WCHQ-FM	5.0	21.4	43	294									2.1	13.2	19	236
WCMN	.3	1.4	3	47									.0	.2		14
WCMN-FM	1.8	7.5	15	176									1.0	6.4	9	125
WDQY-FM	.4	1.7	3	30									.4	2.8	4	30
WEER-FM	.9	3.9	8	71									.4	2.5	4	55
WEUC-FM	.0	.1		8									.0	.1		5
WFID-FM	.2	.7	1	17									.2	1.3	2	15
WGDL	.2	.8	2	11									.2	1.0	1	9
WGSK-FM	1.3	5.5	11	87									1.2	7.2	10	72
WIAC-FM	.2	.9	2	54									.2	1.3	2	37
WIOA-FM	.7	3.1	6	130									.3	1.9	3	95
WIVA-FM	.3	1.1	2	36									.1	.8	1	22
WKAQ	.4	1.8	4	63									.2	1.0	1	32
WKAQ-FM	1.1	4.5	9	150									.8	4.8	7	121
WKJB-FM	.2	.8	2	18									.1	.4	1	10
WKSA-FM	.2	.7	1	27									.1	.9	1	22
WMIA	.3	1.2	3	24									.1	.6	1	14
WMNT	.0	.1		9									.0	.1		5
WMSW	.1	.5	1	10									.1	.3		7
WNK				1												1
WNK-FM	.5	2.1	4	31									.5	2.9	4	25
WNRT-FM	.7	3.0	6	57									.6	3.5	5	44
WORO-FM	.5	1.9	4	44									.5	3.1	4	37
WOYE-FM	2.3	9.9	20	187									2.2	13.8	19	159
WPRM-FM	.3	1.2	2	21									.2	.9	1	18
WREI-FM	.2	.7	1	26									.1	.7	1	22
WRPC-FM	.3	1.2	3	31									.2	1.0	1	21
WUNO	.2	.7	1	30									.1	.3		9
WUPR	.4	1.7	3	34									.1	.3		13
WVJP-FM	.2	1.0	2	33									.1	.8	1	25
WXYX-FM	1.1	4.5	9	171									1.3	8.1	11	135
WZAR-FM	.6	2.7	5	77									.5	2.8	4	61
WZNT-FM	.6	2.5	5	130									.3	1.9	3	83
TOTAL	23.4	100.0	203	864	28.4	100.0	246	862	21.9	100.0	189	835	16.1	100.0	140	781

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

ADULTS 18-49 13  
POP. 1365 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA																
WAEL-FM																
WAPA	.5	1.5	7	55	.2	.6	3	20	.2	.7	2	6	.1	.9	1	3
WBQN	.8	2.4	11	108	.6	1.7	8	61	.0	.2	1	6	.0	.3	1	3
WCAD-FM	.3	1.0	4	73	.7	2.1	10	64	.3	1.3	4	48	.2	1.5	2	7
WCHQ	.0	.1	1	8	.2	.7	3	9	1.2	5.5	16	107	.3	3.0	4	28
WCHQ-FM	6.5	20.0	89	350	7.7	23.5	105	323	3.9	18.7	54	320	.7	6.9	10	79
WCMN	2.6	7.9	35	128	1.1	3.5	16	72	1.0	4.7	13	160	1.2	11.1	18	176
WCMN-FM	2.8	8.7	39	180	2.6	8.0	35	164	.3	1.6	5	28	.1	.6	1	6
WDY-FM	.1	.5	2	21	.3	.9	4	23	1.0	4.6	13	127	.8	7.8	11	97
WERR-FM	2.5	7.7	34	132	2.7	8.3	37	141	.1	.3	1	9	.3	2.5	4	21
WEUC-FM	.1	.4	2	10	.2	.6	3	7	.1	.4	1	6	.2	1.7	2	12
WFID-FM	.0	.1	1	13	.1	.3	1	11	.3	1.5	4	14	.0	.1	1	6
WGDL	.3	.9	4	14	.3	.8	3	13	1.0	4.9	14	75	.5	5.2	7	54
WGSX-FM	.7	2.0	9	58	1.2	3.7	16	60	.4	1.8	5	43	.0	.4	1	27
WIAC-FM	.2	.6	3	49	.3	1.0	5	38	.2	.8	2	100	.3	2.9	4	69
WIOA-FM	1.0	3.1	14	98	1.5	4.6	21	100	.3	1.5	4	55	.2	2.1	3	11
WIVA-FM	.2	.7	3	23	.3	.8	4	27	.1	.3	1	7	.0	.2	1	33
WKAQ	1.7	5.2	23	148	.7	2.1	9	88	.8	3.7	11	128	.4	3.8	5	78
WKAQ-FM	1.0	3.1	14	125	.9	2.8	12	126	.1	.3	1	7	.1	.6	1	9
WKJB-FM	.2	.7	3	15	.3	.9	4	12	.1	.6	2	24	.1	.7	1	7
WKSA-FM	.2	.8	3	24	.1	.2	1	21	.6	2.8	8	45	.0	.2	1	23
WMIA	1.0	3.1	14	53	.6	2.0	9	54	.1	.5	1	17	.3	2.5	4	14
WMNT	.0	.1		18	.1	.3	1	12	.2	.5	1	8	.1	.4	1	2
WMSW	.1	.3	1	12	.2	.5	2	10	.1	.4	1	8	.5	5.2	7	54
WNIK	.1	.3	1	3	.2	.6	3	9	.1	.5	2	5	.0	.4	1	27
WNIK-FM	.4	1.1	5	18	.4	1.1	5	13	.2	.9	3	19	.5	4.3	6	21
WNRT-FM	.7	2.2	10	78	1.1	3.4	15	86	.7	3.4	10	87	.4	4.2	6	74
WORO-FM	.5	1.4	6	59	.5	1.4	6	46	.7	3.5	10	67	.5	4.4	6	36
WOYE-FM	1.7	5.2	23	144	1.9	5.8	26	128	2.6	12.6	36	164	.9	8.7	12	120
WPRM-FM	.2	.5	2	11	.4	1.1	5	18	.2	1.0	3	17	.1	.5	1	13
WREI-FM	.0	.1		35	.2	.7	3	30	.1	.6	2	32	.2	1.5	2	14
WRPC-FM	.3	.8	3	14	.4	1.2	6	17	.1	.5	2	21	.1	1.0	1	10
WUNO	1.0	2.9	13	77	.4	1.1	5	34	.1	.3	1	24	.0	.2	1	9
WUPR	1.0	3.2	14	55	.6	1.7	8	30	.2	.8	2	20	.1	.5	1	14
WVJP-FM	.3	1.0	4	31	.9	2.9	13	26	.3	1.4	4	36	.2	1.6	2	24
WXYX-FM	1.0	3.0	13	147	.8	2.4	11	125	1.4	6.5	19	151	.5	4.9	7	121
WZAR-FM	.5	1.4	6	71	.6	2.0	9	61	.5	2.5	7	67	.1	1.4	2	39
WZNT-FM	1.2	3.8	17	137	.7	2.3	10	105	.6	2.9	8	106	.2	2.0	3	62
TOTAL	32.5	100.0	444	1260	32.6	100.0	445	1148	21.0	100.0	287	1150	10.5	100.0	143	821

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 18-49 14  
POP. 1365 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.2	1	9												
WAEL-FM	.0	.1		6												
WAPA	.3	1.1	3	59												
WBQN	.5	2.0	7	125												
WCAD-FM	.7	3.0	10	134												
WCHQ	.1	.5	2	16												
WCHQ-FM	4.8	20.0	65	443												
WCMN	1.0	4.1	13	140												
WCMN-FM	1.8	7.5	24	259												
WDY-FM	.3	1.1	4	31												
WEER-FM	1.7	7.3	24	174												
WEUC-FM	.1	.4	1	13												
WFID-FM	.1	.4	1	19												
WGDL	.2	.9	3	23												
WGSX-FM	.9	3.6	12	92												
WIAC-FM	.2	1.0	3	76												
WIOA-FM	.8	3.2	10	171												
WIVA-FM	.2	1.0	3	43												
WKAQ	.6	2.7	9	166												
WKAQ-FM	.8	3.2	10	174												
WKJB-FM	.2	.7	2	20												
WKSA-FM	.1	.5	2	35												
WMIA	.5	2.2	7	75												
WMNT	.1	.5	2	29												
WMSW	.1	.3	1	14												
WNIK	.1	.4	1	10												
WNIK-FM	.3	1.5	5	38												
WNRT-FM	.8	3.2	10	109												
WORO-FM	.5	2.2	7	92												
WOYE-FM	1.7	7.3	24	228												
WPRM-FM	.2	.8	3	22												
WREI-FM	.1	.6	2	48												
WRPC-FM	.2	.9	3	33												
WUNO	.3	1.4	4	80												
WUPR	.4	1.8	6	58												
WVJP-FM	.4	1.9	6	59												
WXYX-FM	.9	3.7	12	219												
WZAR-FM	.4	1.8	6	100												
WZNT-FM	.7	2.8	9	178												
TOTAL	23.9	100.0	326	1361	29.0	100.0	396	1357	21.4	100.0	292	1307	15.2	100.0	207	1204

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25 +  
POP. 1583 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WABA					WKL					WKL				WKL				
WAEL-FM	.0	.1				.0	.1	1			.2	.9	3			.2	1.7	3
WAPA	1.1	2.8	18	96		.5	1.4	7	47		.4	1.9	6	45		.5	4.9	7
WBQN	1.7	4.2	27	184		1.4	4.0	21	117		.6	3.0	9	89		.4	4.7	7
WCAD-FM	.0	.1	1	17		.2	.5	3	7		.1	.7	2	18		.5	57	5
WCHQ	.1	.2	1	10		.1	.3	2	10		.0	.1		13		.1	.9	1
WCHO-FM	6.5	16.1	102	395		7.1	20.9	112	342		3.8	20.5	61	338		1.1	11.5	17
WCMN	4.2	10.4	66	241		1.9	5.5	30	153		.6	3.2	9	94		.3	3.3	5
WCNN-FM	3.0	7.4	47	177		2.3	6.8	36	150		.8	4.4	13	139		.6	5.9	9
WDY-FM	.1	.3	2	7		.2	.6	3	9		.2	.9	3	9		.2	1.9	3
WERR-FM	4.1	10.3	65	213		4.7	14.0	75	216		1.9	10.0	29	200		1.4	14.6	22
WEUC-FM	.2	.5	3	14		.3	1.0	5	10		.2	1.2	4	10		.0	.2	3
WFID-FM	.0	.1				.1	.3	2	12		.1	.5	2	8		.1	1.0	2
WGDL	.6	1.4	9	26		.3	1.0	5	22		.3	1.8	5	19		.1	1.4	2
WGSX-FM	.2	.5	3	23		.5	1.4	7	24		.4	1.9	6	23		.1	.7	1
WIAC-FM	.1	.3	2	37		.3	.9	5	31		.3	1.4	4	32		.1	.5	15
WIOA-FM	.9	2.2	14	76		.9	2.6	14	78		.1	.5	2	72		.4	4.5	7
WIVA-FM	.2	.6	4	16		.2	.5	3	16		.1	.4	1	16		.2	2.5	4
WKAO	3.9	9.8	62	304		1.7	5.1	27	199		.9	4.8	14	139		.3	3.4	5
WKAO-FM	.9	2.2	14	91		.6	1.7	9	75		.3	1.6	5	68		.4	3.8	6
WKJB-FM	.2	.5	3	14		.2	.7	4	10		.0	.2	1	7		.0	.3	1
WKS-AFM	.2	.6	4	20		.2	.5	3	15		.1	.7	2	18		.1	.9	1
WMIA	1.6	4.1	26	103		1.3	3.9	21	100		1.1	6.1	18	91		.1	1.4	2
WMNT	.3	.9	5	35		.3	1.0	5	23		.2	1.2	4	28		.3	2.8	4
WMSW	.1	.3	2	17		.2	.5	3	15		.1	.4	1	15		.1	.7	1
WNIK	.2	.5	3	9		.3	.9	5	15		.2	1.1	3	11				10
WNIK-FM	.1	.3	2	13		.2	.6	3	9		.1	.4	1	14		.4	4.3	6
WNRT-FM	.9	2.2	14	128		1.4	4.2	23	128		.7	3.7	11	119		.3	3.2	5
WORO-FM	.8	1.9	12	104		.7	2.2	12	91		.9	4.7	14	104		.3	2.8	4
WOYE-FM	.9	2.2	14	75		.8	2.3	12	60		1.3	7.0	21	72		.5	5.1	8
WPRM-FM	.1	.3	2	11		.3	.9	5	18		.2	1.2	3	16		.1	.6	1
WREI-FM	.3	.7	4	40		.2	.5	3	34		.2	1.2	4	37		.0	.3	12
WRPC-FM	.1	.3	2	5		.3	.9	5	11		.0	.2		5				1
WUNO	1.7	4.3	27	136		.4	1.3	7	70		.1	.3	1	38		.1	1.0	1
WUPR	1.4	3.5	23	73		.5	1.5	8	38		.2	1.1	3	22		.1	.6	1
WVJP-FM	.3	.8	5	31		1.0	2.8	15	29		.2	1.3	4	34		.2	1.8	3
WXYX-FM	.6	1.4	9	84		.5	1.4	7	67		.4	2.2	6	78		.2	2.1	3
WZAR-FM	.5	1.3	8	62		.4	1.3	7	48		.3	1.7	5	49		.1	.9	1
WZNT-FM	1.0	2.4	15	101		.5	1.6	9	77		.4	2.3	7	74		.1	1.5	2
TOTAL	40.1	100.0	635	1505		33.9	100.0	536	1330		18.6	100.0	295	1247		9.5	100.0	150
																	845	

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25 + 16  
POP. 1583 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4	1	16												
WAEL-FM	.0	.0		4												
WAPA	.6	2.3	9	110												
WBQN	1.0	4.0	16	220												
WCAD-FM	.1	.3	1	33												
WCHQ	.1	.3	1	18												
WCHQ-FM	4.6	18.1	72	483												
WCMN	1.7	6.7	26	287												
WCMN-FM	1.6	6.5	26	252												
WDY-FM	.2	.7	3	11												
WERR-FM	3.0	12.1	48	270												
WEUC-FM	.2	.7	3	17												
WFID-FM	.1	.3	1	15												
WGDL	.3	1.3	5	38												
WGSX-FM	.3	1.1	4	29												
WIAC-FM	.2	.7	3	62												
WIOA-FM	.6	2.3	9	133												
WIVA-FM	.2	.7	3	25												
WKAQ	1.6	6.6	26	322												
WKAQ-FM	.5	2.1	8	118												
WKJB-FM	.1	.5	2	17												
WKSA-FM	.1	.6	2	26												
WMIA	1.0	4.1	16	146												
WMNT	.3	1.2	5	53												
WMSW	.1	.4	2	22												
WNIK	.2	.7	3	20												
WNIK-FM	.2	.9	3	28												
WNRT-FM	.8	3.3	13	156												
WORO-FM	.6	2.6	10	144												
WOYE-FM	.8	3.3	13	114												
WPRM-FM	.2	.7	3	23												
WREI-FM	.2	.7	3	56												
WRPC-FM	.1	.5	2	13												
WUNO	.5	2.2	9	143												
WUPR	.5	2.0	8	75												
WVJP-FM	.4	1.8	7	58												
WXYX-FM	.4	1.6	6	129												
WZAR-FM	.3	1.3	5	80												
WZNT-FM	.5	2.0	8	136												
TOTAL	25.1	100.0	397	1580	31.1	100.0	492	1573	20.8	100.0	329	1497	13.5	100.0	214	1324

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25-34 17  
POP. 467 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID.			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY												
WAEL-FM				5												
WAPA	.4	1.2	2	23												
WBQN	.7	1.8	3	49												
WCAD-FM	.1	.3		8												
WCHQ				3												
WCHQ-FM	9.8	27.2	46	147												
WCMN	1.5	4.1	7	37												
WCMN-FM	2.6	7.2	12	60												
WDY-FM	.3	.9	2	6												
WERR-FM	2.0	5.4	9	36												
WEUC-FM	.1	.3	1	5												
WFID-FM	.1	.2		11												
WGDL	.3	.8	1	6												
WGSX-FM	.2	.6	1	14												
WIAC-FM	.3	.8	1	21												
WIOA-FM	1.1	3.2	5	33												
WIVA-FM	.7	1.9	3	10												
WKAQ	1.7	4.8	8	39												
WKAQ-FM	1.9	5.3	9	51												
WKJB-FM	.4	1.1	2	10												
WKSA-FM	.1	.2		8												
WMIA	1.0	2.7	5	22												
WMNT	.1	.2		6												
WMSW	.3	.8	1	7												
WNIK				1												
WNIK-FM	.3	.9	1	9												
WNRT-FM	1.3	3.6	6	33												
WORO-FM	.8	2.1	4	22												
WOYE-FM	1.4	3.8	6	32												
WPRM-FM	.4	1.1	2	9												
WREI-FM				8												
WRPC-FM	.1	.4	1	4												
WUNO	.3	.9	2	17												
WUPR	1.6	4.3	7	22												
WVJP-FM	.2	.5	1	10												
WXYX-FM	.8	2.1	4	41												
WZAR-FM	1.0	2.7	5	32												
WZNT-FM	1.2	3.3	6	48												
TOTAL	36.0	100.0	168	439	35.0	100.0	163	389	21.7	100.0	101	386	8.7	100.0	40	249

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-34 18  
POP. 467 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4		5									.2	1.4	1	2
WAEL-FM				2									.3	2.0	1	8
WAPA	.4	1.5	2	23	.5	1.7	2	23	.4	1.7	2	12	.2	1.3	1	21
WBQN	.5	2.1	2	51	.7	2.1	3	49	.5	2.2	2	31	.1	.7	.8	3
WCAD-FM	.1	.3		13	.1	.3		13	.1	.3		8				
WCHQ	.0	.1		4	.0	.1		4	.0	.1		3				
WCHQ-FM	6.0	24.2	28	169	7.8	25.1	37	167	5.0	22.8	23	152	2.4	16.6	11	130
WCMN	.5	2.1	2	40	.7	2.1	3	38	.2	1.1	1	25	.1	.5	.5	14
WCMN-FM	1.9	7.4	9	88	2.2	7.1	10	85	1.6	7.5	8	76	1.1	7.4	5	61
WDY-FM	.5	2.0	2	9	.5	1.5	2	8	.5	2.5	3	9	.5	3.5	2	9
WEER-FM	1.3	5.4	6	52	1.7	5.5	8	50	1.2	5.4	5	50	.6	4.4	3	41
WEUC-FM	.1	.3		5	.1	.3		5	.0	.2		3	.0	.2	.2	2
WFID-FM	.2	.9	1	11	.2	.7	1	11	.3	1.3	1	11	.3	1.9	1	9
WGDL	.2	1.0	1	9	.3	1.0	1	9	.2	1.0	1	6	.2	1.4	1	6
WGSX-FM	.7	2.8	3	19	.9	2.9	4	19	.8	3.8	4	17	.6	3.8	3	14
WIAC-FM	.2	.9	1	30	.3	1.0	1	28	.2	1.0	1	21	.2	1.3	1	17
WIOA-FM	.6	2.5	3	63	.6	2.1	3	48	.5	2.2	2	51	.4	2.5	2	42
WIVA-FM	.3	1.2	1	13	.4	1.4	2	13	.2	.9	1	12	.0	.2	.2	10
WKAQ	.7	3.0	3	48	1.0	3.2	5	46	.5	2.1	2	31	.3	2.2	1	23
WKAQ-FM	1.3	5.1	6	62	1.5	4.7	7	56	1.1	5.0	5	54	.8	5.2	4	45
WKJB-FM	.3	1.0	1	11	.3	1.0	1	10	.2	.9	1	9	.1	.4	.4	6
WKSA-FM	.1	.5	1	13	.1	.3		13	.1	.7	1	13	.2	1.6	1	12
WMIA	.6	2.3	3	24	.8	2.5	4	24	.4	2.1	2	19	.2	1.4	1	14
WMNT	.0	.1		6	.0	.1		6	.0	.1		2	.0	.1	.2	2
WMSW	.2	1.0	1	10	.3	1.1	2	10	.2	1.0	1	10	.1	.7	.6	1
WNIK				1				1								
WNIK-FM	.5	2.2	3	17	.4	1.2	2	13	.6	2.8	3	17	.6	4.3	3	14
WNRT-FM	1.0	4.1	5	38	1.3	4.2	6	38	.9	4.3	4	36	.6	4.3	3	27
WORO-FM	.6	2.6	3	30	.9	2.8	4	30	.6	2.8	3	28	.5	3.3	2	28
WOYE-FM	1.6	6.3	7	52	1.9	6.1	9	51	1.6	7.5	8	49	1.7	11.8	8	44
WPRM-FM	.5	1.9	2	18	.6	2.1	3	18	.5	2.3	2	18	.3	2.1	1	15
WREI-FM				8				8								
WRPC-FM	.2	.9	1	10	.3	1.0	1	10	.3	1.2	1	10	.0	.2	.3	8
WUNO	.1	.3		17	.1	.3		17				6				6
WUPR	.6	2.4	3	22	.8	2.7	4	22	.3	1.5	2	6	.0	.2	.2	6
WVJP-FM	.4	1.5	2	23	.5	1.6	2	20	.4	1.9	2	18	.2	1.1	1	14
WXYX-FM	.6	2.2	3	61	.6	1.8	3	59	.5	2.3	2	51	.7	4.7	3	44
WZAR-FM	.7	2.8	3	40	.9	2.9	4	40	.6	2.8	3	34	.5	3.4	2	31
WZNT-FM	.5	2.0	2	65	.7	2.2	3	62	.3	1.4	1	48	.1	.9	1	38
TOTAL	25.0	100.0	117	467	31.2	100.0	146	465	21.8	100.0	102	445	14.5	100.0	68	408

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 25-49 19  
POP. 966 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY 5												
WAEL-FM				2												
WAPA	.7	1.9	7	46	.3	.9	3	19	.2	1.2	2	6	.1	1.4	1	3
WBQN	1.1	3.0	11	96	.8	2.4	8	55	.3	1.6	3	12	.2	2.3	2	7
WCAD-FM	.0	.1		13	.2	.5	2	5	.4	2.1	4	47	.5	4.8	4	26
WCHQ	.1	.1	1	5	.1	.3	1	6	.2	.8	1	14				5
WCHQ-FM	7.3	19.3	71	262	8.0	23.4	77	230	4.3	22.2	41	229	.1	.9	1	3
WCMN	3.7	9.7	36	125	1.6	4.6	15	69	.4	1.9	4	39	1.4	14.1	13	115
WCMN-FM	3.1	8.3	30	115	2.7	7.8	26	104	1.0	5.1	9	104	.1	1.2	1	17
WDY-FM	.2	.4	2	6	.3	.8	3	8	.2	1.3	2	8	.7	7.6	7	51
WERE-FM	3.4	9.0	33	123	3.6	10.4	34	126	1.3	6.7	12	118	.3	2.7	2	9
WEUC-FM	.2	.4	2	8	.3	.8	3	4	.1	.4	1	6	1.1	11.7	11	93
WFID-FM	.0	.1		13	.1	.4	1	10	.1	.7	1	7	.1	1.4	1	6
WGDL	.4	1.2	4	13	.3	.8	3	10	.4	1.8	3	11	.0	.2	1	6
WGSX-FM	.3	.7	3	18	.7	1.9	6	19	.5	2.6	5	18	.1	.9	1	13
WIAC-FM	.2	.4	2	31	.4	1.3	4	25	.4	2.0	4	28				17
WIOA-FM	1.2	3.2	12	58	1.2	3.5	12	56	.1	.7	1	54	.3	3.3	3	39
WIVA-FM	.3	.9	3	13	.3	.8	2	13	.1	.5	1	13	.3	2.8	3	4
WKAQ	2.3	6.1	22	138	1.0	2.8	9	85	.5	2.4	5	52	.0	.3	1	26
WKAQ-FM	1.2	3.1	11	61	.8	2.4	8	57	.4	2.2	4	52	.5	5.2	5	28
WKJB-FM	.3	.8	3	11	.3	1.0	3	8	.1	.3	1	3	.0	.5	1	4
WKSA-FM	.2	.4	1	15					.1	.7	1	13	.1	1.2	1	3
WMIA	1.5	3.9	14	55	1.0	2.8	9	55	.9	4.5	8	46				24
WMNT	.0	.1		17	.1	.4	1	11	.1	.7	1	15	.4	3.8	4	11
WMSW	.1	.4	1	11	.2	.7	2	10	.1	.6	1	8				2
WNIK	.2	.4	1	3	.3	.9	3	10	.2	.8	2	5				3
WNIK-FM	.2	.5	2	11	.3	.9	3	8	.1	.5	1	12	.6	5.8	5	14
WNRT-FM	1.0	2.6	10	71	1.5	4.4	15	73	.8	4.4	8	73	.4	4.4	4	61
WORO-FM	.7	1.8	7	56	.7	2.0	7	46	.9	4.9	9	57	.4	3.8	4	27
WOYE-FM	1.0	2.7	10	57	1.1	3.2	10	48	1.8	9.5	18	61	.7	6.9	6	49
WPRM-FM	.2	.5	2	9	.4	1.3	4	15	.3	1.6	3	14	.1	.8	1	10
WREI-FM	.0	.1		24					.2	1.0	2	22	.0	.4	1	7
WRPC-FM	.1	.4	1	5	.4	1.3	4	9	.0	.2						1
WUNO	1.1	3.0	11	65	.4	1.0	3	29	.1	.4	1	22				9
WUPR	1.4	3.6	13	44	.7	2.0	7	22	.2	.9	2	13	.1	.8	1	8
WVJP-FM	.5	1.2	4	27	1.3	3.9	13	25	.3	1.8	3	29	.2	2.5	2	19
WXYX-FM	.8	2.0	7	68	.6	1.9	6	57	.6	3.0	5	66	.3	2.8	3	49
WZAR-FM	.5	1.3	5	49	.5	1.5	5	35	.5	2.4	4	40	.1	1.3	1	24
WZNT-FM	1.3	3.6	13	84	.8	2.2	7	63	.5	2.7	5	59	.2	2.0	2	39
TOTAL	37.8	100.0	365	916	34.2	100.0	330	811	19.2	100.0	185	784	9.6	100.0	93	526

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 25-49 20  
POP. 966 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4	1	9	.1	.2	1	9	.1	.5	1	9	.2	1.3	2	6
WAEL-FM				WKLY				2				2				2
WAPA	.4	1.5	4	49	.4	1.4	4	46	.3	1.3	3	26	.3	1.9	3	18
WBQN	.7	2.8	7	112	.8	2.6	8	108	.6	2.7	6	81	.4	3.1	4	60
WCAD-FM	.1	.4	1	27	.1	.4	1	24	.1	.5	1	19	.1	.5	1	17
WCHQ	.1	.3	1	12	.1	.2		10	.1	.3	1	11	.0	.4		11
WCHQ-FM	5.2	20.8	50	318	6.6	21.6	64	316	4.5	21.5	44	278	2.6	19.0	26	238
WCMN	1.4	5.5	13	136	1.8	6.0	18	134	.7	3.3	7	86	.2	1.6	2	48
WCMN-FM	1.9	7.5	18	171	2.3	7.5	22	162	1.5	7.1	14	140	.8	6.1	8	115
WDY-FM	.2	1.0	2	9	.2	.8	2	8	.3	1.2	3	9	.2	1.8	2	9
WEER-FM	2.3	9.4	23	158	2.8	9.2	27	153	2.0	9.6	20	149	1.2	8.6	12	128
WEUC-FM	.1	.5	1	10	.2	.6	2	10	.1	.6	1	8	.0	.3		6
WFID-FM	.1	.5	1	13	.1	.3	1	13	.1	.6	1	13	.1	1.0	1	11
WGDL	.3	1.1	3	21	.4	1.2	3	21	.2	1.0	2	17	.2	1.2	2	11
WGSX-FM	.4	1.5	4	23	.5	1.6	5	23	.4	1.9	4	21	.3	2.0	3	18
WIAC-FM	.2	1.0	2	52	.3	1.1	3	43	.3	1.2	3	43	.2	1.2	2	36
WIOA-FM	.7	2.9	7	102	.9	2.9	9	86	.6	2.8	6	85	.2	1.7	2	73
WIVA-FM	.2	1.0	2	20	.2	.8	2	20	.2	1.0	2	19	.2	1.4	2	14
WKAQ	.9	3.6	9	153	1.2	4.0	12	149	.5	2.3	5	98	.2	1.6	2	60
WKAQ-FM	.7	2.9	7	84	.8	2.6	8	73	.6	2.8	6	74	.5	3.3	4	63
WKJB-FM	.2	.7	2	12	.2	.8	2	11	.2	.7	1	10	.0	.4		5
WKSA-FM	.1	.4	1	20	.1	.3	1	20	.1	.4	1	17	.1	.9	1	13
WMIA	.8	3.1	8	77	1.1	3.5	10	77	.6	2.8	6	64	.4	2.7	4	50
WMNT	.2	.7	2	27	.1	.3	1	27	.2	1.0	2	18	.3	1.9	3	15
WMSW	.1	.5	1	13	.2	.5	2	13	.1	.5	1	12	.0	.4		8
WNIK	.2	.6	1	11	.2	.7	2	10	.2	.7	1	11	.1	.5	1	6
WNIK-FM	.3	1.2	3	24	.2	.6	2	19	.3	1.6	3	23	.4	2.6	3	18
WNRT-FM	.9	3.8	9	91	1.1	3.7	11	89	.9	4.4	9	89	.6	4.4	6	75
WORO-FM	.7	2.6	6	79	.8	2.5	7	79	.6	3.0	6	71	.6	4.5	6	62
WOYE-FM	1.1	4.5	11	90	1.3	4.2	12	84	1.1	5.4	11	80	1.2	8.5	11	71
WPRM-FM	.3	1.0	2	19	.3	1.0	3	18	.3	1.3	3	19	.2	1.3	2	16
WREI-FM	.1	.2	1	30	.1	.2	1	30	.1	.3	1	28	.1	.7	1	23
WRPC-FM	.2	.7	2	11	.2	.7	2	11	.2	.8	2	11	.0	.1		4
WUNO	.4	1.5	4	68	.5	1.7	5	68	.1	.7	1	32	.0	.3		22
WUPR	.6	2.2	5	47	.7	2.4	7	47	.3	1.5	3	23	.1	.9	1	13
WVJP-FM	.6	2.5	6	49	.8	2.5	7	41	.7	3.1	6	41	.3	2.1	3	37
WXYX-FM	.5	2.2	5	106	.7	2.1	6	93	.5	2.3	5	93	.4	2.9	4	83
WZAR-FM	.4	1.5	4	62	.5	1.6	5	58	.4	1.7	3	47	.3	1.9	3	44
WZNT-FM	.7	2.7	7	112	.9	2.8	8	105	.5	2.3	5	91	.3	2.4	3	69
TOTAL	24.8	100.0	240	964	30.7	100.0	296	960	21.1	100.0	204	917	13.9	100.0	134	829

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35 + 21  
POP. 1115 (00)

STATION	6 A.M - 10 A.M				10 A.M - 3 P.M				3 P.M - 7 P.M				7 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKL												
WAEL-FM	.0	.1	1	1	.0	.2	1	4	.2	1.2	2	38	.2	2.5	3	7
WAPA	1.5	3.6	17	74	.5	1.4	5	36	.7	4.4	8	76	.7	7.2	8	26
WBQN	2.3	5.3	25	136	1.5	4.6	17	98	.1	.4	1	9	.6	6.1	7	53
WCAD-FM				8	.2	.8	3	7	.0	.2			.1	1.3	1	6
WCHQ	.1	.2	1	7	.1	.3	1	8	3.9	23.1	44	204	.9	9.2	10	116
WCHQ-FM	4.6	10.9	52	239	5.7	17.2	64	207	.9	5.5	10	89	.4	4.2	5	28
WCMN	5.7	13.4	63	214	2.6	7.8	29	139	.6	3.5	7	79	.4	3.6	4	41
WCMN-FM	3.2	7.4	35	115	2.1	6.3	23	87								
WDOT-FM																
WERR-FM	5.3	12.5	59	185	6.2	18.5	69	179	2.4	14.0	26	167	1.9	19.3	21	142
WEUC-FM	.2	.6	3	8	.4	1.4	5	8	.3	1.8	3	8	.0	.3	3	
WFID-FM																
WGDL	.7	1.7	8	19	.4	1.1	4	21	.3	1.7	3	13	.2	1.8	2	8
WGSX-FM	.2	.4	2	6												
WIAC-FM	.0	.1		12	.3	1.1	4	15	.2	1.1	2	16				
WIOA-FM	.7	1.7	8	40	1.0	3.0	11	51	.1	.4	1	46	.4	3.6	4	12
WIVA-FM				4					.1	.5	1	6	.4	3.6	4	15
WKAQ	5.2	12.2	57	279	2.3	6.9	26	186	1.0	6.2	12	124	.5	4.6	5	54
WKAQ-FM	.3	.8	4	32					.0	.2			.1	1.5	2	13
WKJB-FM	.1	.2	1	3	.1	.4	1	3	.0	.3	1	4				
WKSA-FM	.3	.7	3	12	.2	.8	3	6	.1	.5	1	4				
WMIA	2.0	4.7	22	83	1.6	4.7	17	87	1.5	9.0	17	87	.2	2.0	2	40
WMNT	.5	1.2	5	30	.5	1.6	6	23	.3	2.0	4	28	.4	4.1	5	26
WMSW	.0	.1		8	.0	.1		7					.1	1.0	1	6
WNIK	.3	.7	3	8	.4	1.4	5	15	.3	1.8	3	11				
WNIK-FM	.0	.1		3	.0	.0		1					.1	1.0	1	11
WNRT-FM	.7	1.6	8	97	1.4	4.2	16	96	.4	2.6	5	94	.3	3.5	4	6
WORO-FM	.8	1.8	9	85	.7	2.0	8	74	.8	4.8	9	78	.4	3.8	4	79
WOYE-FM	.6	1.5	7	40	.4	1.1	4	28	.4	2.4	5	29	.3	3.5	4	36
WPRM-FM																
WREI-FM	.4	1.0	5	34	.3	.9	3	29	.3	2.1	4	30	.1	.6	1	1
WRPC-FM	.1	.2	1	1	.1	.4	1	1	.0	.1			.0	.4		13
WUNO	2.5	5.9	28	125	.7	2.0	8	69	.1	.5	1	34	.1	1.4	2	16
WUPR	1.3	3.2	15	50	.3	.9	3	33	.3	1.7	3	15	.1	.9	1	8
WVJP-FM	.4	.9	4	21	1.0	3.0	11	17	.2	1.1	2	22	.3	2.7	3	16
WXYX-FM	.4	1.0	5	38	.6	1.9	7	26	.2	1.0	2	30				
WZAR-FM	.3	.6	3	25	.2	.7	2	16	.0	.3	1	15	.0	.3		31
WZNT-FM	.8	2.0	9	47	.5	1.5	6	42	.5	3.0	6	38	.2	2.2	2	11
TOTAL	42.4	100.0	472	1067	33.2	100.0	371	941	16.9	100.0	189	855	9.9	100.0	111	595

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35 + 22  
POP. 1115 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
				WKLY				WKLY				WKLY				WKLY
WABA	.1	.3	1	12	.0	.1		12	.1	.5	1	8	.1	1.1	2	7
WAEL-FM	.0	.0		1	.0	.0		1	.5	2.3	5	59	.5	3.7	5	51
WAPA	.7	2.8	8	89	.7	2.3	8	82	1.0	4.8	11	136	.7	5.1	7	103
WBQN	1.3	5.0	14	173	1.5	4.9	17	165	.1	.5	1	15	.0	.2		13
WCAD-FM	.1	.3	1	19	.1	.4	1	15	.1	.4	1	14	.1	.6	1	13
WCHQ	.1	.4	1	14	.1	.2	1	11	4.8	15.5	54	305	2.3	17.3	25	210
WCHQ-FM	3.7	14.9	42	305	3.0	9.8	34	260	2.0	6.3	22	153	.6	4.9	7	98
WCMN	2.3	9.1	26	260					1.0	5.1	12	118	.5	3.6	5	87
WCMN-FM	1.5	6.0	17	160												
WDOY-FM																
WERR-FM	3.9	15.7	44	226	4.7	15.2	53	216	3.6	17.6	40	212	2.1	16.3	24	186
WEUC-FM	.3	1.0	3	11	.3	1.1	4	11	.3	1.3	3	11	.2	1.2	2	8
WFID-FM								2				2				
WGDL	.4	1.5	4	31	.5	1.5	5	31	.3	1.4	3	29	.2	1.8	3	15
WGSX-FM	.0	.2		6	.1	.2	1	6					.1	.6	1	6
WIAC-FM	.1	.6	2	28	.2	.6	2	20	.2	.9	2	28	.2	1.8	3	49
WIOA-FM	.6	2.2	6	64	.6	2.0	7	61	.5	2.5	6	57	.2	1.8	3	49
WIVA-FM	.1	.5	1	10	.0	.1		8	.2	.8	2	10	.2	1.8	3	7
WKAQ	2.1	8.5	24	289	2.8	9.0	31	285	1.3	6.3	14	201	.7	5.5	8	136
WKAQ-FM	.1	.5	1	48	.1	.4	1	41	.1	.3	1	37	.1	.8	1	34
WKJB-FM	.1	.3	1	4	.1	.3	1	4	.1	.3	1	4	.0	.2		4
WKSA-FM	.2	.6	2	12	.2	.7	2	12	.1	.6	1	7	.0	.3		4
WMIA	1.3	5.1	14	128	1.7	5.4	19	126	1.1	5.2	12	107	.8	6.0	9	88
WMNT	.4	1.7	5	49	.5	1.5	5	45	.4	2.1	5	38	.4	2.9	4	32
WMSW	.0	.2		11	.0	.1		11	.0	.2		10	.1	.4	1	8
WNIK	.3	1.0	3	21	.4	1.2	4	17	.2	1.2	3	21	.1	1.0	2	15
WNIK-FM	.0	.2		8	.0	.0		8	.0	.2		7	.1	.4	1	6
WNRT-FM	.7	2.9	8	121	.9	2.8	10	119	.7	3.7	8	117	.4	3.0	4	103
WORO-FM	.6	2.6	7	118	.7	2.4	8	115	.6	3.0	7	111	.6	4.4	6	88
WOYE-FM	.4	1.7	5	56	.5	1.5	5	50	.4	1.8	4	42	.4	2.9	4	35
WPRM-FM	.0	.1		1					.0	.1		1	.0	.3		1
WREI-FM	.3	1.0	3	51	.3	1.1	4	51	.2	1.1	2	42	.2	1.4	2	31
WRPC-FM	.1	.2	1	1	.1	.3	1	1	.0	.2	1	1	.0	.1		1
WUNO	.8	3.2	9	133	1.1	3.4	12	133	.3	1.6	4	77	.1	.9	1	34
WUPR	.5	1.9	5	53	.6	2.0	7	53	.2	1.1	2	39	.2	1.3	2	15
WVJP-FM	.5	1.9	5	33	.6	1.8	6	26	.5	2.5	6	29	.2	1.7	3	29
WXYX-FM	.3	1.2	3	61	.4	1.4	5	46	.3	1.3	3	53	.1	.6	1	49
WZAR-FM	.1	.5	2	35	.2	.6	2	30	.1	.5	1	24	.0	.3		20
WZNT-FM	.5	2.0	6	64	.6	1.9	7	59	.4	2.0	4	58	.3	2.6	4	43
TOTAL	25.2	100.0	281	1112	31.0	100.0	346	1107	20.3	100.0	226	1050	13.0	100.0	145	910

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

ADULTS 35-49 23  
POP. 499 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA																
WAEL-FM																
WAPA	1.0	2.5	5	23	.1	.2		7					.3	2.5	1	3
WBQN	1.6	4.0	8	46	.6	1.9	3	33	.6	3.5	3	31	.4	4.2	2	7
WCAD-FM					.3	.9	2	4	.1	.5		5	.8	7.1	4	20
WCHQ	.1	.3	1	2	.1	.3		4	4.8	28.8	24	103	.2	1.7	1	3
WCHQ-FM	4.9	12.4	25	114	6.4	19.3	32	103	.7	4.3	4	29	1.3	12.5	7	68
WCMN	5.8	14.7	29	89	2.6	7.7	13	49	.7	4.3	4	49	.1	.8		8
WCMN-FM	3.6	9.2	18	55	2.6	7.9	13	45					.6	5.2	3	22
WDY-FM																
WERR-FM	4.8	12.2	24	87	4.9	14.7	24	84	1.7	9.9	8	79	1.8	17.1	9	66
WEUC-FM	.2	.6	1	2	.4	1.3	2	2	.1	.7	1	4				
WFID-FM																
WGDL	.6	1.5	3	7	.3	.9	1	8	.3	1.8	2	4				2
WGSX-FM	.3	.8	2	3					.3	1.9	2	13				2
WIAC-FM	.1	.1		10	.6	1.9	3	11	.1	.7	1	30				10
WIOA-FM	1.3	3.3	7	25	1.7	5.2	9	31	.2	.9	1	4	.1	1.0	1	9
WIVA-FM									.3	1.9	2	30	.5	5.0	3	3
WKAQ	2.9	7.3	14	100	1.2	3.7	6	62	.1	.4						19
WKAQ-FM	.5	1.2	2	9					.1	.5			.3	2.5	1	5
WKJB-FM	.2	.4	1	1	.2	.7	1	1	.1	.5						1
WKSA-FM	.2	.6	1	7					.0	.2						
WMIA	1.9	4.9	10	33	1.0	3.0	5	38	1.2	7.4	6	36				15
WMNT					.3	.8	1	9	.2	1.4	1	13	.7	6.8	4	10
WMSW																
WNIK	.3	.8	2	2	.6	1.7	3	9	.3	1.9	2	4				3
WNIK-FM	.1	.1		2	.0	.1		1					.2	1.7	1	4
WNRT-FM	.7	1.8	4	38	1.5	4.5	7	39	.5	3.3	3	47	.6	5.8	3	40
WORO-FM	.6	1.6	3	34	.5	1.6	3	27	.9	5.2	4	31	.7	6.3	3	18
WOYE-FM	.7	1.7	3	25	.7	2.0	3	20	.7	4.3	4	23	.6	5.8	3	12
WPRM-FM													.1	1.0	1	1
WREI-FM	.1	.1		16					.4	2.2	2	14	.1	.7		7
WRPC-FM	.2	.4	1	1	.2	.7	1	1	.0	.2						
WUNO	1.9	4.8	9	48	.7	2.1	3	24	.2	.9	1	16				6
WUPR	1.2	3.0	6	22	.5	1.5	3	15	.3	1.6	1	7	.2	1.5	1	4
WVJP-FM	.7	1.8	4	17	1.8	5.3	9	14	.3	1.9	2	18	.5	4.5	2	12
WXYX-FM	.8	1.9	4	27	1.1	3.3	5	21	.3	1.8	1	24				5
WZAR-FM					.2	.5	1	7	.1	.5		9	.0	.4		24
WZNT-FM	1.5	3.8	7	35	.9	2.7	4	31	.7	4.4	4	26	.4	3.6	2	17
TOTAL	39.5	100.0	197	477	33.3	100.0	166	422	16.7	100.0	83	398	10.6	100.0	53	277

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-49 24  
POP. 499 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.3		WKLY 4						.1	.5		WKLY 4			
WAEL-FM														.1	1.1	1 WKLY 3
WAPA	.4	1.5	2	25	.3	1.1	2	23	.2	.9	1	14	.2	1.8	1	10
WBQN	.9	3.5	4	61	.9	3.0	5	59	.7	3.2	3	50	.7	5.1	3	39
WCAD-FM	.1	.4	1	14	.1	.5	1	11	.1	.7	1	11	.0	.3		8
WCHQ	.1	.4		8	.1	.2		5	.1	.5		8	.1	.7		8
WCHQ-FM	4.3	17.5	22	148	5.5	18.2	27	148	4.1	20.3	21	125	2.9	21.6	14	108
WCMN	2.2	8.9	11	97	3.0	9.9	15	97	1.2	5.6	6	61	.4	2.8	2	34
WCMN-FM	1.9	7.5	9	82	2.4	7.8	12	77	1.3	6.6	7	64	.6	4.7	3	54
WDY-FM																
WERR-FM	3.3	13.4	16	106	3.9	12.9	19	103	2.9	14.0	14	99	1.7	13.1	9	87
WEUC-FM	.2	.8	1	4	.3	.9	1	4	.2	.9	1	4	.0	.4		4
WFID-FM																
WGDL	.3	1.1	1	12	.4	1.3	2	12	.2	.9	1	11	.1	1.0	1	4
WGSX-FM	.1	.3		3	.1	.3	1	3	.3	1.5	2	21	.1	1.1	1	19
WIAC-FM	.3	1.0	1	21	.4	1.2	2	15	.7	3.4	3	34	.1	.9	1	31
WIOA-FM	.8	3.4	4	39	1.1	3.7	6	38	.2	1.1	1	7	.4	2.7	2	4
WIVA-FM	.2	.7	1	7	.0	.2		7	.5	2.6	3	67	.1	1.0	1	37
WKAQ	1.1	4.3	5	107	1.5	4.8	7	104	.5	2.6	3	67	.2	1.3	1	18
WKAQ-FM	.2	.8	1	21	.2	.5	1	16	.1	.5	1	19	.0	.3		1
WKJB-FM	.1	.5	1	1	.2	.5	1	1	.1	.5	1	1				
WKSA-FM	.1	.2		7	.1	.3		7	.0	.1		3				
WMIA	1.0	4.0	5	53	1.4	4.5	7	53	.7	3.5	4	45	.0	.1		1
WMNT	.3	1.3	2	21	.2	.6	1	21	.4	2.0	2	16	.6	4.2	3	36
WMSW				3				3				.5	3.8	3	13	
WNIK	.3	1.2	1	10	.4	1.4	2	9	.3	1.4	1	10	.1	1.1	1	5
WNIK-FM	.1	.3		7	.0	.1		7	.1	.3		5	.1	.7		4
WNRT-FM	.9	3.5	4	53	1.0	3.2	5	51	.9	4.5	5	53	.6	4.4	3	48
WORO-FM	.7	2.7	3	49	.7	2.2	3	49	.7	3.3	3	43	.8	5.7	4	34
WOYE-FM	.7	2.7	3	37	.7	2.3	3	33	.7	3.2	3	31	.7	5.0	3	27
WPRM-FM	.0	.1		1					.0	.2		1				
WREI-FM	.1	.5	1	22	.1	.4	1	22	.1	.6	1	20	.2	1.5	1	15
WRPC-FM	.1	.4	1	1	.1	.5	1	1	.1	.4		1	.0	.1		1
WUNO	.6	2.6	3	51	.9	3.0	4	51	.3	1.4	1	27	.1	.5		16
WUPR	.5	2.0	3	24	.6	2.1	3	24	.3	1.5	2	16	.2	1.6	1	7
WVJP-FM	.8	3.4	4	26	1.0	3.3	5	21	.9	4.3	4	23	.4	3.0	2	23
WXYX-FM	.5	2.2	3	45	.8	2.5	4	33	.5	2.3	2	42	.1	1.0	1	39
WZAR-FM	.1	.3		21	.1	.3		18	.1	.5	1	13	.1	.5		13
WZNT-FM	.8	3.4	4	47	1.0	3.4	5	43	.7	3.2	3	43	.5	4.0	3	30
TOTAL	24.7	100.0	123	497	30.1	100.0	150	495	20.5	100.0	102	472	13.3	100.0	66	421

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

**MONDAY-FRIDAY**

ADULTS 35-64 25  
POP. 862 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA																
WAEL-FM	.0	.1			.0	.2			.2	1.2	2	29	.2	2.5	2	WKLY 5
WAPA	1.5	3.6	13	57	.5	1.4	4	28	.7	4.4	6	59	.7	7.2	6	20
WBQN	2.3	5.3	20	105	1.5	4.6	13	76	.1	.4	1	7	.6	6.1	5	41
WCAD-FM					.2	.8	2	5	.0	.2						5
WCHQ	.1	.2	1	5	.1	.3	1	6	3.9	23.1	34	157	.1	1.3	1	5
WCHQ-FM	4.6	10.9	40	185	5.7	17.2	49	160	.9	5.5	8	69	.9	9.2	8	89
WCMN	5.7	13.4	49	166	2.6	7.8	22	108	.6	3.5	5	61	.4	4.2	4	22
WCMN-FM	3.2	7.4	27	89	2.1	6.3	18	67					.4	3.6	3	31
WDYI-FM																
WERR-FM	5.3	12.5	46	143	6.2	18.5	53	139	2.4	14.0	20	129	1.9	19.3	17	110
WEUC-FM	.2	.6	2	6	.4	1.4	4	6	.3	1.8	3	6	.0	.3		2
WFID-FM																2
WGDL	.7	1.7	6	15	.4	1.1	3	16	.3	1.7	3	10	.2	1.8	2	6
WGDX-FM	.2	.4	2	5	.3	1.1	3	12	.2	1.1	2	13				2
WIAC-FM	.0	.1			1.0	3.0	9	40	.1	.4	1	36	.4	3.6	3	9
WIOA-FM	.7	1.7	6	31					.1	.5	1	4	.4	3.6	3	12
WIVA-FM									.0	.2	18		.5			4
WKAQ	5.2	12.2	44	216	2.3	6.9	20	144	1.0	6.2	9	96	.5	4.6	4	42
WKAQ-FM	.3	.8	3	25					.0	.2			.1	1.5	1	10
WKJB-FM	.1	.2	1	2	.1	.4	1	2	.0	.3						3
WKS-A-FM	.3	.7	3	9	.2	.8	2	4	.1	.5	1	3				
WMIA	2.0	4.7	17	64	1.6	4.7	13	67	1.5	9.0	13	67	.2	2.0	2	31
WMNT	.5	1.2	4	23	.5	1.6	4	18	.3	2.0	3	22	.4	4.1	4	20
WMSW	.0	.1			.0	.1							.1	1.0	1	4
WNIK	.3	.7	3	6	.4	1.4	4	12	.3	1.8	3	9				9
WNIK-FM	.0	.1			.0	.0							.1	1.0	1	4
WNRT-FM	.7	1.6	6	75	1.4	4.2	12	74	.4	2.6	4	73	.3	3.5	3	61
WORO-FM	.8	1.8	7	66	.7	2.0	6	57	.8	4.8	7	60	.4	3.8	3	28
WOYE-FM	.6	1.5	6	31	.4	1.1	3	22	.4	2.4	3	23	.3	3.5	3	12
WPRM-FM													.1	.6	1	1
WREI-FM	.4	1.0	4	26	.3	.9	2	22	.3	2.1	3	23	.0	.4		10
WRPC-FM	.1	.2	1	1	.1	.4	1	1	.0	.1						
WUNO	2.5	5.9	22	97	.7	2.0	6	53	.1	.5	1	26	.1	1.4	1	12
WUPR	1.3	3.2	12	39	.3	.9	2	26	.3	1.7	2	12	.1	.9	1	6
WVJP-FM	.4	.9	3	17	1.0	3.0	9	14	.2	1.1	2	17	.3	2.7	2	12
WXYX-FM	.4	1.0	4	29	.6	1.9	5	20	.2	1.0	1	23				
WZAR-FM	.3	.6	2	20	.2	.7	2	12	.0	.3	11		.0	.3		9
WZNT-FM	.8	2.0	7	37	.5	1.5	4	32	.5	3.0	4	29	.2	2.2	2	20
TOTAL	42.4	100.0	365	825	33.2	100.0	286	728	16.9	100.0	146	661	9.9	100.0	86	460

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

ADULTS 35-64 26  
POP. 862 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.3	1	9												
WAEL-FM	.0	.0		1												
WAPA	.7	2.8	6	69												
WBQN	1.3	5.0	11	134												
WCAD-FM	.1	.3	1	15												
WCHQ	.1	.4	1	11												
WCHQ-FM	3.7	14.9	32	236												
WCMN	2.3	9.1	20	201												
WCMN-FM	1.5	6.0	13	123												
WDY-FM																
WERR-FM	3.9	15.7	34	175												
WEUC-FM	.3	1.0	2	9												
WFID-FM																
WGDL	.4	1.5	3	24												
WGSX-FM	.0	.2		5												
WIAC-FM	.1	.6	1	22												
WIOA-FM	.6	2.2	5	49												
WIVA-FM	.1	.5	1	8												
WKAQ	2.1	8.5	18	223												
WKAQ-FM	.1	.5	1	37												
WKJB-FM	.1	.3	1	3												
WKSA-FM	.2	.6	1	9												
WMIA	1.3	5.1	11	99												
WMNT	.4	1.7	4	38												
WMSW	.0	.2		9												
WNIK	.3	1.0	2	16												
WNIK-FM	.0	.2		6												
WNRT-FM	.7	2.9	6	93												
WORO-FM	.6	2.6	6	91												
WOYE-FM	.4	1.7	4	43												
WPRM-FM	.0	.1		1												
WREI-FM	.3	1.0	2	40												
WRPC-FM	.1	.2	1	1												
WUNG	.8	3.2	7	103												
WUPR	.5	1.9	4	41												
WVJP-FM	.5	1.9	4	25												
WXYX-FM	.3	1.2	3	47												
WZAR-FM	.1	.5	1	27												
WZNT-FM	.5	2.0	4	49												
TOTAL	25.2	100.0	217	860	31.0	100.0	267	856	20.3	100.0	175	812	13.0	100.0	112	703

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18 + 27  
POP. 939 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY												
WAEL-FM				5												
WAPA	.9	2.8	8	50	.2	.8	2	26	.1	.3	1	5	.2	1.4	1	2
WBQN	.9	2.7	8	85	.7	2.5	7	48	.5	2.1	4	21	.1	.5	1	3
WCAD-FM	.3	1.1	3	63	1.1	3.8	10	60	.6	2.5	5	39	.5	4.9	5	12
WCHQ	.0	.1		1	.1	.2		1	1.6	7.4	15	94	.5	4.2	4	25
WCHQ-FM	4.9	15.3	46	212	4.5	15.9	42	178	.0	.1		1	1.0	8.8	9	73
WCMN	3.7	11.6	35	133	1.2	4.2	11	71	.4	1.8	4	53	.8	6.9	7	106
WCMN-FM	2.5	8.0	24	115	2.5	8.9	24	107	.8	3.5	7	104	.3	2.9	3	15
WOYF-FM	.2	.8	2	22	.5	1.7	4	24	.5	2.4	5	30	.4	3.8	4	58
WERR-FM	1.1	3.5	11	72	1.3	4.7	13	75	.5	2.1	4	77	1.0	8.5	9	62
WEUC-FM	.3	1.0	3	11	.5	1.6	4	8	.3	1.4	3	5	.0	.2	2	
WFIO-FM	.0	.1		9				7	.1	.3	1	4	.1	1.3	1	11
WGDL	.3	.9	3	12	.2	.9	2	8	.3	1.5	3	10	.1	.5		4
WGSX-FM	.8	2.5	7	47	1.6	5.6	15	49	1.2	5.3	11	60	.6	5.4	6	44
WIAC-FM	.0	.1		2				4	.2	1.0	2	11				9
WIOA-FM	.7	2.3	7	43	.5	1.9	5	40	.1	.5	1	51	.6	5.1	5	35
WIVA-FM	.4	1.2	4	25	.4	1.5	4	26	.3	1.3	3	24	.4	3.3	3	11
WKAQ	2.9	9.0	27	137	1.9	6.7	18	98	.7	3.0	6	60	.4	3.8	4	28
WKAQ-FM	.4	1.2	3	79	.5	1.7	4	67	.8	3.7	8	84	.5	4.4	5	62
WKJB-FM	.0	.1		6				4				.1	.5		3	
WKSA-FM	.4	1.2	4	15	.4	1.3	3	12	.1	.3	1	12				
WMIA	.9	2.9	9	35	1.1	3.8	10	44	1.5	6.6	14	47	.1	.9	1	22
WMNT	.2	.6	2	21				8	.1	.5	1	16	.2	1.5	2	16
WMSW	.2	.5	2	8	.3	.9	2	8	.1	.6	1	12	.1	.9	1	4
WNIK	.2	.6	2	6	.3	1.1	3	10	.3	1.2	2	8				7
WNIK-FM	.2	.7	2	7	.3	1.2	3	6	.1	.5	1	6	.3	3.0	3	11
WNRT-FM	.4	1.2	4	52	.9	3.3	9	49	.4	1.7	4	54	.1	.7	1	48
WORO-FM	.5	1.7	5	56	.6	2.2	6	47	1.0	4.5	9	67	.1	1.3	1	34
WOYE-FM	1.6	5.1	15	91	2.2	7.8	21	85	2.5	11.4	24	110	.8	7.1	8	84
WPRM-FM	.2	.6	2	8	.4	1.5	4	13	.3	1.6	3	11	.0	.2		9
WREI-FM				24	.2	.6	2	25	.1	.7	1	21	.2	1.6	2	7
WRPC-FM	.2	.6	2	8	.1	.4	1	8	.1	.4	1	16	.2	1.6	2	10
WUNO	2.0	6.3	19	68	.5	1.7	4	46	.0	.2		24	.1	1.3	1	10
WUPR	.9	2.7	8	29	.0	.1		13	.1	.4	1	5				2
WVJP-FM	.2	.7	2	12	.7	2.4	6	16	.2	1.0	2	18	.1	1.3	1	13
WXYX-FM	1.1	3.3	10	101	1.1	3.8	10	89	1.3	5.9	12	98	.4	3.5	4	77
WZAR-FM	.5	1.5	5	58	.8	2.7	7	49	.7	3.3	7	57	.2	1.9	2	36
WZNT-FM	1.1	3.4	10	100	.4	1.4	4	78	.7	3.4	7	73	.1	1.1	1	51
TOTAL	32.0	100.0	300	858	28.2	100.0	265	753	22.1	100.0	208	789	11.2	100.0	105	581

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 18 + 28  
POP. 939 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
				WKL				WKL				WKL				WKL	
WABA	.0	.2		2					.1	.3	1	2		.1	.5	1	2
WAEL-FM	.0	.1		5					.0	.2		5		.1	.4	1	5
WAPA	.5	2.2	5	54		.5	1.8	5	.4	2.0	4	33		.5	3.2	5	27
WBQN	.6	2.8	6	103		.7	2.6	7	.6	2.8	5	71		.5	3.2	5	51
WCAD-FM	1.0	4.4	10	115		1.0	3.7	10	1.2	5.9	11	107		1.3	7.9	12	106
WCHQ	.0	.1		1		.0	.1	1	.0	.1		1		.0	.1		1
WCHQ-FM	3.3	14.2	31	282		4.2	15.4	40	2.8	13.7	26	245		1.9	11.6	18	202
WCMN	1.3	5.8	12	145		1.7	6.2	16	.7	3.2	6	84		.4	2.2	3	55
WCMN-FM	1.6	6.8	15	174		2.0	7.2	19	1.3	6.2	12	147		.6	3.6	5	115
WDY-FM	.4	1.9	4	32		.4	1.5	4	.5	2.3	4	32		.5	3.0	5	32
WERR-FM	1.0	4.3	9	101		1.0	3.6	9	.9	4.6	9	97		.7	4.6	7	86
WEUC-FM	.3	1.2	3	11		.4	1.4	4	.3	1.3	2	8		.2	1.0	1	5
WFID-FM	.1	.3	1	16		.0	.1	9	.1	.3	1	16		.1	.7	1	13
WGDL	.2	.9	2	17		.3	1.0	3	.2	1.0	2	16		.2	1.1	2	10
WGSX-FM	1.0	4.6	10	75		1.2	4.4	11	1.1	5.5	11	70		.9	5.3	8	62
WIAC-FM	.1	.2	1	19		.1	.3	1	.1	.3	1	19		.1	.6	1	18
WIOA-FM	.5	2.2	5	87		.5	1.7	4	.4	2.1	4	71		.4	2.3	3	68
WIVA-FM	.4	1.6	3	43		.4	1.3	3	.4	1.8	3	39		.3	2.1	3	26
WKAQ	1.4	6.2	13	150		1.8	6.6	17	1.0	5.0	10	106		.5	3.3	5	71
WKAQ-FM	.5	2.3	5	114		.5	2.0	5	.6	2.8	5	103		.6	4.0	6	97
WKJB-FM	.0	.1		9		.0	.0	9	.0	.1		6		.0	.2		4
WKS-A-FM	.2	.9	2	17		.3	1.0	3	.2	.7	1	15		.0	.2		12
WMIA	.9	3.7	8	64		1.1	4.2	11	.8	4.1	8	58		.7	4.4	7	49
WMNT	.1	.5	1	31		.1	.4	1	.1	.4	1	18		.1	.9	1	18
WMSW	.2	.7	2	13		.2	.7	2	.2	.8	2	13		.1	.7	1	12
WNIK	.2	.8	2	13		.3	.9	2	.2	.9	2	13		.1	.7	1	11
WNIK-FM	.3	1.1	2	17		.2	.8	2	.3	1.3	3	16		.2	1.5	2	13
WNRT-FM	.5	2.0	4	64		.6	2.1	6	.5	2.3	4	64		.2	1.3	2	60
WORO-FM	.6	2.4	5	83		.7	2.6	7	.6	2.7	5	74		.5	3.3	5	72
WOYE-FM	1.8	7.7	17	147		2.1	7.7	20	1.8	8.8	17	138		1.6	9.7	15	127
WPRM-FM	.2	1.1	2	16		.3	1.2	3	.3	1.3	2	16		.2	1.0	2	13
WREI-FM	.1	.6	1	31		.1	.4	1	.2	.8	2	28		.2	1.0	2	24
WRPC-FM	.1	.6	1	24		.1	.4	1	.1	.6	1	20		.1	.8	1	17
WUNO	.6	2.8	6	68		.8	3.0	8	.2	1.2	2	49		.1	.6	1	24
WUPR	.2	1.0	2	29		.3	1.1	3	.0	.2		14		.0	.3		5
WVJP-FM	.3	1.5	3	26		.4	1.5	4	.4	1.8	3	26		.2	1.1	2	23
WXYX-FM	.9	4.0	9	154		1.1	4.1	11	.9	4.4	8	130		.8	5.0	7	112
WZAR-FM	.5	2.4	5	78		.7	2.4	6	.6	2.8	5	68		.4	2.8	4	63
WZNT-FM	.5	2.4	5	130		.7	2.6	7	.4	1.9	4	106		.4	2.5	4	84
TOTAL	23.0	100.0	216	937	27.5	100.0	258	932	20.4	100.0	192	897	16.1	100.0	151	834	

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 18-34 29  
POP. 410 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				4				1				4				2
WAEL-FM				15				4				4				2
WAPA				29				9				8				2
WBQN	.1	.3			.3	1.0	1	9	.1	.3		8				2
WCAD-FM	.6	2.6	3	45	1.5	5.7	6	46	2.9	11.5	12	72	1.8	15.4	8	55
WCHQ				WKLY				WKLY				WKLY				WKLY
WCHQ-FM	5.7	23.1	23	99	4.8	17.9	20	92	2.5	9.9	10	85	1.3	10.8	5	51
WCMN	1.1	4.6	5	24	.1	.4		11	.7	2.8	3	50	.5	4.0	2	33
WCMN-FM	1.1	4.3	4	52	1.8	6.9	8	49	1.0	4.0	4	24	.8	6.7	3	16
WDY-FM	.5	1.9	2	18	.9	3.3	4	19	.2	.9	1	16	.2	2.0	1	10
WERR-FM	.5	1.9	2	15	.4	1.5	2	17								
WEUC-FM	.1	.5		3				1								
WFID-FM	.1	.2		6				4								
WGDL	.2	.7	1	4				1								
WGSX-FM	1.5	6.0	6	37	3.0	11.1	12	38	2.2	8.6	9	47	1.1	9.5	5	36
WIAC-FM	.1	.2		1				1								
WIOA-FM	.6	2.6	3	26	.7	2.5	3	14	.2	.8	1	23	.5	4.4	2	23
WIVA-FM	.7	2.9	3	17	.8	2.9	3	17	.4	1.5	2	15				
WKAQ	.6	2.5	3	21	.4	1.3	1	9	.1	.4		8				
WKAQ-FM	.6	2.3	2	56	.9	3.3	4	52	1.5	5.7	6	63	.6	5.4	3	46
WKJB-FM	.1	.2		5				3								
WKSA-FM	.1	.6	1	7	.2	.8	1	7				8				
WMIA	.2	1.0	1	10	.6	2.3	3	9	.5	1.9	2	7				7
WMNT	.1	.3		6				1				3				3
WMSW	.2	1.0	1	4	.5	1.8	2	4	.2	.9	1	5				
WNK																
WNK-FM	.3	1.3	1	4	.6	2.2	2	4	.2	.8	1	3	.6	5.2	3	7
WNRT-FM	.2	.8	1	16	.5	2.0	2	18	.1	.5		18				13
WORO-FM	.7	2.7	3	15	.6	2.1	2	13	1.1	4.3	4	20	.2	1.4	1	11
WOYE-FM	2.6	10.6	11	63	3.6	13.6	15	63	4.4	17.2	18	84	1.5	12.5	6	68
WPRM-FM	.4	1.5	1	7	.8	2.9	3	10	.6	2.5	3	9	.0	.4	8	
WREI-FM				13	.3	1.2	1	12					.8	.3	2.7	1
WRPC-FM	.4	1.5	1	6	.2	.7	1	6	.1	.6	1	13	.3	2.8	1	8
WUNO	.2	.9	1	10				6				6				
WUPR	.6	2.5	3	12	.0	.2		3	.1	.2		1				5
WVJP-FM				1	.3	1.1	1	5	.2	.7	1	5				
WXYX-FM	1.3	5.1	5	67	.8	2.9	3	63	2.3	9.2	10	72	.7	6.1	3	54
WZAR-FM	.9	3.7	4	38	1.2	4.6	5	37	1.4	5.4	6	44	.4	3.4	2	28
WZNT-FM	1.4	5.5	6	67	.7	2.7	3	52	1.1	4.4	5	51	.2	2.0	1	33
TOTAL	24.6	100.0	101	359	26.8	100.0	110	325	25.4	100.0	104	364	11.9	100.0	49	278

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-34 30  
POP. 410 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKLY				WKLY				WKLY				WKLY
WAEL-FM	.1	.2		4	.0	.1		4	.1	.3		4	.1	.6		4
WAPA	.2	.9	1	15	.3	1.1	1	15	.3	1.2	1	4	.3	1.6	1	4
WBQN	.1	.5		29	.2	.6	1	29	.1	.6		13	.0	.2		8
WCAD-FM	1.7	7.9	7	83	1.7	6.5	7	77	2.0	9.7	8	80	2.3	12.9	9	79
WCHQ																
WCHQ-FM	3.5	16.1	14	129	4.4	17.0	18	120	2.9	13.7	12	118	1.8	10.2	8	97
WCMN	.3	1.3	1	24	.4	1.5	2	24	.0	.2		13	.6	3.2	2	6
WCMN-FM	1.0	4.7	4	76	1.3	4.9	5	73	1.0	4.9	4	68	.9	5.0	4	54
WDY-FM	.8	3.6	3	26	.8	3.1	3	24	.9	4.2	4	26	.2	1.3	1	26
WEER-FM	.3	1.5	1	20	.4	1.5	2	20	.3	1.4	1	19				
WEUC-FM	.0	.1		3	.0	.1		3				1				
WFID-FM	.1	.5		12	.1	.2		6	.1	.6	1	12	.2	1.1	1	9
WGDL	.1	.4		4	.1	.4		4	.1	.2		3	.1	.4		3
WGSX-FM	2.0	8.9	8	59	2.3	8.8	9	57	2.1	9.9	9	55	1.6	8.9	7	49
WIAC-FM	.1	.3		8	.1	.4		5	.1	.3		8	.1	.6		8
WIOA-FM	.5	2.4	2	50	.5	2.0	2	36	.5	2.3	2	37	.4	2.2	2	37
WIVA-FM	.5	2.1	2	28	.6	2.5	3	28	.4	1.8	2	25	.2	.9	1	16
WKAQ	.3	1.2	1	29	.4	1.4	1	25	.2	.7	1	14	.0	.2		13
WKAQ-FM	.9	4.0	4	81	1.0	3.7	4	75	1.0	4.5	4	74	1.0	5.6	4	70
WKJB-FM	.0	.2		6	.0	.1		6	.0	.2		4	.1	.3		2
WKSA-FM	.1	.4		9	.1	.5	1	9	.1	.4		9	.2	1.2	1	8
WMIA	.3	1.5	1	11	.5	1.8	2	11	.4	1.7	1	9	.0	1.2	1	9
WMNT	.0	.1		7	.0	.2		7	.0	.1		3	.0	.1		3
WMSW	.2	1.1	1	6	.3	1.3	1	6	.2	1.1	1	6	.1	.6		5
WNIK																
WNIK-FM	.5	2.1	2	10	.4	1.5	2	6	.5	2.3	2	10	.4	2.4	2	9
WNRT-FM	.2	1.0	1	22	.3	1.2	1	22	.2	1.1	1	22	.1	.3		18
WORO-FM	.6	2.7	2	23	.8	3.0	3	23	.6	2.7	2	20	.6	3.2	2	20
WOYE-FM	3.0	13.6	12	109	3.5	13.8	15	104	3.1	14.6	13	104	2.8	15.4	11	97
WPRM-FM	.5	2.1	2	13	.6	2.4	2	13	.5	2.3	2	13	.3	1.7	1	10
WREI-FM	.2	.8	1	14	.1	.5	1	14	.2	1.1	1	12	.2	1.0	1	10
WRPC-FM	.3	1.2	1	19	.2	.9	1	18	.2	1.1	1	16	.3	1.4	1	14
WUNO	.0	.2		10	.1	.3		10				6				6
WUPR	.2	.8	1	12	.2	.9	1	12	.0	.2		3	.0	.1		1
WVJP-FM	.1	.6	1	8	.2	.7	1	7	.2	.7	1	8	.1	.4		6
WXYX-FM	1.2	5.6	5	104	1.4	5.5	6	99	1.2	5.7	5	91	1.4	8.1	6	79
WZAR-FM	1.0	4.4	4	52	1.2	4.6	5	49	1.0	4.6	4	51	.8	4.6	3	48
WZNT-FM	.8	3.7	3	84	1.0	4.0	4	81	.7	3.1	3	69	.6	3.5	3	55
TOTAL	21.9	100.0	90	410	25.7	100.0	105	408	21.1	100.0	86	397	17.9	100.0	73	379

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MEN 18-49 31  
POP. 645 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				4												
WAEL-FM				25												
WAPA	.2	.8	1	25	.2	.6	1	9	.1	.4	1	4	.2	1.8	1	2
WBQN	.2	.7	1	48	.2	.7	1	23	.4	1.9	3	6	.1	.6	1	2
WCAD-FM	.4	1.5	3	52	1.3	4.5	8	50	.2	1.0	1	23	.4	3.8	3	7
WCHQ									2.0	8.7	13	80	1.2	11.3	8	63
WCHQ-FM	5.3	18.4	34	150	4.9	17.3	31	132	3.5	14.9	22	134	.9	8.3	6	81
WCMN	2.9	10.0	19	68	.9	3.4	6	35	.3	1.1	2	22	.1	.6	5	
WCMN-FM	2.3	7.9	15	80	2.8	10.0	18	78	.8	3.4	5	79	.5	4.3	3	44
WDQY-FM	.3	1.1	2	19	.6	2.1	4	20	.7	2.9	4	25	.5	4.9	3	17
WERR-FM	1.4	4.7	9	49	1.3	4.5	8	49	.5	2.0	3	51	.9	8.3	6	37
WEUC-FM	.2	.8	2	5	.3	1.1	2	3	.1	.3	1	2	.2	1.7	1	9
WFID-FM	.0	.1		8					.1	.3			.0	.3	2	
WGDL	.2	.6	1	5	.0	.1			.3	1.1	2	5	.8	7.0	5	38
WGSX-FM	1.0	3.5	6	39	2.0	7.1	13	41	1.5	6.3	9	50	.4	3.6	3	28
WIAC-FM	.0	.1		2					.3	1.2	2	10	.4	3.5	2	9
WIOA-FM	.9	3.2	6	34	.7	2.4	4	28	.2	.7	1	37	.6	5.7	4	51
WIVA-FM	.5	1.7	3	21	.5	1.9	3	22	.4	1.6	2	20	.1	.6	1	1
WKAQ	1.6	5.4	10	69	.8	2.9	5	44	.2	.7	1	21	.2	2.0	1	12
WKAQ-FM	.4	1.3	2	61	.6	2.1	4	56	1.0	4.4	7	70	.6	5.7	4	51
WKJB-FM	.0	.1		5									.1	.6		
WKSA-FM	.3	.9	2	11	.1	.5	1	9								
WMIA	.7	2.5	5	19	.6	2.0	4	22	.9	4.0	6	20				
WMNT	.1	.2		10					.1	.6	1	8	.2	1.9	1	8
WMSW	.2	.6	1	5	.3	1.1	2	5	.2	.7	1	6				
WNIK	.1	.2		1					.2	.7	1	3				
WNIK-FM	.3	.9	2	6	.4	1.5	3	5	.1	.6	1	5	.4	3.8	3	9
WNRT-FM	.5	1.7	3	35	.8	3.0	5	34	.5	2.0	3	42	.1	1.0	1	32
WORO-FM	.5	1.9	4	31	.5	1.7	3	22	1.0	4.5	7	40	.2	1.6	1	21
WOYE-FM	2.0	6.8	13	74	2.8	9.8	18	72	3.2	13.6	20	95	1.0	9.2	6	73
WPRM-FM	.2	.9	2	7	.5	1.9	3	11	.4	1.9	3	10	.0	.3	8	
WREI-FM				18	.2	.8	1	17	.2	.8	1	14	.2	2.0	1	4
WRPC-FM	.2	.8	2	7	.1	.4	1	7	.1	.4	1	14	.2	2.1	1	8
WUNO	1.2	4.1	8	27	.4	1.3	2	16	.1	.2		15				6
WUPR	.5	1.8	3	18	.0	.1			.0	.2						
WVJP-FM	.3	1.0	2	10	.9	3.1	6	14	.3	1.2	2	16	.2	1.7	1	12
WXYX-FM	1.3	4.6	9	84	1.3	4.7	9	77	1.6	7.0	11	84	.5	4.5	3	66
WZAR-FM	.6	2.1	4	50	1.0	3.4	6	43	.9	4.0	6	49	.3	2.5	2	30
WZNT-FM	1.4	4.7	9	86	.5	1.7	3	68	.9	4.0	6	63	.2	1.5	1	44
TOTAL	28.8	100.0	186	584	28.1	100.0	181	513	23.3	100.0	150	551	10.9	100.0	70	408

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 18-49 32  
POP. 645 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.2		2												
WAEL-FM	.0	.2		4												
WAPA	.2	1.0	1	27												
WBQN	.3	1.2	2	56												
WCAD-FM	1.2	5.5	8	97												
WCHQ					WKLY											
WCHQ-FM	3.6	15.8	23	201												
WCMN	1.0	4.4	6	70												
WCMN-FM	1.6	7.1	10	125												
WDY-FM	.5	2.4	3	27												
WERR-FM	1.0	4.5	6	67												
WEUC-FM	.2	.7	1	5												
WFID-FM	.1	.3		14												
WGDL	.1	.5	1	7												
WGSX-FM	1.3	5.9	8	63												
WIAC-FM	.1	.3		15												
WIOA-FM	.5	2.4	3	68												
WIVA-FM	.4	2.0	3	36												
WKAQ	.6	2.7	4	80												
WKAQ-FM	.7	2.9	4	91												
WKJB-FM	.0	.1		6												
WKSA-FM	.1	.4	1	13												
WMIA	.5	2.3	3	30												
WMNT	.1	.5	1	15												
WMSW	.2	.7	1	7												
WNIK	.1	.5	1	6												
WNIK-FM	.3	1.4	2	14												
WNRT-FM	.5	2.1	3	46												
WORO-FM	.5	2.4	3	48												
WOYE-FM	2.2	9.8	14	123												
WPRM-FM	.3	1.4	2	14												
WREI-FM	.2	.7	1	22												
WRPC-FM	.2	.8	1	21												
WUNO	.4	1.7	2	27												
WUPR	.1	.6	1	18												
WVJP-FM	.4	1.9	3	22												
WXYX-FM	1.2	5.2	7	129												
WZAR-FM	.7	3.0	4	66												
WZNT-FM	.7	3.1	4	112												
TOTAL	22.4	100.0	145	643	26.8	100.0	173	641	20.6	100.0	133	618	16.4	100.0	106	581

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 25+ 33  
POP. 748 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA																
WAEL-FM																
WAPA	1.2	3.3	9	47	.3	1.0	2	28	.6	3.2	5	23	.2	2.1	2	3
WBQN	1.2	3.1	9	87	1.0	3.1	7	50	.8	3.8	6	42	.7	7.7	6	13
WCAD-FM	.0	.1		11	.3	1.2	3	4	.1	.5	1	12	.6	6.6	5	27
WCHQ	.0	.1		1	.1	.2	1	1	.0	.2		1	.1			6
WCHQ-FM	5.9	15.9	44	186	5.5	18.2	41	146	3.8	18.5	28	159	.7	7.4	5	81
WCMN	5.1	13.6	38	145	1.6	5.3	12	77	.6	2.7	4	57	.4	4.5	3	17
WCMN-FM	3.0	8.1	23	90	2.7	9.0	20	82	.8	3.8	6	78	.2	2.3	2	38
WDY-FM	.2	.7	2	7	.4	1.5	3	9	.4	1.8	3	9	.4	4.1	3	9
WEUR-FM	1.5	4.1	11	79	1.8	5.8	13	80	.6	3.1	5	83	1.3	13.3	10	67
WEUC-FM	.4	1.2	3	12	.6	2.1	5	9	.4	2.2	3	5	.0	.4		3
WFID-FM									.1	.4	1	4				4
WGDL	.4	1.0	3	12	.3	1.1	2	8	.5	2.3	3	9	.1	.7	1	4
WGSX-FM	.1	.2	1	14	.9	2.9	7	15	.7	3.3	5	14	.1	1.4	1	10
WIAC-FM	.0	.1		3	.9				.3	1.5	2	9				8
WIOA-FM	1.0	2.7	7	27	.6	2.1	5	30	.1	.5	1	36	.6	6.4	5	25
WIVA-FM	.5	1.4	4	16	.4	1.3	3	15	.1	.6	1	15	.5	5.2	4	7
WKAQ	3.8	10.1	28	142	2.5	8.3	19	104	.9	4.4	7	63	.6	6.0	4	24
WKAQ-FM	.4	1.2	3	40	.3	1.1	2	25	.3	1.4	2	29	.6	6.2	5	22
WKJB-FM	.0	.1		7								3				1
WKSA-FM	.5	1.3	4	12	.3	1.2	3	10	.1	.4	1	9				
WMIA	1.2	3.3	9	38	1.5	4.8	11	48	2.0	9.9	15	51	.1	1.4	1	24
WMNT	.3	.8	2	23					.2	.8	1	15	.2	2.3	2	15
WMSW	.2	.6	2	8	.3	1.2	3	8	.2	.9	1	12	.1	1.4	1	4
WNIK	.3	.7	2	7	.4	1.4	3	10	.3	1.7	3	9				8
WNIK-FM	.2	.6	2	5	.5	1.5	3	7	.2	.8	1	7	.5	4.6	3	9
WNRT-FM	.5	1.4	4	55	1.3	4.1	9	51	.5	2.6	4	54	.1	1.2	1	49
WORO-FM	.7	2.0	5	59	.8	2.8	6	51	1.1	5.6	8	67	.1	.9	1	32
WOYE-FM	.9	2.3	6	39	.9	3.0	7	29	1.6	7.7	12	39	.3	3.2	2	31
WPRM-FM	.2	.6	2	7	.5	1.6	4	12	.5	2.3	4	10	.0	.4		8
WREI-FM									.2	1.0	1	19				4
WRPC-FM																
WUNO	2.7	7.3	20	70	.6	2.1	5	50	.1	.3		26	.2	2.0	1	11
WUPR	1.0	2.8	8	25					.1	.6	1	5				3
WVJP-FM	.3	.8	2	13	.9	3.1	7	18	.3	1.5	2	20	.2	2.0	1	15
WXYX-FM	.7	1.9	5	50	1.0	3.3	7	39	.6	3.1	5	44	.3	2.6	2	27
WZAR-FM	.5	1.3	4	42	.7	2.3	5	34	.6	3.2	5	37	.2	1.6	1	22
WZNT-FM	1.0	2.7	8	63	.5	1.5	3	47	.4	2.1	3	43				33
TOTAL	37.2	100.0	278	706	30.3	100.0	226	596	20.3	100.0	152	599	9.8	100.0	73	422

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25 + 34  
POP. 748 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.2		3									.1	.4	1	3
WAEL-FM				3												3
WAPA	.7	3.0	5	52									.6	2.8	4	36
WBQN	.9	3.7	7	107									.8	3.9	6	76
WCAD-FM	.1	.5	1	21									.2	.8	1	16
WCHQ	.0	.2		1									.0	.2		1
WCHQ-FM	3.9	16.2	29	235									5.1	17.3	38	232
WCMN	1.8	7.6	14	158									2.3	8.0	18	158
WCMN-FM	1.7	6.9	12	138									2.2	7.5	17	131
WDY-FM	.4	1.6	3	9									.4	1.2	3	9
WEER-FM	1.3	5.6	10	109									1.3	4.6	10	104
WEUC-FM	.4	1.6	3	12									.5	1.7	4	12
WFID-FM	.0	.1		9									.0	.1		9
WGDL	.3	1.2	2	17									.4	1.3	3	17
WGSX-FM	.5	1.9	3	18									.6	2.0	4	18
WIAC-FM	.1	.3	1	17									.1	.4	1	17
WIOA-FM	.6	2.5	4	65									.6	2.0	4	50
WIVA-FM	.4	1.6	3	24									.3	1.2	3	23
WKAQ	1.9	7.9	14	153									2.4	8.2	18	151
WKAQ-FM	.4	1.8	3	54									.4	1.2	3	47
WKJB-FM	.0	.0		8									.0	.0		8
WKSA-FM	.2															
WMIA	1.2	4.9	9	69									.3	1.1	2	15
WMNT	.2	.7	1	32									1.6	5.3	12	69
WMSW	.2	.9	2	13									.1	.5	1	30
WNIK	.3	1.1	2	14									.3	1.2	3	12
WNIK-FM	.3	1.4	3	16									.3	1.0	2	10
WNRT-FM	.6	2.6	5	65									.8	2.8	6	65
WORO-FM	.7	2.8	5	83									.9	3.0	7	80
WOYE-FM	.9	3.7	7	55									1.1	3.7	8	55
WPRM-FM	.3	1.2	2	16									.4	1.3	3	16
WREI-FM	.0	.2		21									.1	.2	21	21
WRPC-FM	.0	.1		3									.0	.1		3
WUNO	.9	3.6	6	70									1.1	3.8	8	70
WUPR	.3	1.1	2	25									.4	1.2	3	25
WVJP-FM	.5	1.9	3	28									.6	1.9	4	22
WXYX-FM	.6	2.7	5	75									.8	2.7	6	69
WZAR-FM	.5	2.0	4	53									.6	2.1	5	52
WZNT-FM	.4	1.9	3	87									.6	2.1	5	78
TOTAL	23.9	100.0	179	745	29.3	100.0	219	740	20.1	100.0	150	704	14.4	100.0	108	642

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

MEN 25-49 35  
POP. 454 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA																
WAEL-FM																
WAPA	.3	1.0	2	21	.3	.9	1	10	.7	3.2	3	7	.1	1.6	1	3
WBQN	.3	.8	1	47	.3	.9	1	23	.3	1.6	2	24	.6	7.1	3	7
WCAD-FM	.1	.2		8	.3	1.1	2	2	.1	.4						5
WCHQ																
WCHQ-FM	6.9	20.0	31	122	6.5	20.9	29	101	4.3	20.3	20	106	.9	10.2	4	56
WCMN	4.3	12.6	20	72	1.4	4.6	6	37	.4	1.8	2	23	.1	1.1	1	5
WCMN-FM	2.8	8.1	13	55	3.2	10.4	15	54	.8	3.8	4	54	.2	2.5	1	25
WDY-FM	.3	1.0	2	6	.6	2.0	3	8	.5	2.4	2	8	.6	6.3	3	8
WERR-FM	2.1	5.9	9	52	1.8	5.9	8	51	.7	3.3	3	54	1.4	15.5	6	40
WEUC-FM	.4	1.0	2	5	.5	1.6	2	3	.1	.6	1	2				
WFID-FM									.1	.5	1	4				4
WGDL	.2	.7	1	4	.0	.2		1	.4	1.8	2	4	.0	.5		2
WGSX-FM	.1	.3	1	10	1.2	3.9	6	11	.9	4.4	4	10	.2	2.2	1	9
WIAC-FM	.1	.2		2					.4	1.9	2	8				7
WIOA-FM	1.4	4.0	6	20	.9	2.9	4	18	.1	.7	1	23	.4	4.3	2	18
WIVA-FM	.7	2.1	3	13	.5	1.7	2	12	.2	.8	1	12	.6	6.6	3	4
WKAQ	2.1	6.1	9	68	1.1	3.7	5	44	.3	1.2	1	21				7
WKAQ-FM	.5	1.4	2	26	.5	1.5	2	19	.4	1.9	2	22	.8	9.6	4	15
WKJB-FM	.1	.2		5												
WKSA-FM	.3	1.0	2	8												
WMIA	1.1	3.1	5	20	.8	2.7	4	23	1.4	6.5	6	21				10
WMNT	.1	.2		11					.2	1.0	1	7	.3	3.5	1	7
WMSW	.2	.7	1	4	.5	1.6	2	4	.2	1.1	1	5				
WNIK	.1	.3		1	.3	1.1	2	5	.2	1.1	1	3				2
WNIK-FM	.3	1.0	2	4	.6	2.0	3	5	.2	1.0	1	5	.6	7.1	3	8
WNRT-FM	.7	2.1	3	36	1.3	4.1	6	34	.7	3.4	3	41	.2	1.8	1	31
WORO-FM	.8	2.4	4	31	.7	2.3	3	24	1.2	5.8	6	38	.1	1.4	1	18
WOYE-FM	1.1	3.1	5	28	1.3	4.1	6	23	2.1	10.1	10	32	.4	4.9	2	26
WPRM-FM	.3	.8	1	6	.7	2.1	3	10	.6	3.1	3	9	.0	.5		7
WREI-FM									.3	1.3	1	12				2
WRPC-FM																
WUNO	1.7	5.0	8	25	.6	1.8	3	17	.1	.4						6
WUPR	.6	1.7	3	13					.1	.3						
WVJP-FM	.4	1.2	2	11	1.3	4.2	6	15	.4	2.0	2	16	.3	3.1	1	12
WXYX-FM	1.0	2.8	4	39	1.4	4.5	6	33	.9	4.1	4	37	.3	4.0	2	23
WZAR-FM	.7	1.9	3	36	1.0	3.1	4	28	.9	4.2	4	31	.2	2.5	1	18
WZNT-FM	1.4	4.1	6	53	.6	2.0	3	40	.6	2.8	3	36				28
TOTAL	34.5	100.0	157	428	30.9	100.0	140	356	21.2	100.0	96	367	8.8	100.0	40	256

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

MEN 25-49 36  
POP. 454 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID					
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers		
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)		
WABA	.1	.3		WKLY 2				WKLY 2		.1	.5		WKLY 2		.2	1.1	1	2
WAEL-FM																		
WAPA	.3	1.4	2	23	.4	1.4	2	21	.3	1.7	2	13	.4	2.6	2	9		
WBQN	.4	1.7	2	54	.3	1.0	1	53	.4	2.1	2	35	.5	3.5	2	26		
WCAD-FM	.1	.5	1	16	.2	.6	1	13	.1	.7	1	12	.0	.3		12		
WCHQ																		
WCHQ-FM	4.5	19.4	21	153	5.9	20.4	27	150	3.9	19.1	18	130	2.4	16.8	11	113		
WCMN	1.5	6.3	7	75	2.0	6.9	9	75	.7	3.2	3	43	.2	1.6	1	25		
WCMN-FM	1.8	7.5	8	90	2.3	8.1	11	84	1.5	7.2	7	72	.5	3.4	2	61		
WDY-FM	.5	2.2	2	8	.5	1.7	2	8	.6	2.8	3	8	.5	3.7	2	8		
WERE-FM	1.5	6.4	7	70	1.5	5.3	7	69	1.3	6.6	6	66	1.1	7.4	5	59		
WEUC-FM	.2	1.0	1	5	.3	1.1	2	5	.2	1.0	1	3	.1	.4		2		
WFID-FM	.0	.1		7	.0	.1		7	.0	.2		7	.0	.3		6		
WGDL	.2	.7	1	7	.2	.7	1	7	.1	.7	1	5	.2	1.4	1	4		
WGSX-FM	.6	2.7	3	13	.8	2.7	4	13	.8	3.8	3	11	.5	3.6	2	10		
WIAC-FM	.1	.4		13	.1	.5	1	8	.1	.6	1	13	.2	1.3	1	13		
WIOA-FM	.7	2.9	3	48	.8	2.8	4	35	.5	2.4	2	38	.3	1.9	1	36		
WIVA-FM	.5	2.2	2	19	.5	1.6	2	19	.4	2.2	2	18	.4	2.8	2	13		
WKAQ	.8	3.6	4	76	1.2	4.0	5	74	.5	2.4	2	46	.1	.8	1	24		
WKAQ-FM	.6	2.4	3	38	.4	1.5	2	32	.6	2.9	3	30	.6	4.5	3	28		
WKJB-FM	.0	.1		5	.0	.1		5				3				1		
WKSA-FM	.1	.3		10	.1	.4		10				8				6		
WMIA	.8	3.3	4	32	1.1	3.7	5	32	.7	3.4	3	28	.6	4.3	3	23		
WMNT	.2	.6	1	15	.1	.3		15	.2	.8	1	7	.3	1.9	1	7		
WMSW	.2	1.0	1	7	.3	1.1	2	7	.2	1.2	1	7	.1	.7		5		
WNIK	.2	.7	1	7	.2	.8	1	5	.2	.9	1	7	.1	.7		4		
WNIK-FM	.5	2.0	2	13	.4	1.4	2	9	.5	2.5	2	12	.4	3.1	2	10		
WNRT-FM	.7	3.1	3	45	.9	3.2	4	45	.7	3.5	3	45	.4	2.8	2	41		
WORG-FM	.7	3.0	3	44	.9	3.1	4	44	.7	3.2	3	38	.6	4.3	3	38		
WOYE-FM	1.2	5.1	5	41	1.5	5.1	7	41	1.2	6.0	6	37	1.2	8.4	5	35		
WPRM-FM	.4	1.7	2	13	.5	1.9	2	13	.4	2.2	2	13	.3	2.2	1	10		
WREI-FM	.1	.3		13	.1	.3		13	.1	.4		13	.1	.9	1	12		
WRPC-FM	.0	.1		3	.0	.1		3	.0	.2		3	.1	.9				
WUNO	.6	2.4	3	25	.8	2.6	3	25	.2	1.1	1	20	.0	.3		16		
WUPR	.1	.6	1	13	.2	.7	1	13	.0	.1		3	.0	.2		1		
WVJP-FM	.6	2.7	3	23	.8	2.6	3	19	.7	3.4	3	23	.3	2.4	2	21		
WXYX-FM	.9	3.8	4	60	1.1	3.7	5	55	.9	4.3	4	48	.6	4.0	3	42		
WZAR-FM	.7	2.9	3	43	.8	2.9	4	43	.7	3.3	3	35	.5	3.6	2	32		
WZNT-FM	.6	2.6	3	73	.9	2.9	4	66	.4	1.9	2	58	.3	1.9	1	46		
TOTAL	23.4	100.0	106	452	29.0	100.0	132	450	20.2	100.0	92	426	14.3	100.0	65	393		

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MEN 35 + 37  
POP. 529 (00)

STATION	6 A.M - 10 A.M				MONDAY-FRIDAY				3 P.M - 7 P.M				7 P.M - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WABA					WKLY				WKLY				WKLY				
WAEL-FM																	
WAPA	1.9	4.8	10	39	.3	.9	1	26	.3	1.4	1	20	.1.2	11.4	6	15	
WBQN	1.7	4.3	9	61	1.2	4.0	6	45	1.1	6.0	6	36	1.0	9.9	5	31	
WCAD-FM					.6	1.9	3	4	.1	.8	1	6					
WCHQ	.1	.2			.1	.4	1	1	.1	.4							
WCHQ-FM	4.0	9.9	21	109	4.1	13.8	22	78	4.1	22.1	21	98	.2	1.7	1	52	
WCMN	6.7	16.5	35	126	2.4	8.1	13	69	.9	4.8	5	55	.7	6.7	4	16	
WCMN-FM	4.3	10.5	23	62	3.3	11.1	18	56	.8	4.5	4	52	.4	3.5	2	22	
WDY-FM																	
WERR-FM	1.9	4.6	10	66	2.4	8.1	13	66	.7	4.0	4	70	1.8	17.2	9	59	
WEUC-FM	.6	1.4	3	9	1.0	3.3	5	9	.7	3.8	4	6	.1	.5			
WFID-FM																	
WGDL	.4	.9	2	9	.5	1.8	3	9	.6	3.2	3	7	.1	.5			
WGSX-FM																	
WIAC-FM																	
WIOA-FM	.8	2.1	4	13	.4	1.3	2	28	.2	1.1	1	6	.6	5.9	3	4	
WIVA-FM																	
WKAQ	5.5	13.6	29	135	3.7	12.3	20	105	1.3	7.2	7	60	.8	7.7	4	6	
WKAQ-FM	.1	.3	1	12					.1	.4			.9	9.0	5	25	
WKJB-FM																	
WKSA-FM	.7	1.6	3	8	.6	1.9	3	5	.1	.8	1	3					
WMIA	1.7	4.2	9	28	1.6	5.4	8	41	2.6	14.2	14	47	.2	2.1	1	16	
WMNT	.3	.9	2	17					.2	1.1	1	15	.4	3.4	2	15	
WMSW	.1	.2															
WNIK	.4	1.0	2	7	.7	2.2	4	12	.6	3.0	3	10	.2	2.1	1	4	
WNIK-FM	.1	.2			.0	.1											
WNRT-FM	.6	1.5	3	39	1.4	4.6	7	32	.7	3.7	4	39	.2	1.8	1	39	
WORO-FM	.4	.9	2	45	.7	2.2	3	39	.9	4.9	5	52	.1	1.1	1	24	
WOYE-FM	.5	1.3	3	16	.6	1.9	3	10	.4	2.1	2	9					
WPRM-FM																	
WREI-FM					10				12	.3	1.7	2	14				
WRPC-FM																	
WUNO	4.1	10.2	22	68	1.0	3.4	5	47	.1	.5	1	21	.3	3.1	2	8	
WUPR	1.1	2.8	6	18					.1	.8	1	4					
WVJP-FM	.5	1.2	3	13	1.1	3.8	6	13	.3	1.6	2	15	.3	3.1	2	9	
WXYX-FM	.8	2.0	4	23	1.4	4.6	7	15	.1	.5	1	12					
WZAR-FM					.2	.7	1	4									
WZNT-FM	.8	1.9	4	21					.3	1.7	2	13					
TOTAL	40.6	100.0	215	506	29.9	100.0	158	429	18.4	100.0	97	415	10.4	100.0	55	291	

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

MEN 35 + 38  
POP. 529 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4		WKLY 3												
WAEL-FM																
WAPA	.9	3.7	5	44	.8	2.6	4	39	.6	3.0	3	35	.8	5.6	4	28
WBQN	1.3	5.2	7	82	1.3	4.5	7	76	1.1	5.7	6	68	1.1	7.6	6	50
WCAD-FM	.2	.8	1	15	.3	.9	1	10	.2	1.2	1	10	.1	.5		10
WCHQ	.1	.3		1	.1	.3		1	.1	.3		1	.0	.2		1
WCHQ-FM	3.0	12.3	16	150	4.1	13.7	22	150	2.7	13.8	14	122	1.9	13.7	10	101
WCMN	2.6	10.5	14	141	3.3	11.0	17	141	1.4	7.0	7	83	.8	5.6	4	58
WCMN-FM	2.2	8.9	11	97	2.8	9.6	15	90	1.6	7.9	8	77	.6	4.1	3	59
WDY-FM																
WERR-FM	1.7	7.2	9	93	1.7	5.8	9	87	1.7	8.7	9	90	1.3	9.4	7	81
WEUC-FM	.6	2.3	3	9	.8	2.6	4	9	.6	2.9	3	9	.3	2.4	2	6
WFID-FM																
WGDL	.4	1.6	2	15	.5	1.7	3	15	.4	1.9	2	15	.3	2.1	2	7
WGSX-FM																
WIAC-FM	.0	.2		11	.1	.2		2	.1	.3		2	.1	.6		10
WIOA-FM	.5	1.9	2	31	.4	1.4	2	31	.4	1.8	2	31	.3	2.5	2	28
WIVA-FM	.3	1.1	1	10	.1	.2		9	.3	1.7	2	10	.5	3.8	3	7
WKAQ	2.8	11.6	15	139	3.5	11.9	19	139	2.0	10.3	11	109	1.1	7.9	6	67
WKAQ-FM	.1	.6	1	17	.1	.2		14	.1	.7	1	14	.2	1.6	1	14
WKJB-FM																
WKSA-FM	.3	1.4	2	8	.5	1.5	2	8	.2	1.2	1	5	.1	.4		3
WMIA	1.5	6.0	8	62	1.9	6.6	10	62	1.4	7.1	7	57	1.3	9.2	7	47
WMNT	.2	.9	1	27	.2	.6	1	25	.2	.9	1	17	.3	2.0	1	17
WMSW	.1	.3		7	.0	.1		7	.1	.4		7	.1	.9	1	7
WNIK	.4	1.6	2	16	.6	1.9	3	13	.4	2.0	2	16	.2	1.8	1	13
WNIK-FM	.0	.1		6	.0	.1		6	.0	.1		4				3
WNRT-FM	.7	3.0	4	46	.9	3.1	5	46	.8	3.8	4	46	.4	2.9	2	46
WORO-FM	.5	2.1	3	67	.6	2.2	3	64	.5	2.7	3	61	.5	3.3	2	58
WOYE-FM	.4	1.5	2	16	.5	1.7	3	16	.3	1.6	2	12	.2	1.2	1	9
WPRM-FM																
WREI-FM	.1	.3		16	.1	.3	1	16	.1	.5		16	.1	1.0	1	14
WRPC-FM																
WUNO	1.3	5.4	7	68	1.7	5.7	9	68	.5	2.6	3	51	.2	1.6	1	21
WUPR	.3	1.2	2	18	.4	1.3	2	18	.0	.2		13	.1	.4		4
WVJP-FM	.6	2.4	3	19	.7	2.3	4	15	.6	3.1	3	19	.3	2.2	2	19
WXYX-FM	.6	2.4	3	31	.8	2.8	4	25	.5	2.7	3	22	.0	.3		18
WZAR-FM	.1	.2		17	.1	.3		15	.1	.4		6				6
WZNT-FM	.2	1.0	1	32	.3	1.1	2	26	.1	.5		26	.1	1.0	1	19
TOTAL	24.3	100.0	128	526	29.6	100.0	157	523	19.6	100.0	104	498	13.9	100.0	74	447

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18 + 39  
POP. 1043 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID				
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	
WABA				WKLY													
WAEL-FM	.0	.1	8	52		.0	.1	6		.2	1.2	2	6	.1	1.0	1	4
WAPA	.8	2.1	17	106		.5	1.3	5	20	.1	.4	1	23	.2	1.8	2	10
WBQN	1.7	4.3	2	23		1.3	3.5	14	70	.3	1.5	3	48	.2	2.3	2	31
WCAD-FM	.2	.5	1	11		.1	.4	2	15	.3	1.5	3	30	.2	2.1	2	17
WCHQ	.1	.1	74	271		.4	1.0	4	11	.2	.9	2	16	.1	1.2	1	8
WCHQ-FM	7.1	18.3	28	102		9.4	25.5	98	258	4.1	22.1	43	245	1.2	12.9	12	121
WCMN	2.7	7.1	31	131		1.7	4.7	18	79	.5	2.6	5	36	.2	1.7	2	18
WCMN-FM	3.0	7.7	2	2		2.2	5.9	23	107	1.0	5.2	10	94	.9	9.6	9	64
WDY-FM										.0	.1		2				4
WERR-FM										2.4	12.7	25	127	1.2	12.6	12	108
WEUC-FM										.0	.2		8				4
WFID-FM	.0	.1	6	6		.0	.1	5		.1	.4	1	3	.1	1.5	1	2
WGDL	.6	1.5	6	13		.1	.4	1	6	.3	1.5	3	12	.1	1.5	1	8
WGSX-FM	.3	.7	3	22		.4	1.0	4	16	.5	2.7	5	28	.3	2.9	3	18
WIAC-FM	.3	.7	3	54		.5	1.4	5	42	.4	1.9	4	38	.1	.7	1	22
WIOA-FM	.9	2.2	9	77		1.8	4.8	19	85	.1	.8	2	72	.2	2.4	2	48
WIVA-FM						.0	.0		5	.1	.3	1	6	.0	.5		2
WKAQ	3.2	8.3	33	165		.8	2.2	8	96	.7	3.7	7	76	.1	.7	1	36
WKAQ-FM	1.2	3.2	13	82		.9	2.6	10	84	.4	2.3	4	70	.2	1.6	2	33
WKJB-FM	.3	.8	3	12		.5	1.2	5	11	.1	.5	1	7	.0	.5		11
WKSA-FM	.2	.5	2	15						.2	1.0	2	18	.1	1.2	1	8
WMIA	1.5	4.0	16	62		.9	2.5	10	51	.3	1.7	3	40	.1	1.0	1	23
WMNT	.3	.8	3	14		.5	1.3	5	16	.2	1.2	2	14	.3	2.7	3	12
WMSW	.0	.1	8			.0	.0		7							4	
WNIK	.1	.3	1	2		.1	.4	1	5	.1	.3	1	2				2
WNIK-FM	.4	1.0	4	13		.2	.6	2	8	.2	1.0	2	16	.4	4.1	4	13
WNRT-FM	1.0	2.5	10	79		1.4	3.7	14	90	.9	4.6	9	76	.6	6.4	6	62
WORO-FM	.6	1.6	6	47		.5	1.4	5	40	.5	2.7	5	43	.6	6.1	6	19
WOYE-FM	1.3	3.3	13	81		.9	2.3	9	64	1.7	9.2	18	77	.6	7.0	7	53
WPRM-FM	.1	.2	1	5		.2	.4	2	8				8	.1	.6	1	5
WREI-FM	.4	1.0	4	28		.5	1.3	5	21	.2	1.0	2	26	.1	.8	1	14
WRPC-FM	.2	.5	2	9		.5	1.4	5	11	.1	.5	1	8				2
WUNO	.9	2.4	10	76		.4	1.1	4	27	.0	.2		15				7
WUPR	1.4	3.7	15	54		.8	2.2	8	34	.3	1.5	3	24	.1	.9	1	16
WVJP-FM	.3	.7	3	23		.8	2.1	8	13	.2	1.4	3	23	.1	1.2	1	14
WXYX-FM	.5	1.3	5	71		.2	.6	2	55	.9	4.8	9	76	.4	4.6	4	62
WZAR-FM	.5	1.3	5	26		.4	1.1	4	27	.1	.7	1	22	.0	.2		12
WZNT-FM	.9	2.3	9	59		.8	2.1	8	44	.3	1.8	3	52	.2	2.1	2	25
TOTAL	38.4	100.0	401	986	36.7	100.0	383	914	18.5	100.0	193	834	9.2	100.0	96	571	

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDuplicated CUME  
MONDAY-FRIDAY

WOMEN 18 + 40  
POP. 1043 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4	1	13												
WAEL-FM	.0	.0		3												
WAPA	.4	1.5	4	63												
WBQN	.9	3.3	9	123												
WCAD-FM	.2	.8	2	41												
WCHQ	.2	.7	2	21												
WCHQ-FM	5.4	21.3	56	328												
WCMN	1.2	4.9	13	134												
WCMN-FM	1.7	6.8	18	171												
WDYI-FM	.0	.0		4												
WERR-FM	3.6	14.3	38	177												
WEUC-FM	.0	.1		8												
WFID-FM	.1	.4	1	6												
WGDL	.3	1.3	3	23												
WGSX-FM	.3	1.4	4	33												
WIAC-FM	.3	1.2	3	69												
WIOA-FM	.8	3.1	8	122												
WIVA-FM	.0	.1		8												
WKAQ	1.1	4.3	12	173												
WKAQ-FM	.7	2.6	7	104												
WKJB-FM	.2	.9	2	17												
WKSQ-FM	.1	.4	1	25												
WMIA	.7	2.7	7	75												
WMNT	.3	1.3	3	23												
WMSW	.0	.0		8												
WNIK	.1	.3	1	6												
WNIK-FM	.3	1.2	3	26												
WNRT-FM	.9	3.7	10	107												
WORO-FM	.5	2.1	6	71												
WOYE-FM	1.1	4.2	11	122												
WPRM-FM	.1	.3	1	9												
WREI-FM	.3	1.1	3	44												
WRPC-FM	.2	.8	2	14												
WUNO	.3	1.3	3	83												
WUPR	.6	2.5	7	56												
WVJP-FM	.4	1.4	4	42												
WXYX-FM	.5	1.9	5	101												
WZAR-FM	.3	1.0	3	43												
WZNT-FM	.5	2.1	6	78												
TOTAL	25.4	100.0	265	1041	31.6	100.0	330	1038	21.7	100.0	226	992	13.4	100.0	139	871

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

1989  
1A

WOMEN 18-34 41  
POP. 456 (00)

STATION	6 A.M. - 10 A.M.				MONDAY-FRIDAY				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				5				2								
WAEL-FM																1
WAPA	.4	1.3	2	17	.4	1.0	2	9	.1	.6	1	11	.2	1.9	1	10
WBQN	.6	1.8	3	34	.8	2.1	4	20	.6	2.7	3	25	.4	4.5	2	15
WCAD-FM	.4	1.1	2	20	.3	.8	1	11	.4	1.6	2	8				2
WCHQ				6	.6	1.7	3	5	4.4	20.6	20	132	.9	9.7	4	57
WCHQ-FM	9.0	27.3	41	137	11.8	31.4	54	128	1.5	7.2	7	61	.1	1.6	1	6
WCMN	.6	1.7	3	18	.7	1.8	3	14	.0	.1	2		1.4	15.9	6	42
WCMN-FM	3.7	11.2	17	73	3.3	8.7	15	69	.9	4.4	4	35	.3	3.1	1	30
WDY-FM				2				2	.1	.3	5					3
WERR-FM	2.0	6.1	9	34	2.6	6.9	12	43	.2	.8	1	3	.3	3.1	1	2
WEUC-FM				5	.1	.2		4	.5	2.4	2	6	.5	6.0	2	13
WFID-FM	.1	.3		5	.3	.7	1	5	1.0	4.7	5	21	.6	2.6	3	26
WGDL	.1	.4	1	3	.5	1.2	2	4	.6	2.6	3	26	.1	1.6	1	13
WGSX-FM	.2	.6	1	16	.7	2.0	3	16	.2	.9	1	48	.3	3.1	1	37
WIAC-FM	.5	1.4	2	39	.4	1.0	2	27	.1	.5	1	5	.1	1.0		2
WIOA-FM	1.1	3.2	5	47	2.1	5.5	9	56	.6	2.6	3	17	.1	.7		9
WIVA-FM				1	.0	.1		4	.9	4.0	4	49	.3	3.4	1	24
WKAQ	1.5	4.5	7	31	.5	1.2	2	20	.1	.5	1	5	.1	1.0		2
WKAQ-FM	2.0	6.0	9	57	1.9	5.1	9	60	.6	2.6	3	17	.1	.7		9
WKJB-FM	.5	1.5	2	8	.7	1.9	3	7	.1	.4	4		.1	1.0		7
WKSA-FM	.4	1.1	2	10				11	.3	1.6	2	15	.2	2.6	1	7
WMIA	.8	2.3	3	11	.3	.8	1	8				3				2
WMNT				2				2			2		.0	.5		2
WMSW	.1	.2		4				4			2					2
WNIK				1				1			1					2
WNIK-FM	.8	2.3	3	12	.5	1.2	2	7					.6	6.5	3	10
WNRT-FM	1.2	3.7	6	25	1.3	3.5	6	30	.4	1.8	2	12	.7	7.8	3	22
WORO-FM	.1	.4	1	10	.3	.8	1	6	1.5	7.1	7	23	.3	6.0	2	7
WOYE-FM	1.8	5.5	8	52	1.5	4.0	7	43	.3	1.3	1	17	.6	7.3	3	35
WPRM-FM	.1	.4	1	4	.3	.8	1	7	3.0	14.1	14	52	.1	.8		4
WREI-FM				6	.4	1.1	2	5				7	.2	.6		5
WRPC-FM	.2	.8	1	7	.8	2.2	4	9	.2	.8	1	10	.7			2
WUNO	.7	2.1	3	21	.4	1.1	2	6				3				10
WUPR	1.3	3.9	6	22	1.1	3.0	5	13	.2	.8	1	13				7
WVJP-FM	.2	.6	1	13	.7	1.8	3	8	.4	2.0	2	14				7
WXYX-FM	.9	2.8	4	50	.5	1.2	2	39	1.6	7.3	7	53	.9	9.7	4	40
WZAR-FM	.5	1.5	2	14	.6	1.5	3	15	.2	.8	1	12				3
WZNT-FM	.9	2.7	4	32	.6	1.6	3	20				27				11
TOTAL	32.9	100.0	150	426	37.5	100.0	171	402	21.3	100.0	97	386	8.9	100.0	40	263

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-34 42  
POP. 456 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4		5	.1	.5	1	5	.1	.6	1	5	.2	1.4	1	2
WAEL-FM				1				1								1
WAPA	.2	.8	1	19	.3	.9	1	19	.1	.6	1	11	.1	1.0	1	6
WBQN	.4	1.7	2	37	.5	1.7	2	35	.4	1.7	2	28	.5	3.3	2	25
WCAD-FM	.4	1.6	2	32	.4	1.3	2	32	.4	1.8	2	25	.2	1.1	1	8
WCHQ	.3	1.0	1	9	.3	1.1	2	9	.3	1.4	1	8	2.4	16.9	11	141
WCHQ-FM	6.5	26.0	30	166	8.7	27.8	39	161	5.8	25.5	26	157	.1	.5	7	72
WCMN	.4	1.4	2	22	.4	1.4	2	20	.3	1.3	1	16	1.5	10.2	7	7
WCMN-FM	2.5	9.9	11	100	2.9	9.2	13	95	2.1	9.3	10	91	.0	.1	3	3
WDY-FM	.0	0.0		3	.0	0.0		2	.0	0.0		3	.6	4.0	3	40
WEER-FM	1.5	5.9	7	52	1.9	6.2	9	46	1.3	5.7	6	52	.0	.2	5	5
WEUC-FM	.0	.2		5	.1	.2		5	.0	.2		5	.2	1.6	1	5
WFID-FM	.2	.8	1	5	.2	.6	1	5	.2	1.1	1	5	.2	1.6	1	6
WGDL	.3	1.1	1	7	.4	1.2	2	7	.3	1.4	1	6	.7	5.2	3	21
WGSX-FM	.6	2.5	3	26	.7	2.1	3	26	.7	3.3	3	24	.3	2.2	1	30
WIAC-FM	.4	1.5	2	48	.5	1.5	2	46	.3	1.5	2	37	.2	1.7	1	58
WIOA-FM	.9	3.7	4	81	1.2	3.8	5	76	.9	4.0	4	78	.3	2.0	1	20
WIVA-FM	.1	.2		7	.0	.1		7	.1	.3		7	.6	3.8	3	51
WKAQ	.6	2.4	3	34	.8	2.6	4	34	.3	1.5	2	29	.1	.6	8	8
WKAQ-FM	1.2	5.0	6	68	1.6	5.2	7	66	1.0	4.6	5	66	1.7	11.8	8	60
WKJB-FM	.3	1.4	2	13	.4	1.4	2	10	.3	1.4	1	13	.0	.3	5	5
WKSA-FM	.2	.9	1	19	.2	.7	1	19	.2	.8	1	17	.3	1.9	1	15
WMIA	.3	1.0	1	14	.3	1.1	2	14	.1	.5		11				5
WMNT	.0	0.0		2				2	.0	.1		2				2
WMSW	.0	.1		4	.0	.1		4				4				2
WNIK				1				1				1				1
WNIK-FM	.5	2.2	2	21	.5	1.7	2	20	.5	2.1	2	21	.5	3.4	2	17
WNRT-FM	1.2	4.6	5	36	1.3	4.3	6	33	1.1	5.0	5	34	1.1	7.3	5	26
WORO-FM	.3	1.3	1	21	.2	.8	1	21	.4	1.7	2	18	.4	2.9	2	18
WOYE-FM	1.7	6.7	8	77	2.1	6.6	9	75	1.6	7.2	7	67	1.7	11.8	8	60
WPRM-FM	.1	.5	1	7	.2	.5	1	7	.1	.5	1	7				7
WREI-FM	.1	.5	1	11	.2	.5	1	10	.2	.7	1	11	.0	.3		11
WRPC-FM	.3	1.3	1	11	.4	1.4	2	11	.3	1.5	2	11	.1	.5		6
WUNO	.3	1.0	1	21	.4	1.2	2	21	.1	.6	1	6				3
WUPR	.6	2.5	3	22	.9	2.8	4	22	.4	2.0	2	13	.1	.5		13
WVJP-FM	.3	1.3	1	26	.5	1.5	2	21	.4	1.6	2	21	.2	1.3	1	19
WXYX-FM	.9	3.7	4	65	.9	3.0	4	63	.9	4.0	4	60	1.2	8.1	5	55
WZAR-FM	.3	1.2	1	24	.4	1.4	2	24	.3	1.1	1	15	.1	.5		12
WZNT-FM	.4	1.5	2	43	.5	1.6	2	43	.2	.9	1	31				27
TOTAL	24.9	100.0	114	454	31.1	100.0	142	454	22.7	100.0	103	438	14.4	100.0	66	401

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 18-49 43  
POP. 720 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA																
WAEL-FM																
WAPA	.7	2.0	5	30	.2	.6	2	11	.3	1.5	2	3	.2	2.1	2	1
WBQN	1.3	3.7	9	60	.9	2.5	7	38	.3	1.7	2	26	.2	2.3	2	5
WCAD-FM	.2	.6	2	20	.2	.5	1	13	.4	1.9	3	27	.3	2.5	2	22
WCHQ	.1	.2	1	8	.5	1.2	3	9	.2	1.2	2	13	.1	1.2	1	15
WCHQ-FM	7.6	21.2	55	201	10.2	27.9	74	191	4.4	23.0	32	187	1.4	13.9	10	95
WCMN	2.3	6.4	16	60	1.3	3.6	10	37	.2	1.3	2	16	.1	.9	1	11
WCMN-FM	3.3	9.3	24	100	2.4	6.5	17	86	1.2	6.1	8	81	1.1	11.3	8	53
WDQY-FM									.0	.1						
WERR-FM	3.5	9.8	25	84	4.0	10.9	29	92	1.4	7.5	10	76	.7	7.0	5	66
WEUC-FM									.0	.2						
WFID-FM	.1	.1			.1	.2			.1	.6	1	3	.2	1.8	1	2
WGDL	.4	1.2	3	8	.2	.5	1	5	.4	1.9	3	8	.3	3.4	2	4
WGSX-FM	.3	1.0	2	19	.5	1.3	3	11	.6	3.4	5	24	.5	2.4	3	16
WIAC-FM	.3	.9	2	48	.7	1.8	5	37	.5	2.4	3	34	.1	.9	1	19
WIOA-FM	1.1	3.0	8	65	2.3	6.2	16	72	.2	1.0	1	63	.2	2.2	2	42
WIVA-FM					.0	.0			.1	.4	1	5	.1	.6		2
WKAQ	1.8	5.1	13	79	.6	1.6	4	44	.5	2.4	3	33	.0	.4		21
WKAQ-FM	1.6	4.4	11	64	1.2	3.3	9	70	.5	2.9	4	58	.2	1.9	1	27
WKJB-FM	.4	1.2	3	10	.6	1.6	4	8	.1	.6	1	5	.1	.6		8
WKSA-FM	.2	.6	2	13					.2	1.3	2	16	.1	1.5	1	7
WMIA	1.2	3.5	9	35	.7	2.0	5	33	.3	1.4	2	25				
WMNT					.2	.5	1	10	.1	.3			.3	3.2	2	6
WMSW	.0	.1			.2											
WNIK	.1	.4	1	2	.2	.5	1	4	.1	.3						
WNIK-FM	.5	1.3	3	12	.3	.8	2	7	.2	1.3	2	14	.5	4.8	3	12
WNRT-FM	.9	2.6	7	43	1.4	3.7	10	53	1.0	5.0	7	45	.8	7.5	5	42
WORO-FM	.4	1.1	3	27	.5	1.2	3	23	.5	2.5	3	27	.7	7.2	5	15
WOYE-FM	1.4	3.9	10	69	1.1	3.0	8	56	2.2	11.5	16	68	.8	8.2	6	47
WPRM-FM	.1	.2	1	4	.2	.5	1	7					.1	.7	1	5
WREI-FM	.0	.1			.3	.7	2	12	.1	.4	1	18	.1	.9	1	10
WRPC-FM	.3	.7	2	8	.7	1.8	5	10	.1	.7	1	7				2
WUNO	.7	2.1	5	51	.4	1.0	3	18	.1	.3						
WUPR	1.5	4.2	11	38	1.0	2.8	7	25	.3	1.5	2	19	.1	1.0	1	14
WVJP-FM	.3	.9	2	20	1.0	2.7	7	12	.3	1.7	2	20	.1	1.5	1	12
WXYX-FM	.7	1.8	5	62	.3	.8	2	48	1.1	6.0	8	67	.5	5.4	4	55
WZAR-FM	.3	.9	2	20	.4	1.0	3	19	.2	.9	1	18	.0	.3		9
WZNT-FM	1.1	3.2	8	51	1.0	2.6	7	37	.3	1.7	2	42	.3	2.5	2	18
TOTAL	35.8	100.0	258	676	36.7	100.0	264	636	19.0	100.0	137	599	10.0	100.0	72	413

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH 1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 18-49 44  
POP. 720 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.3		7												
WAEL-FM				1												
WAPA	.3	1.1	2	32												
WBQN	.7	2.7	5	70												
WCAD-FM	.3	1.0	2	36												
WCHO	.2	.9	2	16												
WCHO-FM	5.9	23.4	42	243												
WCNN	1.0	3.8	7	70												
WCNN-FM	2.0	7.8	14	134												
WDY-FM	.0	.0		3												
WERR-FM	2.4	9.6	17	107												
WEUC-FM	.0	.1		7												
WFID-FM	.1	.5	1	5												
WGDL	.3	1.2	2	16												
WGSX-FM	.4	1.8	3	29												
WIAC-FM	.4	1.5	3	61												
WIDA-FM	1.0	3.9	7	103												
WIVA-FM	.0	.1		7												
WKAQ	.7	2.7	5	86												
WKAQ-FM	.9	3.4	6	83												
WKJB-FM	.3	1.2	2	14												
WKSA-FM	.1	.6	1	22												
WMIA	.5	2.2	4	45												
WMNT	.1	.6	1	14												
WMSW	.0	.0		6												
WNIK	.1	.4	1	4												
WNIK-FM	.4	1.5	3	23												
WNRT-FM	1.0	4.0	7	63												
WORO-FM	.5	2.1	4	44												
WOYE-FM	1.3	5.3	10	105												
WPRM-FM	.1	.4	1	8												
WREI-FM	.1	.5	1	26												
WRPC-FM	.3	1.1	2	12												
WUNO	.3	1.1	2	54												
WUPR	.7	2.8	5	40												
WVJP-FM	.5	1.8	3	37												
WXYX-FM	.6	2.5	5	89												
WZAR-FM	.2	.8	2	33												
WZNT-FM	.7	2.6	5	66												
TOTAL	25.2	100.0	181	718	31.0	100.0	223	716	22.1	100.0	159	690	14.0	100.0	101	623

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY - FRIDAY

WOMEN 25 + 45  
POP. 835 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA				WKL												
WAEL-FM	.1	.1		11	.1	.2	1	6	.3	1.7	3	7	.1	1.3	1	4
WAPA	1.1	2.5	9	49	.6	1.7	5	19	.1	.6	1	22	.2	2.3	2	11
WBQN	2.2	5.1	18	97	1.7	4.6	14	66	.4	2.2	3	46	.3	3.0	2	29
WCAD-FM	.0	.1		5					.1	.9	1	6				
WCHQ	.1	.2	1	9	.1	.3	1	9								
WCHQ-FM	6.9	16.3	58	209	8.4	22.8	70	195	3.9	22.6	32	178	1.4	15.1	12	82
WCMN	3.4	8.0	29	98	2.1	5.7	18	76	.6	3.7	5	37	.2	2.3	2	19
WCMN-FM	2.9	6.8	24	88	1.9	5.2	16	68	.9	5.1	7	62	.8	9.1	7	34
WDY-FM																
WERR-FM	6.3	14.9	53	134	7.3	19.8	61	134	2.9	16.9	24	117	1.5	15.8	12	96
WEUC-FM					.1	.2	1	1	.0	.2		5				
WFID-FM	.1	.1		6	.2	.5	2	6	.1	.6	1	4	.2	1.9	2	3
WGDL	.7	1.8	6	14	.3	.9	3	14	.2	1.3	2	10	.2	1.9	2	9
WGSX-FM	.3	.7	2	9	.1	.3	1	9	.1	.5	1	9				
WIAC-FM	.2	.4	2	34	.6	1.6	5	27	.2	1.4	2	23				
WIOA-FM	.8	1.8	7	48	1.1	2.9	9	48	.1	.5	1	36	.3	2.8	2	25
WIVA-FM					.0	.0		1	.0	.2		1				
WKAQ	4.1	9.6	34	161	1.1	2.9	9	95	.9	5.2	8	76	.1	.9	1	34
WKAQ-FM	1.3	3.0	11	51	.8	2.2	7	50	.3	1.8	3	39	.1	1.5	1	17
WKJB-FM	.3	.8	3	8	.4	1.2	4	6	.1	.4	1	4	.1	.6	1	6
WKSA-FM									.2	1.0	1	9	.1	1.6	1	4
WMIA	2.0	4.7	17	65	1.2	3.2	10	52	.4	2.4	3	40	.1	1.3	1	24
WMNT	.4	.9	3	13	.6	1.7	5	14	.3	1.7	2	13	.3	3.2	3	11
WMSW	.0	.1		9	.0	.1		8								
WNIK	.1	.4	1	3	.2	.5	2	5	.1	.4	1	3				
WNIK-FM	.0	.1		8				3				.9				
WNRT-FM	1.2	2.8	10	73	1.6	4.3	13	77	.8	4.8	7	64	.4	3.9	3	8
WORO-FM	.8	1.9	7	45	.7	1.8	5	40	.7	3.9	6	37	.5	5.1	4	50
WOYE-FM	.9	2.2	8	36	.7	1.8	6	30	1.1	6.4	9	34	.4	4.5	4	13
WPRM-FM	.1	.2	1	4	.2	.5	1	6					.6	6.7	5	26
WREI-FM	.5	1.2	4	24	.3	.9	3	16	.2	1.4	2	17	.1	.8	1	3
WRPC-FM	.2	.5	2	5	.5	1.4	4	8	.1	.3		5	.1	.6		8
WUNO	.9	2.1	7	66	.3	.7	2	21	.1	.3		13				
WUPR	1.8	4.1	15	48	.9	2.5	8	26	.3	1.5	2	16	.1	1.1	1	9
WVJP-FM	.3	.8	3	18	1.0	2.6	8	28	.2	1.1	2	15	.1	1.6	1	8
WXYX-FM	.4	1.0	4	34					.2	1.3	2	33	.1	1.6	1	31
WZAR-FM	.5	1.3	5	20	.2	.6	2	14	.1	.3		13	.0	.3		11
WZNT-FM	.9	2.2	8	38	.6	1.7	5	30	.4	2.5	4	31	.3	2.8	2	17
TOTAL	42.6	100.0	356	799	36.9	100.0	308	733	17.2	100.0	144	649	9.2	100.0	77	424

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 25 + 46  
POP. 835 (00)

STATION	6 A.M - 12 MID				6 A.M - 7 P.M.				10 A.M - 12 MID				3 P.M - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4	1	13												
WAEL-FM	.0	.0		1												
WAPA	.5	1.9	4	58												
WBQN	1.1	4.2	9	114												
WCAD-FM	.0	.2		13												
WCHQ	.1	.4	1	16												
WCHQ-FM	5.1	19.6	43	248												
WCMN	1.5	5.9	13	130												
WCMN-FM	1.6	6.2	13	115												
WDY-FM				2												
WERR-FM	4.5	17.2	37	160												
WEUC-FM	.0	.1		5												
WFID-FM	.1	.5	1	6												
WGDL	.4	1.4	3	21												
WGSX-FM	.1	.4	1	11												
WIAC-FM	.3	1.0	2	45												
WIOA-FM	.6	2.2	5	68												
WIVA-FM	.0	.0		1												
WKAQ	1.4	5.5	12	170												
WKAQ-FM	.6	2.3	5	63												
WKJB-FM	.2	.9	2	9												
WKS-A-FM	.1	.3	1	12												
WMIA	.9	3.4	7	77												
WMNT	.4	1.6	3	21												
WMSW	.0	.1		9												
WNIK	.1	.4	1	6												
WNIK-FM	.1	.4	1	13												
WNRT-FM	1.0	3.9	9	91												
WORG-FM	.6	2.4	5	62												
WOYE-FM	.8	3.1	7	59												
WPRM-FM	.1	.3	1	7												
WREI-FM	.3	1.1	2	35												
WRPC-FM	.2	.8	2	10												
WUNO	.3	1.1	2	73												
WUPR	.7	2.8	6	50												
WVJP-FM	.4	1.6	4	30												
WXYX-FM	.2	.7	2	55												
WZAR-FM	.2	.8	2	28												
WZNT-FM	.5	2.1	5	50												
TOTAL	26.1	100.0	218	835	32.6	100.0	272	832	21.4	100.0	179	793	12.8	100.0	107	682

NORTH AREA  
ASEORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 25-49 47  
POP. 512 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA					WKL											
WAEL-FM					5											
WAPA	1.0	2.5	5	26	.3	.8	2	10	.4	2.4	2	4	.3	2.9	2	5
WBQN	1.9	4.6	9	49	1.3	3.6	7	32	.4	2.6	2	23	.3	3.2	2	19
WCAD-FM	.0	.1		5	.2	.5	1	6	.2	1.2	1	5	.2	1.6	1	3
WCHQ	.1	.3	1	5	9.3	25.1	48	129	4.2	24.1	22	123	1.8	17.0	9	58
WCHQ-FM	7.7	18.9	39	140	1.7	4.6	9	32	.4	2.0	2	16	.1	1.2	1	11
WCMN	3.1	7.6	16	53	2.2	5.9	11	49	1.1	6.5	6	51	1.2	11.3	6	26
WCMN-FM	3.4	8.4	17	59	5.1	13.7	26	75	1.8	10.4	9	64	.9	8.8	5	54
WDY-FM					.1	.2		1	.1	.3			.3	2.4	1	2
WERR-FM	4.6	11.3	23	71	.3	.7	1	5	.1	.9	1	3	.1	.8	1	4
WEUC-FM					.5	1.3	2	9	.3	1.8	2	6	.3	2.4	1	4
WFID-FM	.1	.2		5	.2	.5	1	8	.1	.8	1	8	.1	.8		4
WGDL	.6	1.5	3	9	.8	2.2	4	23	.3	2.0	2	20	.1	.7	1	10
WGSX-FM	.4	1.0	2	8	1.5	4.0	8	38	.1	.7	1	31	.3	2.6	1	20
WIAC-FM	.3	.6	1	29	.0	.1		1	.1	.3		1	.1	.6		18
WIOA-FM	1.1	2.7	6	38	.8	2.2	4	23	.7	3.7	3	31	.4	4.0	2	5
WIVA-FM					.6	1.7	3	4	.4	2.5	2	30	.2	1.9	1	13
WKAQ	2.5	6.2	13	70	1.1	3.0	6	38	.1	.6	1	2	.1	.8		4
WKAQ-FM	1.8	4.4	9	35	.6	1.7	3	4	.2	1.4	1	8	.2	2.0	1	3
WKJB-FM	.5	1.2	2	5	1.1	2.8	5	32	.4	2.3	2	25	.4	4.0	2	14
WKSA-FM					.2	.6	1	8	.1	.4			.4	4.0		2
WMIA	1.8	4.4	9	35	.3	.7	1	4	.1	.5			.5	4.9	3	6
WMNT					.1	.6			.1	.5			.7	6.3	3	30
WMSW	.1	.1		6	.2	.6	1	5	.9	5.4	5	32	.6	5.7	3	10
WNIK	.2	.5	1	2	.1	.1			.7	3.8	3	20	.9	8.4	4	23
WNIK-FM					.3	.7	1	4	1.5	8.8	8	29	.1	1.0	1	3
WNRT-FM	1.2	3.0	6	35	1.7	4.6	9	39	.1	.6	1	10	.1	.7		4
WORO-FM	.6	1.4	3	25	.7	1.8	3	23	.1	.5			.1	.7		1
WOYE-FM	1.0	2.4	5	29	.9	2.5	5	26	.3	1.5	1	13	.2	2.0	1	6
WPRM-FM	.1	.3	1	3	.2	.6	1	5	.3	1.8	2	29	.2	2.0	1	26
WREI-FM	.1	.1		13	.7	2.0	4	7	.3	1.5	1	12	.1	1.4		8
WRPC-FM	.3	.7	1	5	.2	.6	1	8	.1	.5			.1	.7		1
WUNO	.6	1.5	3	40	.2	.5	1	12	.1	.4			.1	.5		3
WUPR	2.0	5.0	10	31	1.3	3.5	7	18	.3	1.5	1	12	.1	1.4	1	8
WVJP-FM	.5	1.2	2	15	1.3	3.6	7	10	.3	1.5	1	13	.2	2.0	1	6
WXYX-FM	.6	1.5	3	29	.1	.3	1	7	.3	1.8	2	29	.2	2.0	1	26
WZAR-FM	.3	.8	2	14	.9	2.3	4	24	.1	.5			.0	.4		7
WZNT-FM	1.3	3.2	7	31					.4	2.6	2	23	.4	3.5	2	11
TOTAL	40.6	100.0	208	487	37.0	100.0	189	454	17.4	100.0	89	417	10.4	100.0	53	270

**NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH**

1989

**COMBINED DAY PARTS - UNDUPLICATED CUME  
MONDAY-FRIDAY**

WOMEN 25-49 48  
POP. 512 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.4	2	7	.1	.4	1	7	.1	.5	1	7	.2	1.4	1	4
WAEL-FM																
WAPA	.4	1.5	2	26	.4	1.4	2	26	.2	1.0	1	13	.2	1.2	1	9
WBQN	1.0	3.7	5	57	1.2	3.8	6	55	.7	3.3	4	46	.4	2.8	2	34
WCAD-FM	.1	.2		11	.1	.2		11	.1	.3		8	.1	.7		5
WCHQ	.1	.4	1	12	.1	.3		10	.1	.5	1	11	.1	.7		11
WCHQ-FM	5.7	21.9	29	165	7.2	22.5	37	165	5.1	23.5	26	148	2.8	21.1	15	126
WCMN	1.3	4.9	7	62	1.7	5.3	9	60	.7	3.4	4	43	1.2	1.7	1	23
WCMN-FM	1.9	7.4	10	81	2.2	7.0	11	78	1.5	7.0	8	68	1.2	8.6	6	54
WDY-FM																
WERR-FM	3.1	11.8	16	87	3.9	12.2	20	84	2.7	12.1	14	83	1.3	9.7	7	69
WEUC-FM	.0	.1			.0	.2			.0	.2			.0	.2		
WFID-FM	.2	.7	1	5	.2	.5	1	5	.2	1.0	1	5	.2	1.5	1	5
WGDL	.3	1.3	2	14	.5	1.5	2	14	.3	1.2	1	12	.1	1.0	1	6
WGSX-FM	.2	.6	1	10	.2	.7	1	10	.1	.4		10	.1	.4		8
WIAC-FM	.4	1.4	2	38	.5	1.6	3	35	.4	1.8	2	29	.2	1.1	1	23
WIOA-FM	.8	2.9	4	55	1.0	3.0	5	51	.7	3.0	3	47	.2	1.5	1	37
WIVA-FM	.0	.1			.0	.1			.0	.1			.0	.2		1
WKAQ	1.0	3.7	5	78	1.3	4.0	7	75	.5	2.3	3	52	.3	2.4	2	35
WKAQ-FM	.9	3.3	4	46	1.1	3.5	6	40	.6	2.7	3	43	.3	2.2	2	35
WKJB-FM	.3	1.3	2	6	.4	1.3	2	5	.3	1.3	1	6	.1	.7		4
WKSA-FM	.1	.4	1	10	.1	.2			.1	.7			.2	1.7	1	8
WMIA	.8	3.0	4	45	1.1	3.3	5	45	.5	2.2	3	36	.2	1.3	1	27
WMNT	.2	.8	1	12	.1	.4	1	12	.3	1.2	1	11	.3	2.0	1	8
WMSW	.0	.0			.0	.1										
WNIK	.1	.5	1	4	.2	.6	1	4	.1	.5	1	4	.0	.3		2
WNIK-FM	.2	.6	1	11	.0	.1			.2	.8	1	11	.3	2.1	1	9
WNRT-FM	1.1	4.4	6	46	1.3	4.1	7	44	1.1	5.1	6	44	.8	5.8	4	34
WORO-FM	.6	2.4	3	35	.6	2.0	3	35	.6	2.9	3	33	.6	4.6	3	24
WOYE-FM	1.1	4.1	5	48	1.1	3.5	6	43	1.1	4.9	6	43	1.2	8.6	6	37
WPRM-FM	.1	.5	1	6	.1	.4	1	5	.1	.6	1	6	.1	.4		6
WREI-FM	.1	.2		17	.0	.2			.1	.3		15	.1	.6		11
WRPC-FM	.3	1.1	1	9	.4	1.2	2	9	.3	1.3	1	9	.0	.3		4
WUNO	.2	.8	1	43	.3	.9	1	43	.1	.4		12	.0	.2		6
WUPR	.9	3.5	5	33	1.2	3.7	6	33	.6	2.7	3	19	.2	1.5	1	12
WVJP-FM	.6	2.3	3	26	.7	2.3	4	22	.6	2.9	3	18	.2	1.7	1	16
WXYX-FM	.3	1.0	1	47	.3	.9	1	38	.2	.7	1	45	.3	1.9	1	41
WZAR-FM	.1	.5	1	19	.2	.5	1	15	.1	.4		12	.1	.4		12
WZNT-FM	.7	2.8	4	40	.9	2.7	4	40	.6	2.6	3	33	.4	3.0	2	23
TOTAL	26.0	100.0	133	512	32.1	100.0	164	510	21.9	100.0	112	491	13.5	100.0	69	437

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

MONDAY-FRIDAY

WOMEN 35 + 49  
POP. 586 (00)

STATION	6 A.M. - 10 A.M.				10 A.M. - 3 P.M.				3 P.M. - 7 P.M.				7 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA					WKLY											
WAEL-FM	.1	.2			6											
WAPA	1.2	2.7	7	36	1											
WBQN	2.7	6.1	16	75												
WCAD-FM					WKLY											
WCHQ	.1	.3	1	5												
WCHQ-FM	5.2	11.8	30	129												
WCMN	4.8	11.0	28	91												
WCMN-FM	2.2	5.1	13	54												
WDY-FM					WKLY											
WERR-FM					4											
WEUC-FM					1											
WFID-FM					11											
WGDL	1.0	2.3	6	11												
WGSX-FM	.3	.8	2	4												
WIAC-FM	.1	.1			10											
WIOA-FM	.7	1.5	4	26												
WIVA-FM					WKLY											
WKAQ	4.8	11.0	28	145												
WKAQ-FM	.5	1.1	3	20												
WKJB-FM	.2	.4	1	3												
WKSA-FM					4											
WMIA	2.3	5.2	13	54												
WMNT	.6	1.4	4	13												
WMSW					4											
WNIK	.2	.5	1	1												
WNIK-FM					WKLY											
WNRT-FM	.7	1.7	4	57												
WORO-FM	1.1	2.5	6	40												
WOYE-FM	.7	1.7	4	24												
WPRM-FM					4											
WREI-FM	.8	1.8	5	23												
WRPC-FM	.2	.4	1	1												
WUNO	1.2	2.6	7	58												
WUPR	1.5	3.5	9	32												
WVJP-FM	.3	.7	2	9												
WXYX-FM	.1	.3	1	15												
WZAR-FM	.5	1.1	3	12												
WZNT-FM	.9	2.1	5	26												
TOTAL	43.9	100.0	257	561	36.0	100.0	211	510	15.7	100.0	92	441	9.6	100.0	56	305

NORTH AREA  
ASESORES INC.  
JAN/FEB/MARCH

1989

COMBINED DAY PARTS - UNDUPPLICATED CUME  
MONDAY-FRIDAY

WOMEN 35 + 50  
POP. 586 (00)

STATION	6 A.M. - 12 MID				6 A.M. - 7 P.M.				10 A.M. - 12 MID				3 P.M. - 12 MID			
	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers	Avg RTG	Avg Share	Avg Pers	Cume Pers
	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)	%	%	(00)	(00)
WABA	.1	.3		WKL	.0	.1		WKL	.1	.5	1	5	.1	.8	1	4
WAEL-FM	.0	.1			.0	.1							.2	2.0	1	24
WAPA	.6	2.1	3	45	.6	2.0	4	43	.4	1.8	2	24	.3	2.8	2	53
WBQN	1.3	4.9	7	90	1.7	5.1	10	89	.9	4.1	5	68	.1	1.0	1	11
WCAD-FM				5				5				5	2.5	20.6	15	109
WCHO	.1	.4	1	12	.1	.2		9	.1	.5	1	12	.5	4.3	3	41
WCHO-FM	4.4	16.8	26	156	5.4	16.9	32	156	4.1	19.9	24	136	.4	3.1	2	30
WCMN	2.1	8.1	12	120	2.8	8.8	17	120	1.3	6.4	8	88	.2	22.6	16	104
WCMN-FM	1.0	3.8	6	64	1.2	3.8	7	64	.6	3.0	4	43	.1	1.4	1	8
WDOY-FM													.1	.6	1	4
WERR-FM	5.8	22.2	34	132	7.2	22.3	42	127	5.1	24.5	30	121	.2	1.0	1	15
WEUC-FM				3				3				3	.1	.6	1	14
WFID-FM													.1	1.1	1	22
WGDL	.4	1.5	2	16	.4	1.3	3	16	.2	1.0	1	15	.4	3.2	2	69
WGSX-FM	.1	.3		4	.1	.3	1	4	.3	1.3	2	17	.0	.3	3	20
WIAC-FM	.2	.9	1	17	.3	1.0	2	13	.6	3.0	4	27	.0	.2	1	1
WIOA-FM	.6	2.4	4	33	.8	2.5	5	30					.4	3.1	2	41
WIVA-FM													.5	3.7	3	15
WKAQ	1.6	6.2	9	150	2.2	6.8	13	146	.7	3.2	4	93	.4	.4	2	69
WKAQ-FM	.1	.4	1	30	.1	.5	1	26					.0	.3	3	20
WKJB-FM	.1	.5	1	3	.2	.5	1	3	.1	.5	1	3	.0	.2	1	1
WKSA-FM	.0	.0		4	.0	.0		4	.0	.1		3	.0	.2	1	1
WMIA	1.1	4.3	7	66	1.5	4.6	9	65	.8	3.8	5	50	.4	3.1	2	41
WMNT	.6	2.4	4	23	.7	2.1	4	21	.6	3.0	4	21	.5	3.7	3	15
WMSW	.0	.0		4	.0	.0		4	.0	.1		3	.0	.4	1	1
WNIK	.1	.6	1	5	.2	.6	1	4	.1	.6	1	5	.1	.8	1	3
WNIK-FM	.1	.2		3				3	.1	.3		3	.1	.8	1	3
WNRT-FM	.7	2.9	4	74	.8	2.6	5	72	.7	3.6	4	70	.4	3.0	2	57
WORG-FM	.8	2.9	4	52	.8	2.6	5	52	.7	3.2	4	51	.7	5.3	4	31
WOYE-FM	.5	1.9	3	39	.4	1.4	3	33	.4	2.1	3	29	.5	4.4	3	25
WPRM-FM	.0	.1		1					.0	.2			.1	.5	1	1
WREI-FM	.4	1.6	2	35	.6	1.7	3	35	.3	1.5	2	26	.2	1.7	1	17
WRPC-FM	.1	.4	1	1	.1	.5	1	1	.1	.4	1	1	.0	.1	1	1
WUNC	.4	1.5	2	66	.5	1.6	3	66	.2	.8	1	27	.0	.3	1	13
WUPR	.6	2.4	4	35	.8	2.5	5	35	.4	1.7	2	25	.3	2.2	2	11
WVJF-FM	.4	1.5	2	14	.5	1.4	3	12	.4	2.0	2	10	.2	1.3	1	10
WXYX-FM	.1	.3		31	.1	.3	1	22	.1	.3		31	.1	.8	1	31
WZAR-FM	.2	.8	1	18	.3	.8	2	14	.1	.6	1	18	.1	.5	1	14
WZNT-FM	.7	2.7	4	33	.8	2.6	5	33	.6	3.1	4	33	.5	4.1	3	24
TOTAL	25.9	100.0	152	586	32.2	100.0	189	583	20.8	100.0	122	552	12.3	100.0	72	464

1911 - 1912

1912 - 1913

1913 - 1914

1914 - 1915

1915 - 1916

1916 - 1917

1917 - 1918

1918 - 1919

1919 - 1920

1920 - 1921

1921 - 1922

1922 - 1923

1923 - 1924

1924 - 1925

1925 - 1926

1926 - 1927

1927 - 1928

1928 - 1929

1929 - 1930

1930 - 1931

1931 - 1932

1932 - 1933

1933 - 1934

1934 - 1935

## **METHODOLOGY**

**Background by Nestor Beron Piris, President, Asesores Inc.**

**Except in a purely theoretical sense, a radio survey based on a true probability sample is an impossible goal.**

**Although probability sampling requires relatively little knowledge of the universe to be surveyed, it does require two things:**

- 1) A way of identifying each universe element uniquely, and**
- 2) The total number of universe elements\***

**All survey methodologies require the second item and, if the results are to be presented with age and sex, demography is also required. Official government figures are usually accepted as a fulfillment of this requirement.**

**Item #1 is the problem. In a radio survey involving personal listening, there is no way of identifying each "universe element uniquely". An acceptable substitution of this requirement would be the unique identification of reasonably equal population books. The only way this could be accomplished would be by taking a complete census of the region to be surveyed immediately prior to the survey itself which would then be a redundancy.**

**The principal disadvantages of probability sampling are its relative complexity, cost, and time requirements. Except in very simple situations, more resources are needed to design and execute a probability design than a nonprobability design... when a nonprobability design must be used, the investigator will frequently be able to adopt some of the features of probability sampling to improve results.** \*

\* Harper W. Doyed, Jr., Ph.D., Ralph Westfall, Ph.D., Stanley F. Stasch, Ph.D., "Marketing Research" (Illinois Richard D. Irwin, Inc., 1977, p. 365 / 367)

## **METHODOLOGY (Cont.)**

A viable alternative to probability sampling ...

A stratified random sample or proportional stratified probability sample are one and the same. Both divide the total universe being surveyed into identifiable sub-sets or sections. The number of interviews per sub-set should be proportional to the subsets relationship to the total universe being surveyed.

In San Juan, the sub-sets are socio-economic and political boundaries. For the rest of the island, the urban/rural sub-sets are added for practical purposes because of the large rural population with distinctive listening habits.

Socio-economic sub-sets or strata are necessary because of the distinctive unique listening habits found with each stratum. The radio stations themselves require a proportional representation by political boundary and are represented by municipios. The often heard complaint, "my listeners are in Levittown (or Carolina, etc.) they didn't survey enough people there", is sufficient reason for this division of the total universe.

Having established both proportional and stratified sub-sets, it is necessary to "adopt some of the features of probability sampling to improve results". One way of doing this is by establishing a systematic selection of sampling points or clusters within each of the sub-sets. The purpose of doing this is to remove any bias that might be generated, however unconsciously, by a subjective selection process.

A table of random numbers is often employed for this purpose. It is either used to establish a skip interval or starting point. Due to the widely varying physical characteristics encountered in housing units, street grid pattern, etc., it is not always practical to adhere exclusively to this system. What is important is the objective selection of clusters as devoid as possible of subjective assignment which may induce bias.

After determining and identifying the number of clusters necessary to produce the total number of interviews desired, the interviewing process itself begins. It is crucial at this point that the selection of the individual respondent be on a totally systematic basis. (See Field Work)

## METHODOLOGY (Cont.)

There is an ever-present possibility of insufficient response or non-response by habitually absent members of the household. This is most evident in the critical 18-24 demography which should account for approximately 18% of the respondents surveyed.

The practice of "weighting" is often employed to compensate for low response or balance the response among the different age groups. This is not a very reliable system.

Writing in "Statistical Analysis", Samuel B. Richmond, Ph.D. Columbia University, Notes: "it is not safe to make the assumption that the missing sampling units do not differ from the others because there does not seem to be any reason for such difference with respect to the characteristics being studied". (Author's Italics).

We introduced two steps in this survey to resolve the problem of proportionately balanced total among the age.sex demographics. The first was to delay until 4 in the afternoon the beginning of any field work. This allowed time for the usually absent household members to return to their home and be available for interviewing. Secondly, we employed a table of random numbers printed on every questionnaire to identify the individual to be questioned in the household after noting the age and sex of each person then present in the household.

Together, these two steps produced a demographic sample representative of the population as a whole.

At all times, the advantages of a probability survey and the reasons for it are the proper guide in conceptualizing and executing the radio audience estimates survey whose results are printed in this book.

Nestor Beron Piris

President

Asesores, Inc.

Editor's Note: Nestor Beron has 25 years professional experience in the survey field. For the last fifteen years, he has worked in Puerto Rico, designing and executing hundreds of marketing research projects for numerous local branches of international "blue chip" clients.

## **FIELD WORK**

A trained, experienced staff of 85 interviewers conduct the actual interview on a person-to-person basis in the respondent's home.

Only one person is interviewed per household. Selection of the respondent is based on a table of random numbers that is printed on every questionnaire. The number identifying the individual, listed chronologically, varies for each of the ten households in the cluster and in the potential number of persons present in each household.

Once identified, the interviewer "talks" the respondent through "that" day, from the respondent's awakening through the time of the interview. All interviews are conducted after 4 p.m.

To acquire the listening information of the respondent for the hours following the time of the interview until the hour of retirement of the respondent, the interviewer inquires about "yesterday" listening habits from the present time until the hour of the respondent's retirement for the night.

## **SUPERVISION AND VERIFICATION**

At least one supervisor accompanies all teams of interviews. It is their job to check the questionnaire immediately after the interview for completion of all questions and to insure it has been properly filled out.

The supervisor is also responsible for verifying the accuracy of the interview in 20% of the households visited. Whenever possible, an additional 30% of the interviews are verified by telephone calls from office personnel of Asesores.

## **DATA PROCESSING**

All interviews are edited and coded in the Asesores computer center. This is done by specialized personnel under the direct supervision of a partner of the company. All data is then entered directly into Prime computer.

All data is processed using a specially written computer program designed for our exclusive use. All work in this area is under the strict control of a partner who writes and supervises all the original programs for our company.

## **SOCIO-ECONOMIC LEVELS**

An explanation of the criteria determining the socio-economic level of the areas studied follows:

### **HIGH "A"**

Residential area with individually designed homes valued at \$125,000 or more. Lots larger than 600 square meters. Also condominium residents, generally owned by professional and/or business groups.

### **MIDDLE-HIGH "B"**

Residential area with comfortable individually designed homes valued from \$75,000 to \$125,000. Lots of 400 to 600 square meters. Large suburban developments and also condominium whose resident are mostly professional or businessmen.

### **MIDDLE "C"**

Residential areas with small houses designed and constructed by a suburban development builder valued from \$50,000 to \$75,000. Lots of about 300 to 400 square meters. High density urbanizations and residential blocks of big cities. Residents are generally of semi-professional, clerical and other similar level occupations.

### **MIDDLE-LOW LOW "D/E"**

Residential area with houses designed and constructed by a company for large suburban developments with housing units valued from \$25,000 to \$50,000. Lots smaller than 300 square meters. Low cost government or cooperative houses, individual or groups of horizontal or vertical condominiums. Small homes mostly for the worker class.

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### Radio COA

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## **GLOSSARY**

### **AVG. RTS. %**

Average rating of station expressed as a percentage of the total population of demographic segment indicated in upper-right corner of page. Computation involves dividing number of average persons by population figure and is applicable only to time period listed at top of column.

### **AVG. PERS. (00)**

Average number of persons listening to a station during any given 15- minute segment for the time period indicated. If the population of the universe is 1,000 persons. Then an average rating of "1" would indicate that 10 persons are listening to the station for the whole of the time period. Or, if the time period is four (16 quarter-hours), 160 listened for only 15 minutes each during that time period. If the time period is five hours (20 quarter-hours), 200 persons listened a maximum of 15 minutes each.

### **CUME PRS. (00)**

Total accumulated and unduplicated persons listening during the time period indicated. because some survey firms accumulate "tune-ins" instead of "persons", the cume figure will reflect a duplicated audience in that instance.

### **AVG. SHARE**

A station's percentage or share of total audience listening during time period indicated. share is computed from average persons listening, not cumulative persons. because total audience varies by time period, care should be excised in reading this figure.







## ASESORES INC.

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