

Strategy Research  
Corporation

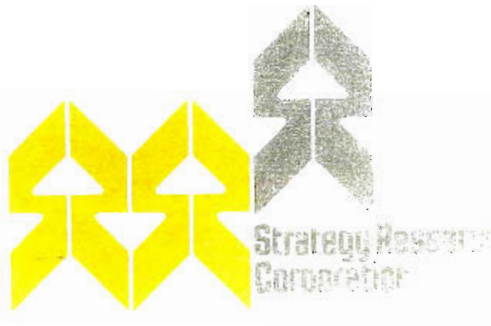
**Market Radio**

**San Juan**

**Fall**

**1978**

**Audience Estimates**



January 8, 1979

Dear Subscriber:

We are pleased to submit herewith the SRC/Market Radio San Juan report for Fall, 1978.

With this second MRSJ survey we continue to be enthusiastic with the service and, especially, with the quality of the field work. We believe the methodology, execution and data processing elements have combined to produce an audience service without parallel... anywhere. We hope our subscribers will agree, and find this survey a useful one.

One special note: Due to an EDP sequencing error, the Monday-Sunday 6:00 A.M.-12 Midnight Shares and Average Persons were unprintable as they came off of the computer. In order not to delay issuance of the report, these two tables were retyped and included herein on pages 69 and 70.

Should there be any questions please let us know.

With best regards,

Cordially,

STRATEGY RESEARCH CORPORATION

PR:amz  
#3592

SAN JUAN, PUERTO RICO  
METROPOLITAN AREA  
TOTAL AUDIENCE ESTIMATES  
FALL 1978

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SAN JUAN, PUERTO RICO  
METROPOLITAN AREA

<u>County</u>	<u>County Distribution Population 12+</u>	<u>Respondents 12+</u>
Bayamon	144,000	273
Carolina, Loiza Aldea	136,100	227
Catano, Toa Baja	66,600	111
Guaynabo	61,400	96
San Juan	455,400	832
Trujillo Alto	28,000	74
TOTAL	891,500	1613

AGE/SEX DISTRIBUTION

	<u>Population 12+</u>	<u>Respondents 12+</u>
Men 18+	346,000	553
Men 18-24	71,700	112
Men 25-34	79,000	110
Men 35-49	89,600	151
Men 50-64	73,200	125
Men 65+	32,500	55
Women 18+	391,100	805
Women 18-24	83,700	170
Women 25-34	90,200	184
Women 35-49	97,600	218
Women 50-64	78,200	150
Women 65+	41,400	83
Adults 18+	737,100	1358
Teens 12-17	155,400	255
Total Persons 12+	891,500	1613

SAN JUAN, PUERTO RICO  
METROPOLITAN AREA

<u>Survey Information</u>	<u>Metro Area</u>
Sampling Points Assigned	112
Sampling Points Completed	112
Approximate # of Households per Sampling Point	9
In Tab Sample - Households	1002
In Tab Sample-Persons 12+	1613

Interviewing Dates: September 11, 1978 - November 24, 1978.

Stations Authorized to use this report: WBMJ, WFID, WKAQ, WKAQ-FM, WPRM-FM, WQII, WSRA.

The following Advertisers and Agencies subscribe to Market Radio San Juan service:

- Badillo/Compton, Inc. ✱
- Hughes and Espasas Advertising
- Ralca Advertising ✱
- Armando Rosado and Associates
- Young and Rubicam Puerto Rico, Inc.

STATION I. D. FORM  
SAN JUAN - FALL, 1978

Station	Dial Position		I.D.'s
	AM	FM	
WKAQ-FM WAPA	680	104.7	KQ 105...Su Música. Guapa WAPA Radio...WAPA Radio Cambiando... WAPA Reloj.
WQII	1140		II-Q (Once Q)...Me Gusta...Música y Más.
WNEL	1430		
WVJP	1110		
WUNO	1320		Radio Uno...Totalmente Diferente...Totalmente en Español...Mundo Basket.
WRAI	1520		Música 1520...Radio Aeropuerto...Radio 1520.
WVOZ	1400		TO' EL MUNDO AQUÍ ES PRIETO, ¿QUE TU QUIERES? - PICHIN ROMAN - 1977
WQBS	630		Concurso El Biletometro...Música Más Música...Disco Tempo... La Musica del Momento.
WLUZ	1600		
WHOA	870		El Coqui-87-WHOA...WHOA, where the music is... 87-HOA, With the most affluent listeners in San Juan... 87-HOA.
WKVM	810		La Que Le Complace...La emisora del año... La musicalisima...Línea de Quejas.
WOLA-FM		107.7	
WORO-FM		92.5	
WIAC-FM		102.5	
WPRM-FM		98.5	
WKAQ	580		Radio Reloj...WKAQ, Nunca se Detiene.
WBRQ-FM		97.7	Radio Musical...Super 97
WFID-FM		95.7	Radio Fidelity...FM 96...Siempre Buena Música... El Invitado.
WOSO	1030		El Oso...Radio Mil Treinta...Radio Ten Thirty...CBS in Puerto Rico
WVJP-FM		103.3	
WIPR	940		
WRSJ	1560		Radio San Juan...Más y Mejor Música.
WSRA-FM		93.7	Sonorama 93...Beautiful Music...FM 93... Stereo 93.
WBMJ	1190		Radio Rock...Tocando Más Éxitos...La Tremenda ...Disco Party '78.
WIPR-FM		91.3	
WIAC	740		
WKVM-FM		105.7	
WEYA-FM		94.7	Exitos 95... <u>P.R. Para Cristo</u>
WIOB-FM		99.9	Estereotempo 99...La Música Más Bella del Mundo para Puerto Rico.

A WINNER

# Buyer's Guide

## EXPLANATION

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

The age combinations are as follows:

MEN	PAGE	WOMEN	PAGE	TOTAL ADULTS	PAGE	PERSONS	PAGE
18+	1	18+	13	18+	25	12-24	37
18-34	3	18-34	15	18-34	27		
18-49	5	18-49	17	18-49	29		
25-49	7	25-49	19	25-49	31		
25-54	9	25-54	21	25-54	33	TEENS	
35-64	11	35-64	23	35-64	35	12-17	39

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

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

### MONDAY-FRIDAY

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

### SATURDAY

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

### SUNDAY

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





STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			47	1.4	241			42	1.2	193			59	1.7	234
WBMJ			146	4.2	515			124	3.6	309			115	3.3	430
WBRO					8					8					27
WFID			37	1.1	174			8	.2	132			64	1.8	155
WIAC			51	1.5	187			58	1.7	135			63	1.8	184
WIAC-FM			24	.7	152			27	.8	152			29	.8	152
WIOB			27	.8	85			4	.1	84			21	.6	82
WKAQ			306	8.8	972			141	4.1	470			117	3.4	496
WKAQ-FM			50	1.4	221			40	1.2	125			29	.8	132
WKVM			80	2.3	314			46	1.3	232			53	1.5	232
WKVM-FM			5	.1	18			8	.2	22			5	.1	28
WLUZ			107	3.1	285			31	.9	132			23	.7	135
WOLA			23	.7	107			22	.6	99			12	.3	129
WPRM			92	2.7	325			127	3.7	286			116	3.4	348
WQBS			57	1.6	268			14	.4	169			60	1.7	164
WQII			101	2.9	438			105	3.0	287			128	3.7	413
WRAI			3	.1	24			6	.2	6			17	.5	17
WRSJ			20	.6	102			13	.4	72			13	.4	56
WSRA			31	.9	184			23	.7	98			38	1.1	172
WUNO			77	2.2	307			58	1.7	209			56	1.6	188
WVOZ			36	1.0	91			49	1.4	117			54	1.6	131
TOTAL			1358	39.2	3064			977	28.2	2113			1110	32.1	2366

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			54	1.6	431			50	1.4	364			54	1.6	337
WBMJ			117	3.4	708			126	3.6	674			129	3.7	666
WBRO			3	.1	27					27					27
WFID			29	.8	219			35	1.0	208			52	1.5	208
WIAC			47	1.4	248			58	1.7	248			57	1.6	239
WIAC-FM			25	.7	207			26	.8	197			26	.8	178
WIOB			13	.4	110			15	.4	110			24	.7	110
WKAQ			147	4.2	1100			184	5.3	1071			211	6.1	1048
WKAQ-FM			32	.9	295			39	1.1	258			39	1.1	250
WKVM			48	1.4	398			57	1.6	390			66	1.9	372
WKVM-FM			7	.2	60			6	.2	49			5	.1	38
WLUZ			42	1.2	321			53	1.5	294			64	1.8	294
WOLA			18	.5	225			20	.6	199			18	.5	183
WPRM			98	2.8	542			112	3.2	526			102	2.9	461
WQBS			34	1.0	293			41	1.2	293			59	1.7	293
WQII			98	2.8	641			110	3.2	613			115	3.3	597
WRAI			8	.2	35			8	.2	35			10	.3	35
WRSJ			13	.4	120			15	.4	109			16	.5	102
WSRA			27	.8	219			30	.9	219			35	1.0	219
WUNO			54	1.6	367			63	1.8	350			66	1.9	350
WVOZ			40	1.2	179			46	1.3	171			44	1.3	155
TOTAL			988	28.6	3446			1137	32.9	3421			1235	35.7	3365



SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			64	1.8	218
WBMJ			90	2.6	247
WBRO			11	.3	11
WFID			15	.4	87
WIAC			17	.5	55
WIAC-FM			19	.5	72
WIOB			2	.1	23
WKAQ			52	1.5	264
WKAQ-FM			12	.3	63
WKVM			21	.6	105
WKVM-FM			11	.3	22
WLUZ			17	.5	74
WOLA			14	.4	68
WPRM			64	1.8	228
WQBS			15	.4	79
WQII			65	1.9	230
WRAI			7	.2	14
WRSJ			2	.1	11
WSRA			20	.6	123
WUNO			29	.8	105
WVOZ			23	.7	71
TOTAL			599	17.3	1552

MEN 18+ 3460 (00)  
C.Z. =  
5A =

SATURDAY-SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	28	.8	31	.9	45	1.3	26	.8
WBMJ	77	2.2	121	3.5	107	3.1	97	2.8
WBRO	6	.2	18	.5	16	.5	18	.5
WFID	3	.1	24	.7	15	.4	6	.2
WIAC	43	1.2	65	1.9	67	1.9	54	1.6
WIAC-FM	22	.6	26	.8	11	.3	5	.1
WIOB								
WKAQ	210	6.1	106	3.1	68	2.0	50	1.4
WKAQ-FM	28	.8	31	.9	37	1.1	6	.2
WKVM	63	1.8	50	1.4	23	.7	10	.3
WKVM-FM	7	.2						
WLUZ	30	.9	13	.4	5	.1	3	.1
WOLA	20	.6	48	1.4	26	.8	19	.5
WPRM	72	2.1	153	4.4	148	4.3	99	2.9
WQBS	19	.5	56	1.6	90	2.6	50	1.4
WQII	141	4.1	161	4.7	144	4.2	53	1.5
WRAI	6	.2	12	.3	12	.3	12	.3
WRSJ	2	.1	2	.1				
WSRA	9	.3	24	.7	20	.6	18	.5
WUNO	22	.6	29	.8	44	1.3	7	.2
WVOZ	15	.4	20	.6	13	.4	15	.4
TOTAL	848	24.5	1034	29.9	914	26.4	556	16.1

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			62	1.8	333
WBMJ			101	2.9	487
WBRO			6	.2	27
WFID			36	1.0	184
WIAC			37	1.1	184
WIAC-FM			24	.7	172
WIOB			11	.3	82
WKAQ			81	2.3	539
WKAQ-FM			18	.5	170
WKVM			35	1.0	239
WKVM-FM			9	.3	39
WLUZ			19	.5	170
WOLA			13	.4	162
WPRM			86	2.5	379
WQBS			35	1.0	199
WQII			92	2.7	452
WRAI			11	.3	25
WRSJ			7	.2	67
WSRA			28	.8	180
WUNO			41	1.2	224
WVOZ			36	1.0	138
TOTAL			828	23.9	2565



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			8	.5	22			8	.5	22			8	.5	33
WBMJ			125	8.3	386			104	6.9	216			98	6.5	349
WBRQ					8					8					27
WFID			5	.3	33			1	.1	22			12	.8	22
WIAC			18	1.2	41			13	.9	41			14	.9	33
WIAC-FM			3	.2	44			4	.3	44			3	.2	33
WIOB													4	.3	8
WKAQ			59	3.9	212			12	.8	97			16	1.1	135
WKAQ-FM			37	2.5	116			23	1.5	45			11	.7	53
WKVM			11	.7	53			7	.5	30			8	.5	45
WKVM-FM								8	.5	22			5	.3	11
WLUZ			12	.8	44					22					11
WOLA			18	1.2	89			17	1.1	81			12	.8	111
WPRM			72	4.8	255			107	7.1	228			91	6.0	286
WQBS			24	1.6	116			6	.4	60			29	1.9	63
WOII			56	3.7	247			68	4.5	177			82	5.4	261
WRAI													11	.7	11
WRSJ			4	.3	11										
WSRA			9	.6	52			7	.5	11			5	.3	44
WUNO			35	2.3	122			30	2.0	100			33	2.2	86
WVOZ			33	2.2	64			39	2.6	99			54	3.6	121
TOTAL			533	35.4	1224			458	30.4	875			492	32.6	1076

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.7	55			8	.5	44			8	.5	44
WBMJ			99	6.6	571			108	7.2	537			111	7.4	529
WBRQ			3	.2	27					27					27
WFID			4	.3	44			6	.4	33			9	.6	33
WIAC			11	.7	52			15	1.0	52			16	1.1	52
WIAC-FM			4	.3	44			3	.2	44			3	.2	44
WIOB			1	.1	8			1	.1	8			2	.1	8
WKAQ			21	1.4	238			27	1.8	238			37	2.5	238
WKAQ-FM			20	1.3	180			23	1.5	143			24	1.6	135
WKVM			7	.5	83			8	.5	83			10	.7	72
WKVM-FM			6	.4	33			5	.3	22			3	.2	11
WLUZ			3	.2	55			4	.3	44			6	.4	44
WOLA			15	1.0	197			16	1.1	181			15	1.0	165
WPRM			83	5.5	438			91	6.0	422			81	5.4	381
WQBS			16	1.1	127			19	1.3	127			26	1.7	127
WOII			63	4.2	392			68	4.5	384			69	4.6	368
WRAI			2	.1	11			3	.2	11			5	.3	11
WRSJ			2	.1	22			1	.1	11			2	.1	11
WSRA			6	.4	63			7	.5	63			7	.5	63
WUNO			28	1.9	149			32	2.1	138			33	2.2	138
WVOZ			36	2.4	144			41	2.7	136			43	2.9	128
TOTAL			447	29.7	1507			492	32.6	1491			513	34.0	1449



SAN JUAN MON-FRI  
FALL 1978

MEN 18-34 (001)  
CSA 1507

MONDAY-FRIDAY

SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	1.3	44
WBMJ			73	4.8	203
WBRQ			11	.7	11
WFID					22
WIAC			1	.1	11
WIAC-FM			4	.3	22
WIOB					
WKAQ			4	.3	97
WKAQ-FM			10	.7	53
WKVM			3	.2	19
WKVM-FM			11	.7	22
WLUZ			2	.1	11
WOLA			13	.9	58
WPRM			64	4.2	191
WQBS			11	.7	38
WQII			49	3.3	163
WRAI					
WRSJ			2	.1	11
WSRA			3	.2	44
WUND			17	1.1	52
WVQZ			23	1.5	61
TOTAL			327	21.7	777

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
62	4.1	121	8.0	102	6.8	97	6.4
6	.4	18	1.2	16	1.1	18	1.2
3	.2	13	.9	3	.2		
13	.9	13	.9	13	.9	13	.9
72	4.8	20	1.3	13	.9	3	.2
		3	.2	19	1.3		
20	1.3	48	3.2	26	1.7	19	1.3
34	2.3	132	8.8	124	8.2	74	4.9
19	1.3	40	2.7	76	5.0	50	3.3
113	7.5	112	7.4	94	6.2	53	3.5
9	.6	29	1.9	44	2.9	7	.5
		10	.7	9	.6	5	.3
354	23.5	559	37.1	541	35.9	355	23.6

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	.9	44
WBMJ			84	5.6	406
WBRQ			6	.4	27
WFID			5	.3	33
WIAC			7	.5	33
WIAC-FM			4	.3	44
WIOB			2	.1	8
WKAQ			10	.7	135
WKAQ-FM			10	.7	91
WKVM			5	.3	45
WKVM-FM			9	.6	22
WLUZ			1	.1	22
WOLA			12	.8	134
WPRM			76	5.0	317
WQBS			19	1.3	82
WQII			63	4.2	280
WRAI			5	.3	11
WRSJ			1	.1	11
WSRA			4	.3	44
WUND			24	1.6	97
WVQZ			36	2.4	128
TOTAL			401	26.6	1189



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	.8	99			10	.4	71			21	.9	91
WBMJ			145	6.0	492			122	5.1	293			112	4.7	407
WBRO					8					8					27
WFID			19	.8	91			5	.2	80			36	1.5	80
WIAC			35	1.5	99			21	.9	70			33	1.4	111
WIAC-FM			18	.7	102			19	.8	102			15	.6	101
WIOB			13	.5	49			2	.1	39			13	.5	37
WKAQ			137	5.7	462			40	1.7	193			48	2.0	280
WKAQ-FM			42	1.7	193			36	1.5	103			21	.9	111
WKVM			36	1.5	187			12	.5	108			17	.7	122
WKVM-FM			5	.2	10			8	.3	22			5	.2	21
WLUZ			41	1.7	131			2	.1	61			7	.3	60
WOLA			23	1.0	99			22	.9	91			12	.5	121
WPRM			89	3.7	304			117	4.9	257			115	4.8	334
WQBS			37	1.5	203			10	.4	127			44	1.8	121
WQII			87	3.6	363			87	3.6	235			112	4.7	347
WRAI					10								11	.5	11
WRSJ			7	.3	49					20			2	.1	20
WSRA			27	1.1	110			17	.7	40			20	.8	92
WUNJ			52	2.2	208			46	1.9	148			45	1.9	144
WVOZ			33	1.4	83			49	2.0	109			54	2.2	131
TOTAL			882	36.7	2071			639	26.6	1415			757	31.5	1644

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.9	200			17	.7	159			21	.9	140
WBMJ			115	4.8	677			125	5.2	643			128	5.3	635
WBRO			3	.1	27					27					27
WFID			15	.6	122			19	.8	111			28	1.2	111
WIAC			21	.9	139			30	1.2	139			34	1.4	130
WIAC-FM			16	.7	150			17	.7	140			16	.7	121
WIOB			7	.3	66			8	.3	66			13	.5	66
WKAQ			59	2.5	556			72	3.0	527			92	3.8	517
WKAQ-FM			28	1.2	266			33	1.4	229			31	1.3	221
WKVM			16	.7	227			20	.8	227			26	1.1	216
WKVM-FM			7	.3	53			6	.2	42			5	.2	31
WLUZ			13	.5	161			16	.7	140			23	1.0	140
WOLA			18	.7	217			20	.8	191			18	.7	175
WPRM			95	4.0	505			107	4.5	489			101	4.2	439
WQBS			24	1.0	214			29	1.2	214			41	1.7	214
WQII			86	3.6	547			94	3.9	519			100	4.2	503
WRAI			2	.1	21			3	.1	21			5	.2	21
WRSJ			4	.2	60			3	.1	49			5	.2	49
WSRA			19	.8	131			20	.8	131			24	1.0	131
WUNJ			41	1.7	255			47	2.0	244			48	2.0	244
WVOZ			39	1.6	163			45	1.9	155			43	1.8	147
TOTAL			664	27.6	2402			751	31.3	2377			820	34.1	2335



SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			38	1.6	111
WBMJ			85	3.5	232
WBRO			11	.5	11
WFID			6	.2	51
WIAC			1		11
WIAC-FM			11	.5	51
WIOB			2	.1	10
WKAQ			23	1.0	164
WKAQ-FM			12	.5	63
WKVM			3	.1	48
WKVM-FM			11	.5	22
WLUZ			6	.2	31
WOLA			14	.6	68
WPRM			64	2.7	220
WOB5			13	.5	58
WQII			61	2.5	201
WRAI					
WRSJ			2	.1	11
WSRA			13	.5	73
WUNO			26	1.1	91
WVQZ			23	1.0	71
TOTAL			437	18.2	1133

MEN 18-49  
C-7-1 2403 (00)

SATURDAY-SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	11	.5	11	.5	8	.3		
WBMJ	74	3.1	121	5.0	107	4.5	97	4.0
WBRO	6	.2	18	.7	16	.7	18	.7
WFID	3	.1	24	1.0	10	.4	3	.1
WIAC	21	.9	13	.5	13	.5	13	.5
WIAC-FM	22	.9	21	.9	5	.2		
WIOB								
WKAQ	112	4.7	22	.9	20	.8	14	.6
WKAQ-FM	28	1.2	31	1.3	37	1.5	6	.2
WKVM	5	.2					7	.3
WKVM-FM	7	.3						
WLUZ	3	.1						
WOLA	20	.8	48	2.0	26	1.1	19	.8
WPRM	66	2.7	138	5.7	132	5.5	86	3.6
WOB5	19	.8	56	2.3	90	3.7	50	2.1
WQII	132	5.5	134	5.6	118	4.9	53	2.2
WRAI								
WRSJ								
WSRA	3	.1	2	.1	12	.5	10	.4
WUNO	22	.9	29	1.2	44	1.8	7	.3
WVQZ	11	.5	16	.7	13	.5	10	.4
TOTAL	584	24.3	722	30.0	674	28.0	401	16.7

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	1.2	150
WBMJ			97	4.0	464
WBRO			6	.2	27
WFID			19	.8	101
WIAC			15	.6	111
WIAC-FM			13	.5	121
WIOB			7	.3	37
WKAQ			35	1.5	309
WKAQ-FM			15	.6	149
WKVM			9	.4	122
WKVM-FM			9	.4	32
WLUZ			6	.2	80
WOLA			13	.5	154
WPRM			86	3.6	365
WOB5			26	1.1	150
WQII			83	3.5	386
WRAI			5	.2	11
WRSJ			2	.1	31
WSRA			16	.7	92
WUNO			34	1.4	165
WVQZ			36	1.5	138
TOTAL			581	24.2	1795



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	1.2	99			10	.6	71			21	1.2	91
WBMJ			79	4.7	282			53	3.1	176			61	3.6	212
WBRO															11
WFID			19	1.1	91			5	.3	80			36	2.1	80
WIAC			33	2.0	91			21	1.2	62			33	2.0	111
WIAC-FM			18	1.1	102			19	1.1	102			15	.9	101
WIOB			13	.8	49			2	.1	39			9	.5	29
WKAQ			129	7.7	415			35	2.1	162			46	2.7	233
WKAQ-FM			26	1.5	154			28	1.7	80			13	.8	80
WKVM			30	1.8	156			7	.4	100			12	.7	99
WKVM-FM			5	.3	10			8	.5	22			5	.3	21
WLUZ			41	2.4	131			2	.1	61			7	.4	60
WOLA			5	.3	21			5	.3	21					43
WPRM			43	2.6	148			46	2.7	117			60	3.6	147
WOB5			27	1.6	164			4	.2	111			36	2.1	113
WOII			56	3.3	270			51	3.0	157			71	4.2	207
WRAI					10								11	.7	11
WRSJ			7	.4	49					20			2	.1	20
WSRA			23	1.4	102			17	1.0	40			20	1.2	92
WUNQ			39	2.3	185			39	2.3	125			41	2.4	113
WVOZ			19	1.1	52			30	1.8	54			19	1.1	76
TOTAL			648	38.4	1549			396	23.5	979			534	31.7	1106

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	1.3	200			17	1.0	159			21	1.2	140
WBMJ			58	3.4	359			63	3.7	347			70	4.2	347
WBRO			3	.2	11					11					11
WFID			15	.9	122			19	1.1	111			28	1.7	111
WIAC			21	1.2	131			29	1.7	131			33	2.0	122
WIAC-FM			16	.9	150			17	1.0	140			16	.9	121
WIOB			6	.4	58			7	.4	58			11	.7	58
WKAQ			55	3.3	494			67	4.0	465			87	5.2	455
WKAQ-FM			19	1.1	196			23	1.4	174			19	1.1	174
WKVM			11	.7	188			15	.9	188			20	1.2	177
WKVM-FM			7	.4	53			6	.4	42			5	.3	31
WLUZ			13	.8	161			16	.9	140			23	1.4	140
WOLA			4	.2	53			4	.2	43			3	.2	43
WPRM			41	2.4	232			49	2.9	232			51	3.0	190
WOB5			16	.9	175			21	1.2	175			32	1.9	175
WOII			51	3.0	352			58	3.4	332			54	3.8	332
WRAI			2	.1	21			3	.2	21			5	.3	21
WRSJ			4	.2	60			3	.2	49			5	.3	49
WSRA			18	1.1	123			19	1.1	123			22	1.3	123
WUNQ			34	2.0	216			39	2.3	205			40	2.4	205
WVOZ			19	1.1	85			23	1.4	85			19	1.1	85
TOTAL			449	26.6	1685			517	30.7	1676			591	35.1	1665



SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

MON 25-49 (00)  
C.7. = 1686  
SATURDAY-SUNDAY SA =

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			38	2.3	111
WBMJ			43	2.6	84
WBRQ			11	.7	11
WFID			6	.4	51
WIAC			1	.1	11
WIAC-FM			11	.7	51
WIOB			2	.1	10
WKAQ			23	1.4	133
WKAQ-FM			7	.4	32
WKVM					40
WKVM-FM			11	.7	22
WLUZ			6	.4	31
WOLA			5	.3	21
WPRM			20	1.2	95
WQBS			5	.3	42
WQII			30	1.8	115
WRAI					
WRSJ			2	.1	11
WSRA			13	.8	73
WUND			21	1.2	83
WVQZ			7	.4	32
TOTAL			274	16.3	751

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
11	.7	11	.7	8	.5		
21	1.2	49	2.9	17	1.0	12	.7
		11	.7	10	.6	3	.2
8	.5						
22	1.3	21	1.2	5	.3		
112	6.6	22	1.3	13	.8	11	.7
28	1.7	28	1.7	37	2.2	6	.4
5	.3					7	.4
7	.4						
3	.2						
14	.8	4	.2			6	.4
60	3.6	51	3.0	50	3.0	46	2.7
19	1.1	56	3.3	90	5.3	50	3.0
88	5.2	87	5.2	102	6.0	40	2.4
3	.2	2	.1	12	.7	5	.3
22	1.3	19	1.1	19	1.1	7	.4
11	.7	16	.9	4	.2	5	.3
451	26.7	414	24.6	390	23.1	198	11.7

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	1.8	150
WBMJ			51	3.0	223
WBRQ			6	.4	11
WFID			19	1.1	101
WIAC			15	.9	111
WIAC-FM			13	.8	121
WIOB			5	.3	29
WKAQ			34	2.0	262
WKAQ-FM			9	.5	102
WKVM			5	.3	99
WKVM-FM			9	.5	32
WLUZ			6	.4	80
WOLA			3	.2	53
WPRM			37	2.2	147
WQBS			18	1.1	134
WQII			48	2.8	239
WRAI			5	.3	11
WRSJ			2	.1	31
WSRA			16	.9	92
WUND			30	1.8	134
WVQZ			12	.7	76
TOTAL			391	23.2	1187





STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	1.0	115			10	.5	86			29	1.5	121
WBMJ			80	4.1	290			53	2.7	184			61	3.1	212
WBRO															11
WFID			26	1.3	129			6	.3	111			50	2.6	111
WIAC			38	1.9	121			27	1.4	77			38	1.9	134
WIAC-FM			19	1.0	118			19	1.0	118			19	1.0	124
WIOB			17	.9	56			2	.1	47			9	.5	37
WKAQ			180	9.2	546			58	3.0	216			64	3.3	279
WKAQ-FM			28	1.4	161			30	1.5	88			21	1.1	87
WKVM			34	1.7	187			14	.7	130			23	1.2	122
WKVM-FM			5	.3	18			8	.4	22			5	.3	28
WLUZ			64	3.3	185			8	.4	84			7	.4	83
WOLA			5	.3	21			5	.3	21					43
WPRM			46	2.4	163			52	2.7	132			60	3.1	155
WQBS			39	2.0	195			5	.3	134			39	2.0	120
WQII			65	3.3	301			56	2.9	180			74	3.8	223
WRAI					10								11	.6	11
WRSJ			9	.5	65			5	.3	35			5	.3	35
WSRA			23	1.2	140			21	1.1	71			22	1.1	130
WUNO			50	2.6	232			42	2.1	141			43	2.2	136
WVQZ			19	1.0	52			30	1.5	62			19	1.0	76
TOTAL			786	40.2	1819			467	23.9	1156			615	31.4	1276

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	1.3	238			19	1.0	190			25	1.3	171
WBMJ			58	3.0	366			63	3.2	355			70	3.6	355
WBRO			3	.2	11					11					11
WFID			21	1.1	160			27	1.4	149			39	2.0	149
WIAC			26	1.3	169			34	1.7	169			38	1.9	160
WIAC-FM			17	.9	173			19	1.0	163			19	1.0	144
WIOB			7	.4	65			8	.4	65			13	.7	65
WKAQ			77	3.9	625			97	5.0	596			121	6.2	586
WKAQ-FM			21	1.1	204			27	1.4	182			24	1.2	182
WKVM			18	.9	219			22	1.1	219			28	1.4	208
WKVM-FM			7	.4	60			6	.3	49			5	.3	38
WLUZ			20	1.0	214			26	1.3	194			35	1.9	194
WOLA			4	.2	53			4	.2	43			3	.2	43
WPRM			43	2.2	255			52	2.7	255			52	2.7	206
WQBS			20	1.0	206			26	1.3	206			39	2.0	206
WQII			54	2.8	382			64	3.3	362			70	3.6	362
WRAI			2	.1	21			3	.2	21			5	.3	21
WRSJ			6	.3	83			6	.3	72			7	.4	65
WSRA			20	1.0	161			22	1.1	161			23	1.2	161
WUNO			38	1.9	263			44	2.2	252			46	2.4	252
WVQZ			19	1.0	93			23	1.2	93			19	1.0	85
TOTAL			522	26.7	1978			612	31.3	1969			701	35.8	1951



SAN JUAN MON-FRI  
FALL 1978

MEN 25-54 (00)  
C.7. = 1956  
R.S.A. =

MONDAY-FRIDAY

SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			40	2.0	134
WBMJ			43	2.2	84
WBRQ			11	.6	11
WFID			9	.5	66
WIAC			2	.1	19
WIAC-FM			11	.6	58
WIOB			2	.1	17
WKAQ			25	1.3	149
WKAQ-FM			7	.4	37
WKVM			6	.3	55
WKVM-FM			11	.6	22
WLUZ			6	.3	38
WOLA			5	.3	21
WPRM			20	1.0	103
WOBS			5	.3	49
WOII			30	1.5	123
WRA1					
WRSJ			2	.1	11
WSRA			13	.7	89
WUNQ			21	1.1	83
WVOZ			7	.4	32
TOTAL			289	14.8	821

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
15	.8	17	.9	28	1.4	6	.3
21	1.1	49	2.5	17	.9	12	.6
		11	.6	10	.5	3	.2
16	.8	8	.4	8	.4	8	.4
22	1.1	21	1.1	9	.5		
139	7.1	38	1.9	29	1.5	35	1.8
28	1.4	28	1.4	37	1.9	6	.3
5	.3					7	.4
7	.4						
22	1.1	13	.7	5	.3		
14	.7	4	.2			6	.3
66	3.4	66	3.4	66	3.4	59	3.0
19	1.0	56	2.9	90	4.6	50	2.6
88	4.5	96	4.9	124	6.3	40	2.0
3	.2	4	.2	12	.6	5	.3
22	1.1	19	1.0	19	1.0	7	.4
11	.6	18	.9	4	.2	5	.3
521	26.6	484	24.7	481	24.6	249	12.7

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	1.8	188
WBMJ			51	2.6	223
WBRQ			6	.3	11
WFID			27	1.4	132
WIAC			18	.9	134
WIAC-FM			15	.8	144
WIOB			5	.3	37
WKAQ			42	2.1	308
WKAQ-FM			12	.6	109
WKVM			13	.7	122
WKVM-FM			9	.5	39
WLUZ			6	.3	103
WOLA			3	.2	53
WPRM			37	1.9	155
WOBS			20	1.0	141
WOII			49	2.5	254
WRA1			5	.3	11
WRSJ			3	.2	46
WSRA			17	.9	130
WUNQ			31	1.6	157
WVOZ			12	.6	76
TOTAL			435	22.2	1357



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			29	1.7	162			22	1.4	126			43	2.6	150
WBMJ			21	1.3	129			20	1.2	93			17	1.0	81
WBRQ															
WFID			29	1.8	135			7	.4	104			48	2.9	120
WIAC			27	1.7	127			34	2.1	75			43	2.6	132
WIAC-FM			17	1.0	89			23	1.4	89			26	1.6	106
WIOB			25	1.5	79			4	.2	78			15	.9	68
WKAQ			200	12.3	620			86	5.3	258			72	4.4	291
WKAQ-FM			13	.8	99			17	1.0	74			18	1.1	73
WKVH			58	3.6	242			31	1.9	177			35	2.1	162
WKVH-FM			5	.3	18										17
WLUZ			81	5.0	203			19	1.2	85			13	.8	111
WGLA			5	.3	18			5	.3	18					18
WPRM			20	1.2	64			16	1.0	52			24	1.5	56
WQBS			28	1.7	133			5	.3	90			25	1.5	88
WQII			41	2.5	178			32	2.0	104			40	2.5	133
WRAI					18										
WRSJ			10	.6	85			7	.4	66			7	.4	50
WSRA			22	1.4	119			14	.9	58			23	1.4	109
WUNO			36	2.2	172			22	1.4	103			18	1.1	96
WVQZ			3	.2	27			10	.6	18					10
TOTAL			693	42.6	1541			394	24.2	1002			499	30.7	1054

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	1.8	268			31	1.9	231			36	2.2	204
WBMJ			18	1.1	137			18	1.1	137			18	1.1	137
WBRQ															
WFID			22	1.4	162			27	1.7	162			39	2.4	162
WIAC			29	1.8	171			35	2.1	171			35	2.1	162
WIAC-FM			20	1.2	144			22	1.4	134			21	1.3	115
WIOB			11	.7	96			13	.8	96			20	1.2	96
WKAQ			94	5.8	703			117	7.2	674			136	8.4	657
WKAQ-FM			12	.7	109			16	1.0	109			15	.9	109
WKVH			34	2.1	283			40	2.5	275			46	2.8	268
WKVH-FM			1	.1	27			1	.1	27			2	.1	27
WLUZ			28	1.7	228			37	2.3	212			46	2.8	212
WGLA			3	.2	28			4	.2	18			3	.2	18
WPRM			14	.9	98			19	1.2	98			21	1.3	74
WQBS			14	.9	141			18	1.1	141			27	1.7	141
WQII			30	1.8	224			37	2.3	204			41	2.5	204
WRAI					18					18					18
WRSJ			6	.4	92			8	.5	92			8	.5	85
WSRA			18	1.1	137			19	1.2	137			23	1.4	137
WUNO			21	1.3	199			25	1.5	199			27	1.7	199
WVQZ			4	.2	35			5	.3	35			1	.1	27
TOTAL			429	26.4	1620			519	31.9	1611			596	36.6	1604



SAN JUAN MON-FRI  
FALL 1978

MEN 35-64 (00)  
C-2-1628

MONDAY-FRIDAY

SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			26	1.6	129
WBMJ			17	1.0	44
WBRO					
WFID			11	.7	59
WLAC			13	.8	31
WIAC-FM			15	.9	44
WIOB			2	.1	17
WKAQ			35	2.1	122
WKAQ-FM			2	.1	10
WKVM			17	1.0	67
WKVM-FM					
WLUZ			6	.4	50
WOLA			1	.1	10
WPRM					37
WQBS			2	.1	35
WQII			12	.7	54
WRAI			1	.1	8
WRSJ					
WSRA			14	.9	60
WUNO			11	.7	47
WVQZ					10
TOTAL			195	12.0	603

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	25	1.5	19	1.2	33	2.0	14	.9
WBMJ	12	.7			5	.3		
WBRO								
WFID			11	.7	12	.7	6	.4
WLAC	30	1.8	27	1.7	30	1.8	17	1.0
WIAC-FM	22	1.4	26	1.6	11	.7	5	.3
WIOB								
WKAQ	114	7.0	37	2.3	35	2.1	40	2.5
WKAQ-FM	28	1.7	28	1.7	18	1.1	6	.4
WKVM	30	1.8	13	.8	6	.4	10	.6
WKVM-FM	7	.4						
WLUZ	30	1.8	13	.8	5	.3	3	.2
WOLA								
WPRM	38	2.3	21	1.3	24	1.5	25	1.5
WQBS			16	1.0	14	.9		
WQII	19	1.2	47	2.9	50	3.1		
WRAI								
WRSJ	2	.1	2	.1				
WSRA	3	.2	12	.7	17	1.0	10	.6
WUNO	13	.8						
WVQZ	15	.9	10	.6	4	.2	10	.6
TOTAL	411	25.2	318	19.5	288	17.7	146	9.0

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			34	2.1	213
WBMJ			17	1.0	81
WBRO					
WFID			27	1.7	138
WLAC			26	1.6	132
WIAC-FM			20	1.2	115
WIOB			8	.5	68
WKAQ			51	3.1	328
WKAQ-FM			8	.5	73
WKVM			25	1.5	169
WKVM-FM					17
WLUZ			9	.6	135
WOLA			1	.1	28
WPRM			10	.6	56
WQBS			12	.7	98
WQII			24	1.5	153
WRAI					8
WRSJ			3	.2	50
WSRA			18	1.1	117
WUNO			14	.9	114
WVQZ					10
TOTAL			331	20.3	1115



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			53	1.4	196			62	1.6	156			25	.6	122
WBMJ			122	3.1	629			131	3.3	487			116	3.0	556
WBRQ			5	.1	24			8	.2	24			15	.4	20
WFID			38	1.0	149			46	1.2	133			63	1.6	168
WIAC			63	1.6	140			42	1.1	137			39	1.0	143
WIAC-FM			52	1.3	158			56	1.4	145			49	1.3	155
WIOB			14	.4	81			20	.5	83			27	.7	54
WKAQ			428	10.9	1112			191	4.9	652			144	3.7	532
WKAQ-FM			79	2.0	218			71	1.8	164			42	1.1	157
WKVM			103	2.6	354			98	2.5	299			63	1.6	266
WKVM-FM			6	.2	29			14	.4	23			9	.2	24
WLUZ			111	2.8	292			26	.7	150			32	.8	119
WOLA			4	.1	55			16	.4	57			20	.5	63
WPRM			72	1.8	289			94	2.4	294			94	2.4	319
WQBS			49	1.3	209			64	1.6	197			58	1.5	185
WQII			175	4.5	657			185	4.7	561			185	4.7	593
WRAI			4	.1	7			9	.2	12			12	.3	12
WRSJ			22	.6	85			19	.5	72			27	.7	64
WSRA			21	.5	142			37	.9	148			32	.8	120
WUNJ			61	1.6	298			69	1.8	196			62	1.6	229
WVQZ			47	1.2	129			40	1.0	124			52	1.3	136
TOTAL			1584	40.5	3452			1355	34.6	2747			1208	30.9	2627

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			44	1.1	254			48	1.2	241			39	1.0	229
WBMJ			108	2.8	890			124	3.2	869			119	3.0	815
WBRQ			7	.2	31			9	.2	31			10	.3	31
WFID			42	1.1	209			49	1.3	203			51	1.3	203
WIAC			40	1.0	230			48	1.2	223			50	1.3	208
WIAC-FM			46	1.2	230			52	1.3	230			50	1.3	221
WIOB			19	.5	105			21	.5	101			22	.6	90
WKAQ			198	5.1	1248			249	6.4	1243			286	7.3	1218
WKAQ-FM			54	1.4	314			64	1.6	307			60	1.5	278
WKVM			74	1.9	505			89	2.3	498			82	2.1	466
WKVM-FM			10	.3	53			10	.3	53			8	.2	42
WLUZ			42	1.1	313			56	1.4	308			72	1.8	308
WOLA			11	.3	108			13	.3	101			12	.3	95
WPRM			77	2.0	459			87	2.2	420			83	2.1	408
WQBS			48	1.2	282			57	1.5	282			53	1.4	271
WQII			165	4.2	952			182	4.7	917			181	4.6	860
WRAI			9	.2	12			8	.2	12			7	.2	12
WRSJ			19	.5	114			22	.6	109			25	.6	109
WSRA			28	.7	215			30	.8	200			25	.6	184
WUNJ			56	1.4	415			66	1.7	410			62	1.6	376
WVQZ			40	1.0	211			45	1.2	199			51	1.3	179
TOTAL			1180	30.2	3884			1379	35.3	3851			1395	35.7	3801



SAN JUAN MON-FRI  
FALL 1978  
MONDAY-FRIDAY

WOMEN 18+ 3911 (00)  
SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	.9	103
WBMJ			69	1.8	243
WBRO			1		7
WFID			22	.6	52
WIAC			25	.6	64
WIAC-FM			31	.8	85
WIOB			15	.4	42
WKAQ			64	1.6	233
WKAQ-FM			26	.7	112
WKVM			35	.9	121
WKVM-FM			9	.2	19
WLUZ			14	.4	42
WOLA			6	.2	56
WPRM			52	1.3	180
WQBS			22	.6	68
WQII			119	3.0	294
WRAI			12	.3	12
WRSJ			8	.2	19
WSRA			24	.6	127
WUND			35	.9	116
WVOZ			22	.6	61
TOTAL			665	17.0	1517

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	32	.8	41	1.0	48	1.2	10	.3
WBMJ	97	2.5	136	3.5	96	2.5	83	2.1
WBRO	13	.3			4	.1	10	.3
WFID	19	.5	40	1.0	36	.9	10	.3
WIAC	46	1.2	31	.8	37	.9	17	.4
WIAC-FM	29	.7	43	1.1	14	.4	5	.1
WIOB	4	.1						
WKAQ	368	9.4	182	4.7	124	3.2	88	2.3
WKAQ-FM	23	.6	37	.9	42	1.1	15	.4
WKVM	84	2.1	81	2.1	78	2.0	61	1.6
WKVM-FM	11	.3	20	.5	15	.4	12	.3
WLUZ	68	1.7	4	.1	5	.1	3	.1
WOLA	7	.2	6	.2	24	.6	7	.2
WPRM	77	2.0	111	2.8	130	3.3	87	2.2
WQBS	26	.7	35	.9	47	1.2	19	.5
WQII	150	3.8	195	5.0	149	3.8	113	2.9
WRAI	20	.5	19	.5	14	.4	21	.5
WRSJ								
WSRA	16	.4	52	1.3	24	.6	11	.3
WUND	57	1.5	84	2.1	95	2.4	18	.5
WVOZ	18	.5	38	1.0	60	1.5	36	.9
TOTAL	1193	30.5	1177	30.1	1043	26.7	625	16.0

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			31	.8	162
WBMJ			89	2.3	638
WBRO			7	.2	20
WFID			39	1.0	173
WIAC			30	.8	150
WIAC-FM			39	1.0	164
WIOB			21	.5	77
WKAQ			99	2.5	574
WKAQ-FM			34	.9	187
WKVM			48	1.2	302
WKVM-FM			9	.2	31
WLUZ			23	.6	129
WOLA			12	.3	95
WPRM			72	1.8	372
WQBS			38	1.0	191
WQII			149	3.8	666
WRAI			12	.3	12
WRSJ			16	.4	69
WSRA			28	.7	172
WUND			46	1.2	250
WVOZ			36	.9	154
TOTAL			906	23.2	2837



SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

WOMEN 18-34 (00)  
C.Z. = 1739  
R.S.A. =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	.8	48			24	1.4	36			11	.6	13
WBMJ			93	5.3	474			90	5.2	346			92	5.3	456
WBRO			5	.3	20			8	.5	20			15	.9	20
WFID			4	.2	25			4	.2	25			11	.6	38
WIAC			5	.3	13			6	.3	19			6	.3	23
WIAC-FM			20	1.2	74			16	.9	49			18	1.0	68
WIOB					12			2	.1	18			7	.4	12
WKAQ			70	4.0	258			28	1.6	149			31	1.8	136
WKAQ-FM			42	2.4	118			37	2.1	87			27	1.6	94
WKVM			26	1.5	83			26	1.5	77			15	.9	89
WKVM-FM					13			10	.6	19			9	.5	19
WLUZ			11	.6	42			1	.1	18			4	.2	18
WOLA			2	.1	46			12	.7	53			17	1.0	59
WPRM			51	2.9	208			72	4.1	222			68	3.0	242
WQBS			9	.5	81			23	1.3	74			20	1.2	75
WQIL			106	6.1	414			103	5.9	336			104	6.0	363
WRAI															
WRSJ					6			5	.3	12			7	.4	12
WSRA			2	.1	48			8	.5	42			5	.3	36
WUNO			12	.7	118			17	1.0	68			23	1.3	100
WVOZ			28	1.6	89			32	1.8	102			42	2.4	102
TJTB			515	29.6	1437			538	30.9	1155			544	31.3	1261

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	.8	54			17	1.0	54			12	.7	54
WBMJ			78	4.5	673			92	5.3	661			93	5.3	628
WBRO			7	.4	27			9	.5	27			10	.6	27
WFID			5	.3	55			6	.3	49			8	.5	49
WIAC			5	.3	30			6	.3	30			5	.3	30
WIAC-FM			15	.9	98			18	1.0	98			19	1.1	98
WIOB			2	.1	18			3	.2	18			4	.2	12
WKAQ			33	1.9	315			42	2.4	315			51	2.9	303
WKAQ-FM			31	1.8	188			35	2.0	181			35	2.0	161
WKVM			17	1.0	139			22	1.3	139			20	1.2	125
WKVM-FM			7	.4	32			7	.4	32			5	.3	26
WLUZ			3	.2	48			6	.3	48			8	.5	48
WOLA			9	.5	99			10	.6	92			9	.5	86
WPRM			58	3.3	356			64	3.7	317			60	3.5	305
WQBS			14	.8	104			18	1.0	104			14	.8	104
WQIL			93	5.3	587			104	6.0	568			105	6.0	548
WRAI															
WRSJ			3	.2	18			4	.2	18			4	.2	18
WSRA			6	.3	83			5	.3	72			3	.2	60
WUNO			15	.9	199			18	1.0	199			18	1.0	174
WVOZ			30	1.7	154			33	1.9	147			35	2.0	127
TOTAL			456	26.2	1711			532	30.6	1699			529	30.4	1682



SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.3	12
WBMJ			45	2.6	178
WBRQ			1	.1	7
WFID			2	.1	12
WIAC			5	.3	12
WIAC-FM			7	.4	30
WIOB					
WKAQ			10	.6	67
WKAQ-FM			17	1.0	81
WKVM			3	.2	29
WKVM-FM			9	.5	19
WLUZ					
WOLA			6	.3	52
WPRM			43	2.5	135
WQBS			4	.2	25
WQII			61	3.5	162
WRAI					
WRSJ					
WSRA			7	.4	66
WUNO			9	.5	55
WVQZ			20	1.2	52
TOTAL			260	15.0	694

WOMEN 18-34  
C.7.5  
1730 (00)

SATURDAY-SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	9	.5	15	.9	8	.5		
WBMJ	44	2.5	109	6.3	88	5.1	83	4.8
WBRQ	10	.6					10	.6
WFID	2	.1	15	.9	5	.3		
WIAC	7	.4	15	.9	19	1.1	11	.6
WIAC-FM	14	.8	23	1.3	8	.5		
WIOB	4	.2						
WKAQ	91	5.2	43	2.5	9	.5	7	.4
WKAQ-FM	7	.4	12	.7	28	1.6		
WKVM	21	1.2	33	1.9	30	1.7	11	.6
WKVM-FM	5	.3	20	1.2	15	.9	12	.7
WLUZ								
WOLA	7	.4	6	.3	24	1.4	7	.4
WPRM	54	3.1	74	4.3	102	5.9	67	3.9
WQBS	14	.8	22	1.3	35	2.0	13	.7
WQII	114	6.6	143	8.2	114	6.6	83	4.8
WRAI	9	.5	5	.3				
WRSJ								
WSRA	8	.5	29	1.7	12	.7		
WUNO	29	1.7	23	1.3	63	3.6	8	.5
WVQZ	18	1.0	27	1.6	34	2.0	25	1.4
TOTAL	478	27.5	617	35.5	594	34.2	336	19.3

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			8	.5	19
WBMJ			66	3.8	500
WBRQ			7	.4	20
WFID			5	.3	43
WIAC			5	.3	23
WIAC-FM			12	.7	68
WIOB			3	.2	12
WKAQ			19	1.1	149
WKAQ-FM			22	1.3	119
WKVM			8	.5	89
WKVM-FM			9	.5	26
WLUZ			2	.1	18
WOLA			11	.6	86
WPRM			54	3.1	286
WQBS			11	.6	81
WQII			81	4.7	400
WRAI					
WRSJ			3	.2	12
WSRA			6	.3	66
WUNO			14	.8	113
WVQZ			30	1.7	115
TOTAL			386	22.2	1349





SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

WOMEN 18-49 1001  
C-7-7 2715  
RSA

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			29	1.1	97			38	1.4	76			11	.4	49
WBMJ			119	4.4	599			131	4.8	458			108	4.0	541
WBRQ			5	.2	24			8	.3	24			15	.6	20
WFID			24	.9	74			27	1.0	78			38	1.4	96
WIAC			31	1.1	62			30	1.1	63			24	.9	63
WIAC-FM			37	1.4	109			36	1.3	98			37	1.4	108
WIOB			9	.3	38			8	.3	45			13	.5	30
WKAQ			191	7.0	576			73	2.7	319			69	2.5	280
WKAQ-FM			67	2.5	181			61	2.2	136			42	1.5	152
WKVM			50	1.8	191			57	2.1	189			37	1.4	174
WKVM-FM			2	.1	17			14	.5	23			9	.3	19
WLUZ			46	1.7	122			6	.2	45			12	.4	40
WOLA			4	.1	55			16	.6	57			20	.7	63
WPRM			72	2.7	289			94	3.5	285			86	3.2	309
WQBS			27	1.0	162			44	1.6	141			39	1.4	138
WQII			151	5.6	593			147	5.4	484			165	6.1	533
WRAI															
WRSJ			7	.3	33			11	.4	39			18	.7	39
WSRA			10	.4	70			20	.7	69			15	.6	72
WUNO			33	1.2	203			43	1.6	126			41	1.5	163
WVOZ			44	1.6	120			39	1.4	119			48	1.8	124
TOTAL			994	36.6	2337			935	34.4	1889			868	32.0	1920

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			26	1.0	125			27	1.0	116			19	.7	116
WBMJ			105	3.9	848			121	4.5	827			114	4.2	780
WBRQ			7	.3	31			9	.3	31			10	.4	31
WFID			24	.9	122			29	1.1	116			31	1.1	116
WIAC			24	.9	93			29	1.1	93			27	1.0	88
WIAC-FM			31	1.1	165			37	1.4	165			36	1.3	156
WIOB			9	.3	58			10	.4	54			12	.4	43
WKAQ			88	3.2	673			108	4.0	668			130	4.8	652
WKAQ-FM			49	1.8	277			57	2.1	270			55	2.0	241
WKVM			40	1.5	305			48	1.8	305			42	1.5	278
WKVM-FM			9	.3	41			9	.3	41			6	.2	30
WLUZ			15	.6	138			21	.8	133			30	1.1	133
WOLA			11	.4	108			13	.5	101			12	.4	95
WPRM			76	2.8	450			85	3.1	411			79	2.9	399
WQBS			31	1.1	212			37	1.4	212			32	1.2	207
WQII			141	5.2	838			154	5.7	810			159	5.9	776
WRAI															
WRSJ			11	.4	58			12	.4	58			14	.5	58
WSRA			15	.6	132			15	.6	116			12	.4	100
WUNO			34	1.3	298			40	1.5	298			38	1.4	264
WVOZ			38	1.4	190			43	1.6	178			47	1.7	158
TOTAL			804	29.6	2688			931	34.3	2663			930	34.3	2632



SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.8	57
WBMJ			69	2.5	236
WBRO			1		7
WFID			12	.4	34
WIAC			14	.5	25
WIAC-FM			15	.6	52
WIOB			6	.2	13
WKAQ			35	1.3	130
WKAQ-FM			26	1.0	107
WKVM			15	.6	73
WKVM-FM			9	.3	19
WLUZ			5	.2	8
WOLA			6	.2	56
WPRM			51	1.9	175
WQBS			15	.6	47
WQII			104	3.8	251
WRA1					
WRSJ			5	.2	13
WSRA			15	.6	92
WUNQ			23	.8	82
WVJZ			22	.8	61
TOTAL			475	17.5	1102

WOMEN 18-49 1001  
C.2. 2715

SATURDAY-SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	19	.7	25	.9	29	1.1	6	.2
WBMJ	97	3.6	136	5.0	96	3.5	83	3.1
WBRO	13	.5			4	.1	10	.4
WFID	12	.4	24	.9	15	.6	10	.4
WIAC	28	1.0	28	1.0	29	1.1	17	.6
WIAC-FM	22	.8	25	.9	8	.3	4	.1
WIOB	4	.1						
WKAQ	183	6.7	69	2.5	56	2.1	34	1.3
WKAQ-FM	23	.8	37	1.4	42	1.5	15	.6
WKVM	37	1.4	50	1.8	49	1.8	30	1.1
WKVM-FM	5	.2	20	.7	15	.6	12	.4
WLUZ	31	1.1						
WOLA	7	.3	6	.2	24	.9	7	.3
WPRM	69	2.5	99	3.6	110	4.1	67	2.5
WQBS	22	.8	35	1.3	47	1.7	19	.7
WQII	138	5.1	185	6.8	149	5.5	105	3.9
WRA1	9	.3	5	.2				
WRSJ								
WSRA	11	.4	30	1.1	16	.6	4	.1
WUNQ	50	1.8	62	2.3	87	3.2	14	.5
WVJZ	18	.7	27	1.0	46	1.7	35	1.3
TOTAL	821	30.2	879	32.4	824	30.3	473	17.4

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			17	.6	73
WBMJ			86	3.2	617
WBRO			7	.3	20
WFID			23	.8	101
WIAC			18	.7	63
WIAC-FM			25	.9	108
WIOB			9	.3	34
WKAQ			50	1.8	310
WKAQ-FM			34	1.3	177
WKVM			25	.9	192
WKVM-FM			9	.3	26
WLUZ			8	.3	45
WOLA			12	.4	95
WPRM			67	2.5	362
WQBS			25	.9	144
WQII			132	4.9	588
WRA1					
WRSJ			11	.4	39
WSRA			14	.5	111
WUNQ			29	1.1	176
WVJZ			34	1.3	142
TOTAL			650	23.9	2061



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			26	1.4	90			37	2.0	69			6	.3	42
WBMJ			62	3.3	277			69	3.7	223			53	2.8	226
WBRO					4					4					
WFID			24	1.3	67			27	1.4	65			35	1.9	76
WIAC			29	1.5	55			30	1.6	56			24	1.3	63
WIAC-FM			30	1.6	82			29	1.5	78			33	1.8	81
WIOB			9	.5	38			8	.4	45			13	.7	30
WKAQ			170	9.1	482			64	3.4	252			59	3.1	226
WKAQ-FM			54	2.9	127			52	2.8	96			34	1.8	105
WKVM			48	2.6	178			46	2.4	176			35	1.9	161
WKVM-FM			2	.1	4			11	.6	16			6	.3	6
WLUZ			44	2.3	115			6	.3	45			12	.6	40
WOLA			2	.1	15			4	.2	10			7	.4	16
WPRM			44	2.3	175			45	2.4	151			41	2.2	155
WQBS			25	1.3	128			32	1.7	114			30	1.6	104
WQII			115	6.1	425			104	5.5	330			114	6.1	352
WRAI															
WRSJ			7	.4	33			11	.6	39			18	1.0	39
WSRA			10	.5	63			20	1.1	56			15	.8	65
WUNO			28	1.5	140			35	1.9	99			34	1.8	116
WVQZ			31	1.7	66			21	1.1	52			21	1.1	57
TOTAL			792	42.2	1674			681	36.3	1326			610	32.5	1257

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	1.3	112			24	1.3	103			15	.8	103
WBMJ			56	3.0	386			62	3.3	371			58	3.1	351
WBRO					4					4					4
WFID			23	1.2	102			28	1.5	96			29	1.5	96
WIAC			24	1.3	86			28	1.5	86			26	1.4	81
WIAC-FM			26	1.4	131			31	1.7	131			30	1.6	122
WIOB			9	.5	58			10	.5	54			12	.6	43
WKAQ			77	4.1	546			95	5.1	541			114	6.1	525
WKAQ-FM			40	2.1	183			47	2.5	183			44	2.3	174
WKVM			36	1.9	271			43	2.3	271			40	2.1	258
WKVM-FM			7	.4	21			7	.4	21			4	.2	10
WLUZ			15	.8	131			20	1.1	126			29	1.5	126
WOLA			4	.2	21			4	.2	21			5	.3	21
WPRM			37	2.0	229			44	2.3	217			42	2.2	211
WQBS			25	1.3	172			29	1.5	172			27	1.4	167
WQII			103	5.5	550			111	5.9	535			116	6.2	521
WRAI															
WRSJ			11	.6	58			12	.6	58			14	.7	58
WSRA			15	.8	119			15	.8	103			12	.6	93
WUNO			28	1.5	204			33	1.8	204			32	1.7	184
WVQZ			19	1.0	89			24	1.3	84			27	1.4	78
TOTAL			599	31.9	1850			692	36.8	1825			700	37.3	1794



SAN JUAN MON-FRI  
FALL 1978  
MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	1.2	57
WBMJ			44	2.3	122
WBRQ					
WFID			12	.6	34
WIAC			14	.7	25
WIAC-FM			14	.7	45
WIOB			6	.3	13
WKAQ			31	1.7	110
WKAQ-FM			21	1.1	67
WKVM			15	.8	73
WKVM-FM			6	.3	6
WLUZ			5	.3	8
WOLA			4	.2	16
WPRM			18	1.0	81
WQBS			15	.8	40
WQII			81	4.3	171
WRAI					
WRSJ			5	.3	13
WSRA			15	.8	79
WUNQ			20	1.1	62
WVQZ			5	.3	21
TOTAL			357	19.0	754

WOMEN 25-49  
C.7. = 1878  
SATURDAY-SUNDAY SA =

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	19	1.0	25	1.3	29	1.5	6	.3
WBMJ	70	3.7	57	3.0	51	2.7	49	2.6
WBRQ	3	.2			4	.2		
WFID	10	.5	14	.7	10	.5	10	.5
WIAC	21	1.1	18	1.0	19	1.0	17	.9
WIAC-FM	17	.9	11	.6	6	.3	4	.2
WIOB	4	.2						
WKAQ	156	8.3	58	3.1	56	3.0	34	1.8
WKAQ-FM	18	1.0	34	1.8	18	1.0	15	.8
WKVM	37	2.0	50	2.7	43	2.3	28	1.5
WKVM-FM								
WLUZ	31	1.7						
WOLA	7	.4	2	.1	9	.5	7	.4
WPRM	21	1.1	55	2.9	25	1.3	4	.2
WQBS	12	.6	25	1.3	38	2.0	19	1.0
WQII	82	4.4	145	7.7	105	5.6	56	3.0
WRAI	9	.5	5	.3				
WRSJ								
WSRA	11	.6	30	1.6	16	.9	4	.2
WUNQ	31	1.7	53	2.8	68	3.6	14	.7
WVQZ	8	.4	26	1.4	36	1.9	34	1.8
TOTAL	588	31.3	624	33.2	535	28.5	302	16.1

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	.8	66
WBMJ			48	2.6	269
WBRQ					
WFID			22	1.2	81
WIAC			18	1.0	63
WIAC-FM			22	1.2	81
WIOB			9	.5	34
WKAQ			43	2.3	243
WKAQ-FM			27	1.4	117
WKVM			24	1.3	179
WKVM-FM			6	.3	6
WLUZ			8	.4	45
WOLA			5	.3	21
WPRM			29	1.5	181
WQBS			21	1.1	110
WQII			96	5.1	387
WRAI					
WRSJ			11	.6	39
WSRA			14	.7	98
WUNQ			25	1.3	122
WVQZ			12	.6	62
TOTAL			470	25.0	1351



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			29	1.3	99			38	1.7	78			8	.4	56
WBMJ			63	2.9	286			69	3.2	228			56	2.6	236
WBRO					4					4					
WFID			32	1.5	103			39	1.8	97			48	2.2	108
WIAC			40	1.8	91			32	1.5	93			27	1.2	82
WIAC-FM			32	1.5	101			39	1.8	92			39	1.8	95
WIOB			11	.5	57			15	.7	59			19	.9	48
WKAQ			222	10.2	601			88	4.1	312			82	3.8	285
WKAQ-FM			61	2.8	141			57	2.6	110			34	1.6	110
WKVM			57	2.6	201			56	2.6	189			44	2.0	180
WKVM-FM			2	.1	9			11	.5	16			6	.3	11
WLUZ			58	2.7	161			11	.5	68			17	.8	63
WQLA			2	.1	15			4	.2	10			7	.3	16
WPRM			44	2.0	175			45	2.1	155			44	2.0	160
WQBS			37	1.7	146			42	1.9	132			39	1.8	118
WQII			129	5.9	448			119	5.5	362			125	5.8	370
WRAI								2	.1	5			5	.2	5
WRSJ			8	.4	38			11	.5	39			18	.8	39
WSRA			18	.8	86			27	1.2	79			21	1.0	88
WUNO			33	1.5	163			46	2.1	113			44	2.0	130
WVQZ			31	1.4	66			21	1.0	52			21	1.0	57
TOTAL			948	43.6	1944			807	37.2	1527			726	33.4	1453

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	1.2	131			26	1.2	122			18	.8	117
WBMJ			57	2.6	399			63	2.9	384			60	2.8	365
WBRO					4					4					4
WFID			33	1.5	144			40	1.8	138			40	1.8	138
WIAC			28	1.3	132			33	1.5	132			33	1.5	117
WIAC-FM			33	1.5	154			37	1.7	154			35	1.6	145
WIOB			14	.6	81			15	.7	77			16	.7	66
WKAQ			103	4.7	670			127	5.8	665			151	7.0	644
WKAQ-FM			43	2.0	197			51	2.3	197			47	2.2	188
WKVM			44	2.0	303			53	2.4	303			49	2.3	285
WKVM-FM			7	.3	26			7	.3	26			4	.2	15
WLUZ			22	1.0	177			28	1.3	172			38	1.7	172
WQLA			4	.2	21			4	.2	21			5	.2	21
WPRM			37	1.7	233			45	2.1	221			44	2.0	215
WQBS			34	1.6	190			39	1.8	190			38	1.7	186
WQII			114	5.2	582			124	5.7	567			128	5.9	544
WRAI			3	.1	5			2	.1	5			2	.1	5
WRSJ			11	.5	62			12	.6	62			14	.6	62
WSRA			21	1.0	146			22	1.0	131			19	.9	121
WUNO			36	1.7	227			42	1.9	222			39	1.8	202
WVQZ			19	.9	89			24	1.1	84			27	1.2	78
TOTAL			713	32.8	2129			824	37.9	2103			836	38.5	2073



MONDAY-FRIDAY

SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	1.0	61
WBMJ			44	2.0	122
WBRO					
WFID			16	.7	43
WIAC			14	.6	35
WIAC-FM			24	1.1	64
WIOB			11	.5	22
WKAQ			41	1.9	137
WKAQ-FM			21	1.0	67
WKVM			23	1.1	92
WKVM-FM			6	.3	6
WLUZ			9	.4	22
WOLA			4	.2	16
WPRM			18	.8	81
WQBS			20	.9	54
WQII			85	3.9	181
WRAI			5	.2	5
WRSJ			5	.2	13
WSRA			19	.9	93
WUNQ			26	1.2	80
WVQZ			5	.2	21
TOTAL			422	19.4	882

CENTRAL ZONE	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
	19	.9	29	1.3	29	1.3	6	.3
	70	3.2	57	2.6	51	2.3	49	2.3
	3	.1			4	.2		
	10	.5	14	.6	21	1.0	10	.5
	21	1.0	20	.9	19	.9	17	.8
	17	.8	11	.5	9	.4	5	.2
	4	.2						
	208	9.6	79	3.6	87	4.0	71	3.3
	18	.8	34	1.6	18	.8	15	.7
	50	2.3	58	2.7	58	2.7	28	1.3
	6	.3						
	46	2.1			5	.2		
	7	.3	2	.1	9	.4	7	.3
	25	1.2	61	2.8	25	1.2	4	.2
	12	.6	25	1.2	38	1.7	19	.9
	82	3.8	155	7.1	105	4.8	56	2.6
	13	.6	5	.2			7	.3
	16	.7	37	1.7	24	1.1	11	.5
	32	1.5	56	2.6	68	3.1	14	.6
	8	.4	36	1.7	36	1.7	34	1.6
	691	31.8	694	32.0	607	27.9	354	16.3

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			16	.7	80
WBMJ			49	2.3	278
WBRO					
WFID			30	1.4	113
WIAC			19	.9	82
WIAC-FM			30	1.4	99
WIOB			15	.7	53
WKAQ			58	2.7	302
WKAQ-FM			27	1.2	122
WKVM			32	1.5	197
WKVM-FM			6	.3	11
WLUZ			13	.6	68
WOLA			5	.2	21
WPRM			31	1.4	186
WQBS			28	1.3	124
WQII			103	4.7	406
WRAI			5	.2	5
WRSJ			11	.5	39
WSRA			20	.9	121
WUNQ			33	1.5	140
WVQZ			12	.6	62
TOTAL			557	25.6	1547



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			29	1.6	104			32	1.8	76			14	.8	87
WBMJ			29	1.6	148			41	2.3	126			24	1.4	100
WBRQ					4					4					
WFID			34	1.9	109			42	2.4	108			47	2.7	108
WIAC			54	3.1	112			36	2.0	118			28	1.6	105
WIAC-FM			28	1.6	77			33	1.9	81			29	1.6	72
WIOB			14	.8	54			18	1.0	50			18	1.0	45
WKAQ			269	15.3	643			103	5.9	358			83	4.7	294
WKAQ-FM			37	2.1	100			34	1.9	77			15	.9	63
WKVM			56	3.2	177			56	3.2	171			41	2.3	141
WKVM-FM			2	.1	9			4	.2	4					5
WLUZ			80	4.6	199			18	1.0	96			16	.9	72
WOLA			2	.1	9			4	.2	4			3	.2	4
WPRM			21	1.2	81			22	1.3	72			26	1.5	77
WQBS			36	2.0	113			37	2.1	94			37	2.1	95
WQII			69	3.9	243			75	4.3	203			81	4.6	215
WRAI								2	.1	5			5	.3	5
WRSJ			21	1.2	64			12	.7	45			20	1.1	45
WSRA			19	1.1	72			25	1.4	77			24	1.4	77
WUNO			36	2.0	136			45	2.6	113			39	2.2	114
WVQZ			19	1.1	40			8	.5	22			6	.3	27
TOTAL			890	50.6	1645			682	38.8	1287			577	32.8	1134

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	1.4	149			26	1.5	136			22	1.3	131
WBMJ			30	1.7	202			32	1.8	193			26	1.5	180
WBRQ					4					4					4
WFID			36	2.0	132			42	2.4	132			41	2.3	132
WIAC			32	1.8	164			39	2.2	164			41	2.3	149
WIAC-FM			28	1.6	117			30	1.7	117			28	1.6	108
WIOB			16	.9	72			17	1.0	68			17	1.0	63
WKAQ			118	6.7	701			147	8.4	696			175	10.0	683
WKAQ-FM			23	1.3	126			29	1.6	126			25	1.4	117
WKVM			45	2.6	257			52	3.0	257			48	2.7	239
WKVM-FM			2	.1	14			2	.1	14			1	.1	9
WLUZ			29	1.6	214			37	2.1	209			48	2.7	209
WOLA			2	.1	9			3	.2	9			3	.2	9
WPRM			19	1.1	103			23	1.3	103			23	1.3	103
WQBS			31	1.8	149			36	2.0	149			37	2.1	145
WQII			70	4.0	329			75	4.3	320			76	4.3	297
WRAI			3	.2	5			2	.1	5			2	.1	5
WRSJ			15	.9	81			17	1.0	76			21	1.2	76
WSRA			20	1.1	103			23	1.3	99			21	1.2	95
WUNO			36	2.0	172			41	2.3	167			38	2.2	158
WVQZ			9	.5	50			11	.6	45			14	.8	45
TOTAL			614	34.9	1759			713	40.6	1745			733	41.7	1727



SAN JUAN MON-FRI  
FALL 1978

WOMEN 35-64 (00)  
C. 7. 175B

MONDAY-FRIDAY

SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	1.4	76
WBMJ			24	1.4	58
WBRO					
WFID			20	1.1	40
WIAC			14	.8	37
WIAC-FM			24	1.4	55
WIOB			14	.8	27
WKAQ			40	2.3	108
WKAQ-FM			9	.5	31
WKVM			27	1.5	77
WKVM-FM					
WLUZ			9	.5	27
WOLA					4
WPRM			9	.5	45
WOBS			16	.9	36
WOII			57	3.2	117
WRAI			5	.3	5
WRSJ			8	.5	18
WSRA			16	.9	54
WUNG			26	1.5	54
WVQZ			2	.1	9
TOTAL			356	20.3	678

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
14	.8	15	.9	31	1.8	10	.6
53	3.0	27	1.5	8	.5		
3	.2			4	.2		
17	1.0	25	1.4	31	1.8	10	.6
34	1.9	16	.9	13	.7	6	.3
8	.5	6	.3	3	.2	5	.3
212	12.1	69	3.9	89	5.1	67	3.8
16	.9	25	1.4	14	.8	15	.9
60	3.4	34	1.9	41	2.3	19	1.1
6	.3						
61	3.5	4	.2	5	.3	3	.2
23	1.3	37	2.1	28	1.6	20	1.1
12	.7	13	.7	12	.7	6	.3
36	2.0	52	3.0	35	2.0	30	1.7
4	.2					7	.4
8	.5	23	1.3	12	.7	11	.6
28	1.6	58	3.3	32	1.8	6	.3
		11	.6	19	1.1	11	.6
612	34.8	428	24.3	378	21.5	227	12.9

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	1.1	114
WBMJ			23	1.3	131
WBRO					
WFID			32	1.8	108
WIAC			20	1.1	105
WIAC-FM			26	1.5	81
WIOB			16	.9	50
WKAQ			59	3.4	316
WKAQ-FM			12	.7	68
WKVM			34	1.9	162
WKVM-FM					5
WLUZ			13	.7	82
WOLA			1	.1	9
WPRM			18	1.0	86
WOBS			25	1.4	95
WOII			67	3.8	244
WRAI			5	.3	5
WRSJ			13	.7	50
WSRA			20	1.1	91
WUNG			32	1.8	122
WVQZ			4	.2	32
TOTAL			454	25.8	1219





STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			100	1.4	437			104	1.4	349			84	1.1	356
WBMJ			268	3.6	1144			255	3.5	796			231	3.1	986
WBRO			5	.1	32			8	.1	32			15	.2	47
WFID			75	1.0	322			54	.7	265			127	1.7	323
WIAC			114	1.5	327			100	1.4	272			102	1.4	327
WIAC-FM			76	1.0	310			83	1.1	297			78	1.1	307
WIOS			41	.6	166			24	.3	167			48	.7	146
WKAQ			734	10.0	2084			332	4.5	1122			261	3.5	1028
WKAQ-FM			129	1.8	439			111	1.5	289			71	1.0	289
WKVM			183	2.5	668			144	2.0	531			116	1.6	498
WKVM-FM			11	.1	47			22	.3	45			14	.2	52
WLUZ			218	3.0	577			57	.8	282			55	.7	254
WGLA			27	.4	162			38	.5	156			32	.4	192
WPRM			164	2.2	614			221	3.0	580			210	2.8	667
WQBS			106	1.4	477			78	1.1	366			118	1.6	349
WGII			276	3.7	1095			290	3.9	848			313	4.2	1006
WRAI			7	.1	31			15	.2	18			29	.4	29
WRSJ			42	.6	187			32	.4	144			40	.5	120
WSRA			52	.7	326			60	.8	246			70	.9	292
WUNQ			138	1.9	605			127	1.7	405			118	1.6	417
WVQZ			83	1.1	220			89	1.2	241			106	1.4	267
TOTAL			2942	39.9	6516			2332	31.6	4860			2318	31.4	4993

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			98	1.3	685			98	1.3	605			93	1.3	566
WBMJ			225	3.1	1598			250	3.4	1543			248	3.4	1481
WBRO			10	.1	58			9	.1	58			10	.1	58
WFID			71	1.0	428			84	1.1	411			103	1.4	411
WIAC			87	1.2	478			106	1.4	471			107	1.5	447
WIAC-FM			71	1.0	437			78	1.1	427			76	1.0	399
WIOS			32	.4	215			36	.5	211			46	.6	200
WKAQ			345	4.7	2348			433	5.9	2314			497	6.7	2266
WKAQ-FM			86	1.2	609			103	1.4	565			99	1.3	528
WKVM			122	1.7	903			146	2.0	888			148	2.0	838
WKVM-FM			17	.2	113			16	.2	102			13	.2	80
WLUZ			84	1.1	634			109	1.5	602			136	1.8	602
WGLA			29	.4	333			33	.4	300			30	.4	278
WPRM			175	2.4	1001			199	2.7	946			185	2.5	869
WQBS			82	1.1	575			98	1.3	575			112	1.5	564
WGII			263	3.6	1593			292	4.0	1530			296	4.0	1457
WRAI			17	.2	47			16	.2	47			17	.2	47
WRSJ			32	.4	234			37	.5	218			41	.6	211
WSRA			55	.7	434			60	.8	419			60	.8	403
WUNQ			110	1.5	782			129	1.8	760			128	1.7	726
WVQZ			80	1.1	390			91	1.2	370			95	1.3	334
TOTAL			2168	29.4	7330			2516	34.1	7272			2630	35.7	7166



SAN JUAN MON-FRI  
FALL 1978

ADULTS 18+ (00)  
7371

MONDAY-FRIDAY

SATURDAY-SUNDAYS

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			99	1.3	321
WBMJ			159	2.2	490
WBRO			12	.2	18
WFID			37	.5	139
WIAC			42	.6	119
WIAC-FM			50	.7	157
WIOB			17	.2	65
WKAO			116	1.6	497
WKAC-FM			38	.5	175
WKVM			56	.8	276
WKVM-FM			20	.3	41
WLUZ			31	.4	116
WDLA			20	.3	124
WPRM			116	1.6	409
WQBS			37	.5	147
WQII			184	2.5	524
WRAI			19	.3	76
WRSJ			10	.1	29
WSRA			44	.6	250
WUNO			64	.9	221
WVQZ			45	.6	132
TOTAL			1264	17.1	3069

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	60	.8	72	1.0	93	1.3	76	.5
WBMJ	174	2.4	257	3.5	203	2.8	180	2.4
WBRO	19	.3	18	.2	20	.3	28	.4
WFID	22	.3	64	.9	51	.7	16	.2
WIAC	89	1.2	96	1.3	104	1.4	71	1.0
WIAC-FM	51	.7	69	.9	25	.3	10	.1
WIOB	4	.1						
WKAO	578	7.8	289	3.9	192	2.6	138	1.9
WKAC-FM	51	.7	68	.9	79	1.1	21	.3
WKVM	147	2.0	131	1.8	101	1.4	71	1.0
WKVM-FM	18	.2	20	.3	15	.2	12	.2
WLUZ	98	1.3	17	.2	10	.1	6	.1
WDLA	27	.4	54	.7	50	.7	26	.4
WPRM	149	2.0	264	3.6	278	3.8	186	2.5
WQBS	45	.6	91	1.2	137	1.9	69	.9
WQII	291	3.9	356	4.8	293	4.0	166	2.3
WRAI	26	.4	31	.4	26	.4	33	.4
WRSJ	2		2					
WSRA	25	.3	76	1.0	44	.6	29	.4
WUNO	79	1.1	113	1.5	139	1.9	25	.3
WVQZ	33	.4	58	.8	73	1.0	51	.7
TOTAL	2041	27.7	2211	30.0	1957	26.5	1181	16.0

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			93	1.3	495
WBMJ			190	2.6	1125
WBRO			13	.2	47
WFID			75	1.0	357
WIAC			67	.9	334
WIAC-FM			63	.9	336
WIOB			32	.4	159
WKAO			180	2.4	1113
WKAO-FM			52	.7	357
WKVM			83	1.1	541
WKVM-FM			18	.2	70
WLUZ			42	.6	299
WDLA			25	.3	257
WPRM			158	2.1	751
WQBS			73	1.0	390
WQII			241	3.3	1118
WRAI			23	.3	37
WRSJ			23	.3	136
WSRA			56	.8	352
WUNO			87	1.2	474
WVQZ			72	1.0	292
TOTAL			1734	23.5	5402



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.7	70			32	1.0	58			19	.6	46
WBMJ			218	6.7	860			194	6.0	562			190	5.9	805
WBRO			5	.2	28			8	.2	28			15	.5	47
WFID			9	.3	58			5	.2	47			23	.7	60
WIAC			23	.7	54			19	.6	60			20	.6	56
WIAC-FM			23	.7	118			20	.6	93			21	.6	101
WIOB					12			2	-.1	18			11	.3	20
WKAO			129	4.0	470			40	1.2	246			47	1.4	271
WKAO-FM			79	2.4	234			60	1.8	132			38	1.2	147
WKVM			37	1.1	136			33	1.0	107			23	.7	134
WKVM-FM					13			18	.6	41			14	.4	30
WLUZ			23	.7	86			1		40			4	-.1	29
WOLA			20	.6	135			29	.9	134			29	.9	170
WPRM			123	3.8	463			179	5.5	450			159	4.9	528
WQBS			33	1.0	197			29	.9	134			49	1.5	138
WQII			162	5.0	661			171	5.3	513			186	5.7	624
WRAI													11	.3	11
WRSJ			4	.1	17			5	.2	12			7	.2	12
WSRA			11	.3	100			15	.5	53			10	.3	80
WUND			47	1.4	240			47	1.4	168			56	1.7	186
WVOZ			61	1.9	153			71	2.2	201			96	3.0	223
TOTAL			1048	32.3	2661			996	30.7	2030			1036	31.9	2337

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	.8	109			25	.8	98			20	.6	98
WBMJ			177	5.5	1244			200	6.2	1198			204	6.3	1157
WBRO			10	.3	54			9	.3	54			10	.3	54
WFID			9	.3	99			12	.4	82			17	.5	82
WIAC			16	.5	82			21	.6	82			21	.6	82
WIAC-FM			19	.6	142			21	.6	142			22	.7	142
WIOB			3	.1	26			4	.1	26			6	.2	20
WKAO			54	1.7	553			69	2.1	553			88	2.7	541
WKAO-FM			51	1.6	368			58	1.8	324			59	1.8	296
WKVM			24	.7	222			30	.9	222			30	.9	197
WKVM-FM			13	.4	65			12	.4	54			8	.2	37
WLUZ			6	.2	103			10	.3	92			14	.4	92
WOLA			24	.7	296			26	.8	273			24	.7	251
WPRM			141	4.3	794			155	4.8	739			141	4.3	686
WQBS			30	.9	231			37	1.1	231			40	1.2	231
WQII			156	4.8	979			172	5.3	952			174	5.4	916
WRAI			2	.1	11			3	.1	11			5	.2	11
WRSJ			5	.2	40			5	.2	29			6	.2	29
WSRA			12	.4	146			12	.4	135			10	.3	123
WUND			43	1.3	348			50	1.5	337			51	1.6	312
WVOZ			66	2.0	298			74	2.3	283			78	2.4	255
TOTAL			903	27.8	3218			1024	31.5	3190			1042	32.1	3131



SAN JUAN MON-FRI  
FALL 1978

ADULTS 18-34 (00)  
C 7.2  
3246

MONDAY-FRIDAY

SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	.8	56
WBMJ			118	3.6	381
WBRO			12	.4	18
WFID			2	.1	34
WIAC			6	.2	23
WIAC-FM			11	.3	52
WIOB					
WKAQ			14	.4	164
WKAQ-FM			27	.8	134
WKVM			6	.2	48
WKVM-FM			20	.6	41
WLUZ			2	.1	11
WOLA			19	.6	110
WPRM			107	3.3	326
WQBS			15	.5	63
WOII			110	3.4	325
WRAI					
WRSJ			2	.1	11
WSRA			10	.3	110
WUNQ			26	.8	107
WVQZ			43	1.3	113
TOTAL			587	18.1	1471

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
9	.3	15	.5	8	.2		
106	3.3	230	7.1	190	5.9	180	5.5
16	.5	18	.6	16	.5	28	.9
5	.2	28	.9	8	.2		
20	.6	28	.9	32	1.0	24	.7
14	.4	23	.7	8	.2		
4	.1						
163	5.0	63	1.9	22	.7	10	.3
7	.2	15	.5	47	1.4		
21	.6	33	1.0	30	.9	11	.3
5	.2	20	.6	15	.5	12	.4
27	.8	54	1.7	50	1.5	26	.8
88	2.7	206	6.3	226	7.0	141	4.3
33	1.0	62	1.9	111	3.4	63	1.9
227	7.0	255	7.9	208	6.4	136	4.2
9	.3	5	.2				
8	.2	29	.9	15	.5	8	.2
38	1.2	52	1.6	107	3.3	15	.5
18	.6	37	1.1	43	1.3	30	.9
832	25.6	1176	36.2	1135	35.0	691	21.3

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.7	63
WBMJ			150	4.6	906
WBRO			13	.4	47
WFID			10	.3	76
WIAC			12	.4	56
WIAC-FM			16	.5	112
WIOB			5	.2	20
WKAQ			29	.9	284
WKAQ-FM			32	1.0	210
WKVM			13	.4	134
WKVM-FM			18	.6	48
WLUZ			3	.1	40
WOLA			23	.7	220
WPRM			130	4.0	603
WQBS			30	.9	163
WOII			144	4.4	680
WRAI			5	.2	11
WRSJ			4	.1	23
WSRA			10	.3	110
WUNQ			38	1.2	210
WVQZ			66	2.0	243
TOTAL			787	24.2	2538



SAN JUAN MON-FRI  
FALL 1978

MONDAY-FRIDAY

ADULTS 18-49 (00)  
C-2. = 5118  
QSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			49	1.0	196			48	.9	147			32	.6	140
WBMJ			264	5.2	1091			253	4.9	751			220	4.3	948
WBRO			5	.1	32			8	.2	32			15	.3	47
WFID			43	.8	165			32	.6	158			74	1.4	176
WIAC			66	1.3	161			51	1.0	133			57	1.1	174
WIAC-FM			55	1.1	211			55	1.1	200			52	1.0	209
WIOB			22	.4	87			10	.2	84			26	.5	67
WKAQ			328	6.4	1038			113	2.2	512			117	2.3	560
WKAQ-FM			109	2.1	374			97	1.9	239			63	1.2	263
WKVM			86	1.7	378			69	1.3	297			54	1.1	296
WKVM-FM			7	.1	27			22	.4	45			14	.3	40
WLUZ			87	1.7	253			8	.2	106			19	.4	100
WJLA			27	.5	154			38	.7	148			32	.6	184
WPRM			161	3.1	593			211	4.1	542			201	3.9	643
WQSS			64	1.3	365			54	1.1	268			83	1.6	259
WQII			238	4.7	956			234	4.6	719			277	5.4	880
WRAI					10								11	.2	11
WRSJ			14	.3	82			11	.2	59			20	.4	59
WSRA			37	.7	180			37	.7	109			35	.7	164
WUNO			85	1.7	411			89	1.7	274			86	1.7	307
WVQZ			77	1.5	203			88	1.7	228			102	2.0	255
TOTAL			1876	36.7	4408			1574	30.8	3304			1625	31.8	3564

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			48	.9	325			44	.9	275			40	.8	256
WBMJ			220	4.3	1525			246	4.8	1470			242	4.7	1415
WBRO			10	.2	58			9	.2	58			10	.2	58
WFID			39	.8	244			48	.9	227			59	1.2	227
WIAC			45	.9	232			59	1.2	232			61	1.2	218
WIAC-FM			47	.9	315			54	1.1	305			52	1.0	277
WIOB			16	.3	124			18	.4	120			25	.5	109
WKAQ			147	2.9	1229			180	3.5	1195			222	4.3	1169
WKAQ-FM			77	1.5	543			90	1.8	499			86	1.7	462
WKVM			56	1.1	532			68	1.3	532			68	1.3	494
WKVM-FM			16	.3	94			15	.3	83			11	.2	61
WLUZ			28	.5	299			37	.7	273			53	1.0	273
WJLA			29	.6	325			33	.6	292			30	.6	270
WPRM			171	3.3	955			192	3.8	900			180	3.5	838
WQSS			55	1.1	426			66	1.3	426			73	1.4	421
WQII			227	4.4	1385			248	4.8	1329			259	5.1	1279
WRAI			2		21			3	.1	21			5	.1	21
WRSJ			15	.3	118			15	.3	107			19	.4	107
WSRA			34	.7	263			35	.7	247			36	.7	231
WUNO			75	1.5	553			87	1.7	542			86	1.7	508
WVQZ			77	1.5	353			88	1.7	333			90	1.8	305
TOTAL			1468	28.7	5090			1682	32.9	5040			1750	34.2	4967



SAN JUAN MON-FRI  
FALL 1978  
MONDAY-FRIDAY

ADULTS 18-49 1001  
C. 7. 5118

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			60	1.2	168
WBMJ			154	3.0	469
WBRQ			12	.2	18
WFID			18	.4	85
WIAC			15	.3	36
WIAC-FM			26	.5	103
WIOB			8	.2	23
WKAQ			58	1.1	294
WKAQ-FM			38	.7	170
WKVM			18	.4	121
WKVM-FM			20	.4	41
WLUZ			11	.2	39
WOLA			20	.4	124
WPRM			115	2.2	395
WQBS			28	.5	105
WQII			165	3.2	452
WRAI					
WRSJ			7	.1	24
WSRA			28	.5	165
WUNQ			49	1.0	173
WVOZ			45	.9	132
TOTAL			912	17.8	2235

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
30	.6	36	.7	37	.7	6	.1
171	3.3	257	5.0	203	4.0	180	3.5
19	.4	18	.4	20	.4	28	.5
15	.3	48	.9	25	.5	13	.3
49	1.0	41	.8	42	.8	30	.6
44	.9	46	.9	13	.3	4	.1
4	.1						
295	5.8	91	1.8	76	1.5	48	.9
51	1.0	68	1.3	79	1.5	21	.4
42	.8	50	1.0	49	1.0	37	.7
12	.2	20	.4	15	.3	12	.2
34	.7						
27	.5	54	1.1	50	1.0	26	.5
135	2.6	237	4.6	242	4.7	153	3.0
41	.8	91	1.8	137	2.7	69	1.3
270	5.3	319	6.2	267	5.2	158	3.1
9	.2	5	.1				
14	.3	32	.6	28	.5	14	.3
72	1.4	91	1.8	131	2.6	21	.4
29	.6	43	.8	59	1.2	45	.9
1405	27.5	1601	31.3	1498	29.3	874	17.1

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			47	.9	223
WBMJ			183	3.6	1081
WBRQ			13	.3	47
WFID			42	.8	202
WIAC			33	.6	174
WIAC-FM			38	.7	229
WIOB			16	.3	71
WKAQ			85	1.7	619
WKAQ-FM			49	1.0	326
WKVM			34	.7	314
WKVM-FM			18	.4	58
WLUZ			14	.3	125
WOLA			25	.5	249
WPRM			153	3.0	727
WQBS			51	1.0	294
WQII			215	4.2	974
WRAI			5	.1	11
WRSJ			13	.3	70
WSRA			30	.6	203
WUNQ			63	1.2	341
WVOZ			70	1.4	280
TOTAL			1231	24.1	3856



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			46	1.3	189			47	1.3	140			27	.8	133
WBMJ			141	4.0	559			122	3.4	399			114	3.2	438
WBRO					4					4					11
WFID			43	1.2	158			32	.9	145			71	2.0	156
WIAC			62	1.7	146			51	1.4	118			57	1.6	174
WIAC-FM			48	1.3	184			48	1.3	180			48	1.3	182
WIOB			22	.6	87			10	.3	84			22	.6	59
WKAO			299	8.4	897			99	2.8	414			105	2.9	459
WKAO-FM			80	2.2	281			80	2.2	176			47	1.3	185
WKVM			78	2.2	334			53	1.5	276			47	1.3	260
WKVM-FM			7	.2	14			19	.5	38			11	.3	27
WLUZ			85	2.4	246			8	.2	106			19	.5	100
WOLA			7	.2	36			9	.3	31			7	.2	59
WPRM			87	2.4	323			91	2.6	268			101	2.8	302
WQBS			52	1.5	292			36	1.0	225			66	1.9	217
WQII			171	4.8	695			155	4.3	487			185	5.2	559
WRAI					10								11	.3	11
WRSJ			14	.4	82			11	.3	59			20	.6	59
WSRA			33	.9	165			37	1.0	96			35	1.0	157
WUND			67	1.9	334			74	2.1	224			75	2.1	229
WVQZ			50	1.4	118			51	1.4	106			40	1.1	133
TOTAL			1440	40.4	3223			1077	30.2	2305			1144	32.1	2363

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			46	1.3	312			41	1.2	262			36	1.0	243
WBMJ			114	3.2	744			125	3.5	718			128	3.6	698
WBRO			3	.1	15					15					15
WFID			38	1.1	224			47	1.3	207			57	1.6	207
WIAC			45	1.3	217			57	1.6	217			59	1.7	203
WIAC-FM			42	1.2	281			48	1.3	271			46	1.3	243
WIOB			15	.4	116			17	.5	112			23	.6	101
WKAO			132	3.7	1040			162	4.5	1006			201	5.6	980
WKAO-FM			59	1.7	379			70	2.0	357			63	1.8	348
WKVM			47	1.3	459			58	1.6	459			60	1.7	435
WKVM-FM			14	.4	74			13	.4	63			9	.3	41
WLUZ			28	.8	292			36	1.0	266			52	1.5	266
WOLA			8	.2	74			8	.2	64			8	.2	64
WPRM			78	2.2	461			93	2.6	449			93	2.6	401
WQBS			41	1.2	347			50	1.4	347			59	1.7	342
WQII			154	4.3	902			169	4.7	867			180	5.1	853
WRAI			2	.1	21			3	.1	21			5	.1	21
WRSJ			15	.4	118			15	.4	107			19	.5	107
WSRA			33	.9	242			34	1.0	226			34	1.0	216
WUND			62	1.7	420			72	2.0	409			72	2.0	389
WVQZ			38	1.1	174			47	1.3	169			46	1.3	163
TOTAL			1048	29.4	3535			1209	33.9	3501			1291	36.2	3459



SAN JUAN MON-FRI  
FALL 1978  
MONDAY-FRIDAY

ADULTS 25-49 1001  
3564  
SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			60	1.7	169
WBMJ			87	2.4	206
WBRQ			11	.3	11
WFID			18	.5	85
WIAC			15	.4	36
WIAC-FM			25	.7	96
WIOB			8	.2	23
WKAQ			54	1.5	243
WKAQ-FM			28	.8	99
WKVM			15	.4	113
WKVM-FM			17	.5	28
WLUZ			11	.3	39
WOLA			9	.3	37
WPRM			38	1.1	176
WOBS			20	.6	82
WOII			111	3.1	286
WRAI					
WRSJ			7	.2	24
WSRA			28	.5	152
WUND			41	1.2	145
WVQZ			12	.3	53
TOTAL			631	17.7	1505

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	30	.8	35	1.0	37	1.0	6	.2
WBMJ	91	2.6	106	3.0	68	1.9	61	1.7
WBRQ	3	.1			4	.1		
WFID	10	.3	25	.7	20	.6	13	.4
WIAC	29	.8	18	.5	19	.5	17	.5
WIAC-FM	39	1.1	32	.9	11	.3	4	.1
WIOB	4	.1						
WKAQ	268	7.5	80	2.2	69	1.9	45	1.3
WKAQ-FM	46	1.3	62	1.7	55	1.5	21	.6
WKVM	42	1.2	50	1.4	43	1.2	35	1.0
WKVM-FM	7	.2						
WLUZ	34	1.0						
WOLA	21	.6	6	.2	9	.3	13	.4
WPRM	81	2.3	106	3.0	75	2.1	50	1.4
WOBS	31	.9	81	2.3	128	3.6	69	1.9
WOII	170	4.8	232	6.5	207	5.8	96	2.7
WRAI	9	.3	5	.1				
WRSJ								
WSRA	14	.4	32	.9	28	.8	9	.3
WUND	53	1.5	72	2.0	87	2.4	21	.6
WVQZ	19	.5	42	1.2	40	1.1	39	1.1
TOTAL	1039	29.2	1038	29.1	925	26.0	500	14.0

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			45	1.3	216
WBMJ			99	2.8	492
WBRQ			6	.2	11
WFID			41	1.2	182
WIAC			33	.9	174
WIAC-FM			35	1.0	202
WIOB			14	.4	63
WKAQ			77	2.2	505
WKAQ-FM			36	1.0	219
WKVM			29	.8	278
WKVM-FM			15	.4	38
WLUZ			14	.4	125
WOLA			8	.2	74
WPRM			66	1.9	328
WOBS			39	1.1	244
WOII			144	4.0	625
WRAI			5	.1	11
WRSJ			13	.4	70
WSRA			30	.8	190
WUND			55	1.5	256
WVQZ			24	.7	138
TOTAL			861	24.2	2538





MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			49	1.2	214			48	1.2	164			37	.9	177
WBMJ			143	3.5	576			122	3.0	412			117	2.8	448
WBRO					4					4					11
WFID			58	1.4	232			45	1.1	208			98	2.4	219
WIAC			78	1.9	212			59	1.4	170			65	1.6	216
WIAC-FM			51	1.2	219			58	1.4	210			58	1.4	219
WIOB			28	.7	113			17	.4	106			28	.7	85
WKAO			402	9.7	1147			146	3.5	528			146	3.5	564
WKAO-FM			89	2.2	302			87	2.1	198			55	1.3	197
WKVM			91	2.2	388			70	1.7	319			67	1.6	302
WKVM-FM			7	.2	27			19	.5	38			11	.3	39
WLUZ			122	3.0	346			19	.5	152			24	.6	146
WOLA			7	.2	36			9	.2	31			7	.2	59
WPRM			97	2.2	338			97	2.3	287			104	2.5	315
WQBS			76	1.8	341			47	1.1	266			78	1.9	238
WOII			194	4.7	749			175	4.2	542			199	4.8	593
WRAI					10			2		5			16	.4	16
WRSJ			17	.4	103			16	.4	74			23	.6	74
WSRA			41	1.0	226			48	1.2	150			43	1.0	218
WUNO			83	2.0	395			88	2.1	254			87	2.1	266
WYQZ			50	1.2	118			51	1.2	114			40	1.0	133
TOTAL			1734	42.0	3763			1274	30.9	2683			1341	32.5	2729

STATION	6 AM-12 MID					8 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			50	1.2	369			45	1.1	312			43	1.0	288
WBMJ			115	2.8	765			126	3.1	739			130	3.1	720
WBRO			3	.1	15					15					15
WFID			54	1.3	304			67	1.6	287			79	1.9	287
WIAC			54	1.3	301			67	1.6	301			71	1.7	277
WIAC-FM			50	1.2	327			56	1.4	317			54	1.3	289
WIOB			21	.5	146			23	.6	142			29	.7	131
WKAO			180	4.4	1295			224	5.4	1261			272	6.6	1230
WKAO-FM			64	1.6	401			78	1.9	379			71	1.7	370
WKVM			62	1.5	522			75	1.8	522			77	1.9	493
WKVM-FM			14	.3	86			13	.3	75			9	.2	53
WLUZ			42	1.0	391			54	1.3	366			73	1.8	366
WOLA			8	.2	74			8	.2	64			8	.2	64
WPRM			80	1.9	488			97	2.3	476			96	2.3	421
WQBS			54	1.3	396			65	1.6	396			77	1.9	392
WOII			168	4.1	964			188	4.6	929			198	4.8	906
WRAI			5	.1	26			5	.1	26			7	.2	26
WRSJ			17	.4	145			18	.4	134			21	.5	127
WSRA			41	1.0	307			44	1.1	292			42	1.0	282
WUNO			74	1.8	490			86	2.1	474			85	2.1	454
WYQZ			38	.9	182			47	1.1	177			46	1.1	163
TOTAL			1235	29.9	4107			1436	34.8	4072			1537	37.2	4024



SAN JUAN MON-FRI  
FALL 1978  
MONDAY-FRIDAY

ADULTS 25-54 1001  
C 7.5 4128  
SATURDAY-SUNDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			62	1.5	195
WBMJ			87	2.1	206
WBRO			11	.3	11
WFID			25	.6	109
WIAC			16	.4	54
WIAC-FM			35	.8	122
WIOB			13	.3	39
WKAQ			66	1.6	286
WKAQ-FM			28	.7	99
WKVM			29	.7	147
WKVM-FM			17	.4	29
WLUZ			15	.4	60
WOLA			9	.2	37
WPRM			38	.9	184
WQBS			25	.6	103
WQII			115	2.8	304
WRAI			5	.1	5
WRSJ			7	.2	24
WSRA			32	.8	182
WUNQ			47	1.1	163
WVOZ			12	.3	53
TOTAL			711	17.2	1703

STATION	8 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	34	.8	46	1.1	57	1.4	12	.3
WBMJ	91	2.2	106	2.6	68	1.6	61	1.5
WBRO	3	.1			4	.1		
WFID	10	.2	25	.6	31	.8	13	.3
WIAC	37	.9	28	.7	27	.7	25	.6
WIAC-FM	39	.9	32	.8	18	.4	5	.1
WIOB	4	.1						
WKAQ	347	8.4	117	2.8	116	2.8	106	2.6
WKAQ-FM	46	1.1	62	1.5	55	1.3	21	.5
WKVM	55	1.3	58	1.4	58	1.4	35	.8
WKVM-FM	13	.3						
WLUZ	68	1.6	13	.3	10	.2		
WOLA	21	.5	6	.1	9	.2	13	.3
WPRM	91	2.2	127	3.1	91	2.2	63	1.5
WQBS	31	.8	81	2.0	128	3.1	69	1.7
WQII	170	4.1	251	6.1	229	5.5	96	2.3
WRAI	13	.3	5	.1			7	.2
WRSJ								
WSRA	19	.5	41	1.0	36	.9	16	.4
WUNQ	54	1.3	75	1.8	87	2.1	21	.5
WVOZ	19	.5	54	1.3	40	1.0	39	.9
TOTAL	1212	29.4	1178	28.5	1088	26.4	603	14.6

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			51	1.2	268
WBMJ			100	2.4	501
WBRO			6	.1	11
WFID			57	1.4	245
WIAC			37	.9	216
WIAC-FM			45	1.1	243
WIOB			20	.5	90
WKAQ			100	2.4	610
WKAQ-FM			39	.9	231
WKVM			45	1.1	319
WKVM-FM			15	.4	50
WLUZ			19	.5	171
WOLA			8	.2	74
WPRM			68	1.6	341
WQBS			48	1.2	265
WQII			152	3.7	660
WRAI			10	.2	16
WRSJ			14	.3	85
WSRA			37	.9	251
WUNQ			64	1.6	297
WVOZ			24	.6	138
TOTAL			992	24.0	2904



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			57	1.7	266			54	1.6	202			57	1.7	237
WBMJ			50	1.5	277			61	1.8	219			41	1.2	181
WBRO					4					4					
WFID			63	1.9	243			49	1.4	212			95	2.8	228
WIAC			81	2.4	239			70	2.1	193			71	2.1	237
WIAC-FM			45	1.3	166			56	1.7	170			55	1.6	178
WIOB			39	1.2	133			22	.6	128			33	1.0	113
WKAO			469	13.9	1263			189	5.6	616			155	4.6	585
WKAO-FM			50	1.5	199			51	1.5	151			33	1.0	136
WKVM			114	3.4	419			87	2.6	348			76	2.2	303
WKVM-FM			7	.2	27			4	.1	4					22
WLUZ			161	4.8	402			37	1.1	181			29	.9	183
WOLA			7	.2	27			9	.3	22			3	.1	22
WPRM			41	1.2	145			38	1.1	124			50	1.5	133
WQBS			64	1.9	246			42	1.2	184			62	1.8	183
WQII			110	3.2	421			107	3.2	307			121	3.6	348
WRAI					18			2	.1	5			5	.1	5
WRSJ			31	.9	149			19	.6	111			27	.8	95
WSRA			41	1.2	191			39	1.2	145			47	1.4	186
WUNQ			72	2.1	309			67	2.0	216			57	1.7	210
WVJZ			22	.6	67			18	.5	40			6	.2	37
TOTAL			1583	46.8	3186			1076	31.8	2289			1076	31.8	2188

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			55	1.6	417			57	1.7	367			58	1.7	335
WBMJ			48	1.4	339			50	1.5	330			44	1.3	317
WBRO					4					4					4
WFID			58	1.7	294			69	2.0	294			80	2.4	294
WIAC			61	1.8	335			74	2.2	335			76	2.2	311
WIAC-FM			48	1.4	261			52	1.5	251			49	1.4	223
WIOB			27	.8	169			30	.9	164			37	1.1	159
WKAO			212	6.3	1404			264	7.8	1370			311	9.2	1340
WKAO-FM			35	1.0	235			45	1.3	235			40	1.2	226
WKVM			79	2.2	540			92	2.7	532			94	2.8	507
WKVM-FM			3	.1	41			3	.1	41			3	.1	36
WLUZ			57	1.7	442			74	2.2	421			94	2.8	421
WOLA			5	.1	37			7	.2	27			6	.2	27
WPRM			33	1.0	201			42	1.2	201			44	1.3	177
WQBS			45	1.3	290			54	1.6	290			64	1.9	286
WQII			100	3.0	553			112	3.3	524			117	3.5	501
WRAI			3	.1	23			2	.1	23			2	.1	23
WRSJ			21	.6	173			25	.7	168			29	.9	161
WSRA			38	1.1	240			42	1.2	236			44	1.3	232
WUNQ			57	1.7	371			66	1.9	366			65	1.9	357
WVQZ			13	.4	85			16	.5	80			15	.4	72
TOTAL			1043	30.8	3379			1232	36.4	3356			1329	39.2	3331



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MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			50	1.5	205
WBMJ			41	1.2	102
WBRO					
WFID			31	.9	99
WIAC			27	.8	68
WIAC-FM			39	1.2	99
WIOB			16	.5	44
WKAQ			75	2.2	230
WKAQ-FM			11	.3	41
WKVM			44	1.3	144
WKVM-FM					
WLUZ			15	.4	77
WOLA			1		14
WPRM			9	.3	82
WOBS			18	.5	71
WOII			69	2.0	171
WRA1			6	.2	13
WRSJ			8	.2	18
WSRA			30	.9	114
WUNQ			37	1.1	101
WVOZ			2	.1	19
TOTAL			551	16.3	1281

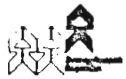
ADULTS 35-64 1001  
C. 2.7 3386

SATURDAY-SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	39	1.2	34	1.0	64	1.9	24	.7
WBMJ	65	1.9	27	.8	13	.4		
WBRO	3	.1			4	.1		
WFID	17	.5	36	1.1	43	1.3	16	.5
WIAC	64	1.9	43	1.3	43	1.3	23	.7
WIAC-FM	30	.9	32	.9	14	.4	10	.3
WIOB								
WKAQ	326	9.6	106	3.1	124	3.7	107	3.2
WKAQ-FM	44	1.3	53	1.6	32	.9	21	.6
WKVM	90	2.7	47	1.4	47	1.4	29	.9
WKVM-FM	13	.4						
WLUZ	91	2.7	17	.5	10	.3	6	.2
WOLA								
WPRM	61	1.8	58	1.7	52	1.5	45	1.3
WOBS	12	.4	29	.9	26	.8	6	.2
WOII	55	1.6	99	2.9	85	2.5	30	.9
WRA1	4	.1					7	.2
WRSJ	2	.1	2	.1				
WSRA	11	.3	35	1.0	29	.9	21	.6
WUNQ	41	1.2	58	1.7	32	.9	6	.2
WVOZ	15	.4	21	.6	23	.7	21	.6
TOTAL	1023	30.2	746	22.0	666	19.7	373	11.0

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			54	1.6	327
WBMJ			40	1.2	212
WBRO					
WFID			59	1.7	246
WIAC			46	1.4	237
WIAC-FM			46	1.4	196
WIOB			24	.7	118
WKAQ			110	3.2	644
WKAQ-FM			20	.6	141
WKVM			59	1.7	331
WKVM-FM					22
WLUZ			22	.6	217
WOLA			2	.1	37
WPRM			28	.8	142
WOBS			37	1.1	193
WOII			91	2.7	397
WRA1			5	.1	13
WRSJ			16	.5	100
WSRA			38	1.1	208
WUNQ			46	1.4	236
WVOZ			4	.1	42
TOTAL			765	23.2	2334



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MONDAY-FRIDAY

PERSONS 12-24 (00)  
C.I. 300R  
RSA \*

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.1	13			1		7			5	.2	7
WBMJ			237	7.7	1075			192	6.2	770			334	10.9	1156
WBRO			9	.3	34			14	.5	34			28	.9	59
WFID					13					19			3	.1	20
WIAC			6	.2	21					15					6
WIAC-FM			7	.2	33			10	.3	31			7	.2	33
WIOB													4	.1	8
WKAO			42	1.4	187			23	.7	172			16	.5	158
WKAO-FM			51	1.6	156			42	1.4	155			55	1.8	204
WKVM			17	.5	147			26	.8	95			15	.5	122
WKVM-FM					13			7	.2	30			13	.4	59
WLUZ			6	.2	19					6					
WOLA			29	.9	158			42	1.4	186			62	2.0	228
WPRM			101	3.3	430			156	5.0	468			173	5.6	621
WQBS			13	.4	84			25	.8	89			36	1.2	88
WQII			113	3.6	461			114	3.7	432			173	5.6	613
WRA1													3	.1	6
WRSJ															
WSRA			4	.1	15					13					7
WUND			20	.6	123			21	.7	107			20	.6	124
WYQZ			46	1.5	142			50	1.6	179			85	2.7	196
TOTAL			714	23.0	2215			737	23.8	1914			1047	33.8	2442

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			2	.1	19			3	.1	19			5	.2	19
WBMJ			232	7.5	1673			250	8.1	1616			285	9.2	1552
WBRO			13	.4	77			16	.5	66			19	.6	66
WFID			1		26			1		26			2	.1	26
WIAC					21			3	.1	21			3	.1	21
WIAC-FM			7	.2	51			8	.3	51			7	.2	45
WIOB			1		8			1		8			2	.1	8
WKAO			22	.7	269			27	.9	269			29	.9	269
WKAO-FM			44	1.4	364			48	1.5	325			54	1.7	268
WKVM			16	.5	216			19	.6	216			16	.5	196
WKVM-FM			10	.3	77			7	.2	71			7	.2	66
WLUZ			1		18			2	.1	18			3	.1	18
WOLA			39	1.3	377			44	1.4	348			45	1.5	320
WPRM			132	4.3	872			143	4.6	800			137	4.4	757
WQBS			25	.8	136			25	.8	136			24	.8	125
WQII			126	4.1	952			132	4.3	897			143	4.6	826
WRA1															
WRSJ			1		6			1		6			1		6
WSRA			1		21			1		21			2	.1	15
WUND			19	.6	236			20	.6	230			19	.6	193
WYQZ			54	1.7	293			59	1.9	278			65	2.1	251
TOTAL			757	24.4	3088			825	26.6	3026			881	28.4	2967



SAN JUAN MON-FRI  
FALL 1979

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					6
WBHJ			184	5.9	680
WBRQ			2	.1	30
WFID					
WIAC					
WIAC-FM			1		13
WIOB					
WKAQ			7	.2	69
WKAQ-FM			31	1.0	180
WKVM			7	.2	25
WKVM-FM			21	.7	64
WLUZ					
WOLA			27	.9	167
WPRM			103	3.3	396
WQBS			24	.8	52
WQII			107	3.5	378
WRAI					
WRSJ					
WSRA					13
WUNQ			17	.5	62
WVQZ			38	1.2	113
TOTAL			578	18.7	1617

PERSONS 12-24 (00)  
3093

SATURDAY-SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA							4	.1
WBHJ	201	6.5	389	12.6	341	11.0	247	8.0
WBRQ	16	.5	18	.6	19	.6	28	.9
WFID	5	.2	23	.7	5	.2		
WIAC	20	.6	23	.7	23	.7	13	.4
WIAC-FM	5	.2	15	.5	6	.2	3	.1
WIOB								
WKAQ	37	1.2	13	.4	13	.4	5	.2
WKAQ-FM	26	.8	52	1.7	42	1.4	13	.4
WKVM	12	.4	9	.3	16	.5	8	.3
WKVM-FM	15	.5	26	.8	26	.8	14	.5
WLUZ								
WOLA	23	.7	115	3.7	120	3.9	30	1.0
WPRM	94	3.0	219	7.1	251	8.1	174	5.6
WQBS	18	.6	18	.6	23	.7		
WQII	140	4.5	204	6.6	178	5.7	139	4.5
WRAI								
WRSJ								
WSRA							5	.2
WUNQ	29	.9	52	1.7	70	2.3		
WVQZ	18	.6	38	1.2	49	1.6	27	.9
TOTAL	665	21.5	1216	39.3	1182	38.2	716	23.1

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			2	.1	13
WBHJ			250	8.1	1315
WBRQ			13	.4	70
WFID			1		20
WIAC					6
WIAC-FM			4	.1	33
WIOB			2	.1	9
WKAQ			12	.4	177
WKAQ-FM			42	1.4	267
WKVM			10	.3	122
WKVM-FM			17	.5	77
WLUZ					
WOLA			42	1.4	295
WPRM			134	4.3	731
WQBS			29	.9	101
WQII			136	4.4	709
WRAI					
WRSJ			1		6
WSRA					13
WUNQ			17	.5	154
WVQZ			59	1.9	216
TOTAL			787	25.4	2714



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1	.1	6										
WBMJ			114	7.4	543			61	4.0	418			228	14.8	646
WBRQ			4	.3	6			6	.4	6			13	.8	23
WFID					6					6					
WIAC			2	.1	6										6
WIAC-FM					6			3	.2	11			3	.2	6
WIOB															
WKAQ			13	.8	46			9	.6	74			4	.3	57
WKAQ-FM			22	1.4	63			25	1.6	92			39	2.5	126
WKVM			9	.6	103			10	.6	74			8	.5	86
WKVM-FM								4	.3	23			10	.6	46
WLUZ			4	.3	11					6					
WOLA			9	.6	40			13	.8	69			37	2.4	103
WPRM			27	1.7	160			36	2.3	194			73	4.7	280
WQBS			1	.1	11			7	.5	46			19	1.2	46
WQII			46	3.0	200			35	2.3	200			81	5.2	292
WRAI													3	.2	6
WRSJ															
WSRA															
WUNO			2	.1	46			6	.4	57			9	.6	46
WVQZ			19	1.2	57			13	.8	57			23	1.5	74
TOTAL			278	18.0	1030			240	15.5	915			566	36.7	1241

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					6					6			1	.1	6
WBMJ			126	8.2	892			129	8.4	864			171	11.1	835
WBRQ			6	.4	34			7	.5	23			9	.6	23
WFID					6					6					6
WIAC					6			1	.1	6			1	.1	6
WIAC-FM			2	.1	17			2	.1	17			1	.1	11
WIOB															
WKAQ			7	.5	80			9	.6	80			8	.5	80
WKAQ-FM			26	1.7	200			28	1.8	183			31	2.0	134
WKVM			7	.5	143			9	.6	143			8	.5	137
WKVM-FM			8	.5	57			5	.3	51			5	.3	46
WLUZ			1	.1	11			1	.1	11			2	.1	11
WOLA			18	1.2	126			19	1.2	120			23	1.5	114
WPRM			39	2.5	378			44	2.8	349			50	3.2	320
WQBS			11	.7	57			9	.6	57			10	.6	46
WQII			53	3.4	469			53	3.4	435			64	4.1	400
WRAI															
WRSJ			1	.1	6			1	.1	6			1	.1	6
WSRA															
WUNO			6	.4	103			5	.3	97			5	.3	74
WVQZ			15	1.0	114			18	1.2	114			21	1.4	109
TOTAL			337	21.8	1533			352	22.8	1487			422	27.3	1459

MONDAY-FRIDAY  
7 PM-12 MID

STATION	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					6
WBMJ			117	7.6	418
WBRO			1	.1	23
WFID					
WIAC					
WIAC-FM					6
WIOB					
WKAO			3	.2	17
WKAO-FM			21	1.4	109
WKVM			4	.3	17
WKVM-FM			18	1.2	51
WLUZ					
WOLA			16	1.0	80
WPRM			26	1.7	177
WOBS			16	1.0	29
WQII			53	3.4	212
WRAI					
WRSJ					
WSRA					
WUND			9	.6	34
WVJZ			5	.3	34
TOTAL			297	19.2	887

SATURDAY-SUNDAY

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
121	7.8	239	15.4	206	13.3	128	8.3
				2	.1		
				1	.1	3	.2
10	.6	2	.1	4	.3	2	.1
21	1.4	46	3.0	6	.4	13	.8
12	.8	9	.6	10	.6	6	.4
10	.6	6	.4	11	.7	2	.1
17	1.1	67	4.3	79	5.1	17	1.1
40	2.6	88	5.7	84	5.4	71	4.6
8	.5	8	.5	14	.9		
40	2.6	117	7.6	118	7.6	77	5.0
10	.6	33	2.1	26	1.7		
8	.5	37	2.4	30	1.9	21	1.4
299	19.4	653	42.3	609	39.4	342	22.2

MONDAY-FRIDAY

3 PM-12 MID

STATION	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					6
WBMJ			166	10.8	726
WBRO			6	.4	34
WFID					
WIAC					6
WIAC-FM			1	.1	6
WIOB					
WKAO			4	.3	63
WKAO-FM			29	1.9	160
WKVM			5	.3	86
WKVM-FM			14	.9	57
WLUZ					
WOLA			25	1.6	120
WPRM			47	3.0	332
WOBS			17	1.1	51
WQII			65	4.2	360
WRAI					
WRSJ			1	.1	6
WSRA					
WUND			9	.6	69
WVJZ			13	.8	74
TOTAL			417	27.0	1396



# Programmer's Guide

## SECTIONS

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



SAN JUAN MON-FRI

SHARES OF AUDIENCE

6AM-12MID

STATION	MEN					WOMEN					TEENS					TOTAL				
	Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	6	5				3	4				1					4	4			
WBMJ	12	12				8	9				48	37				16	14			
WBRQ							1					2					1			
WFID	2	3				3	4									2	3			
WIAC	6	5				4	3									4	3			
WIAC-FM	3	3				2	4					1				2	3			
WIOB	2	1				2	2									2	1			
WKAQ	15	15				16	17				3	2				14	14			
WKAQ-FM	2	3				3	5				3	8				3	4			
WKVM	6	5				10	6					2				7	5			
WKVM-FM		1					1					2					1			
WLUZ	3	4				4	4				1					3	3			
WQLA	2	2				1	1				5	5				2	2			
WPRM	9	10				7	7				16	12				9	9			
WQBS	3	3				4	4				4	3				3	4			
WOII	10	10				14	14				16	16				13	13			
WRAI		1					1										1			
WRSJ	1	1				2	2									1	1			
WSRA	3	3				3	2									3	2			
WUND	6	5				6	5				2	2				5	5			
WVGZ	4	4				2	3				2	4				3	4			
TOT(00)	974	988				1146	1180				380	337				2500	2505			



SAN JUAN MON-FRI

SHARES OF AUDIENCE

6AM-10AM

STATION	MEN					WOMEN					TEENS					TOTAL						
	Sum 1978	Fall 1978				Sum 1978	Fall 1978				Sum 1978	Fall 1978				Sum 1978	Fall 1978					
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
WAPA	4	3				3	3									3	3					
WBNJ	10	11				6	8				49	41				11	12					
WBRO												1										
WFID	2	3				2	2									2	2					
WJAC	8	4				6	4					1			6	4						
WJAC-FM	2	2				2	3								2	2						
WIOB	2	2				1	1								2	1						
WKAQ	21	23				26	27				7	5			23	23						
WKAQ-FM	3	4				3	5				5	8			3	5						
WKVM	6	6				12	7				1	3			9	6						
WKVM-FM																						
WLUZ	7	8				9	7				3	1			8	7						
WDLA	1	2				1					3	3			1	1						
WPRM	6	7				4	5				12	10			6	6						
WQBS	3	4				3	3				3				3	3						
WQII	8	7				11	11				14	17			10	10						
WRAI																						
WRSJ	1	1				1	1								1	1						
WSRA	2	2				2	1								2	2						
WUNO	5	6				5	4				3	1			5	4						
WVOZ	2	3				1	3					7			1	3						
TOT(00)	1331	1358				1569	1584				263	278			2163	3220						



SAN JUAN MON-FRI

SHARES OF AUDIENCE

10AM-3PM

STATION	MEN					WOMEN					TEENS					TOTAL					
	Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	5	4				3	5				2					3	4				
WBMJ	14	13				9	10				43	25				17	12				
WBRO							1					3					1				
WFID	1	1				4	3									2	2				
WIAC	8	6				3	3									4	4				
WIAC-FM	5	3				2	4					1				3	3				
WIOB	1					3	1									2	1				
WKAQ	14	14				13	14				2	4				12	13				
WKAQ-FM	3	4				4	5				4	10				4	5				
WKVM	7	5				11	7					4				8	6				
WKVM-FM		1					1					2					1				
WLUZ	3	3				2	2									2	2				
WOLA	2	2				2	1				4	5				2	2				
WPRM	10	13				8	7				17	15				10	10				
WOBS	1	1				4	5				5	3				3	3				
WQII	11	11				15	14				18	15				14	13				
WRAI		1					1										1				
WRSJ	1	1				2	1									1	1				
WSRA	3	2				4	3									3	2				
WUNO	5	6				6	5				1	3				5	5				
WVDZ	4	5				2	3				2	5				3	4				
TOT(00)	945	977				1325	1355				451	240				2721	2572				



SAN JUAN MON-FRI

SHARES OF AUDIENCE

3PM-7PM

STATION	MEN					WOMEN					TEENS					TOTAL			
	Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
VAPA	5	5				2	2									3	3		
WBMJ	10	10				9	10				48	40				16	16		
WBRO							1					2					1		
WFID	5	6				5	5									4	4		
WIAC	7	6				3	3									4	4		
WIAC-FM	3	3				1	4					1				2	3		
WIOB	2	2				3	2									2	2		
WKAQ	11	11				11	12				2	1				10	9		
WKAQ-FM	1	3				3	3				4	7				3	4		
WKVM	5	5				8	5					1				6	4		
WKVM-FM							1					2					1		
WLUZ	1	2				3	3									2	2		
WOLA	2	1				2	2				7	7				3	2		
VPRM	11	10				9	8				16	13				11	10		
WOB5	4	5				5	5				4	3				5	5		
WQII	11	12				14	15				16	14				13	14		
WRAI		2					1										1		
WRSJ	1	1				2	2					1				1	1		
WSRA	4	3				4	3									4	2		
WUNO	5	5				7	5				1	2				5	4		
WVQZ	5	5				5	4				1	4				4	4		
TOT (00)	1152	1110				1161	1208				485	566				2798	2884		



SAN JUAN MON-FRI

SHARES OF AUDIENCE

7PM-12410

STATION	MEN					WOMEN					TEENS					TOTAL					
	Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				Sum. 1978	Fall 1978				
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	12	11				5	5									6	6				
WBMJ	13	15				10	10				52	39				20	18				
WBRO		2																			1
WFID	1	3				3	3									2	2				
WIAC	1	3				2	4									1	3				
WIAC-FM	2	3				1	5									1	3				
WIOB	2					3	2									2	1				
WKAQ	10	9				10	10				2	1				8	8				
WKAQ-FM	1	2				3	4				1	7				2	4				
WKVM	4	4				7	5					1				5	4				
WKVM-FM		2					1					6					2				
WLUZ		3				2	2									1	2				
WDLA	4	2				3	1				6	5				4	2				
WPRM	9	11				8	8				16	9				10	9				
WQBS	3	3				4	3				3	5				3	3				
WQII	12	11				21	18				14	18				16	15				
WRAI		1					2														1
WRSJ						2	1									1	1				
WSRA	4	3				5	4									3	3				
WUNG	8	5				5	5				4	3				6	5				
WVOZ	7	4				3	3				3	2				4	3				
TOT(00)	575	599				620	665				318	297				1513	1561				





SHARE OF AUDIENCE - AVERAGE PERSONS (%)  
 SAN JUAN MON-FRI  
 FALL 1978

N-F  
 6A.M.-12MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	4		5	6	4	12	5	1	5	3	2	8	4	
W3KJ	14	27	18	11	1	1	12	24	12	8	5	1	9	37
WBRQ	1		1					3					1	2
WF1D	3		2	5	7	4	3		2	5	7	5	4	
W1AC	3		5	4	6	10	5		2	4	4	6	3	
W1AC-FM	3		2	7	2	5	3	2	4	3	7	3	4	1
W1OB	1			2	3	3	1		1	1	4	3	2	
WKAQ	14	2	7	12	28	24	15	5	9	14	21	24	17	2
WKAQ-FM	4	4	5	4	3	1	3	4	9	8	2	1	5	8
WKYK	5	2	1	5	6	13	5	2	5	6	7	9	6	2
WKYK-FM	1		3	1			1	1	2	1			1	2
WLUZ	3		1	4	7	8	4		1	3	5	7	4	
WOLA	2	7			2		2	3	1	1			1	5
WPRM	9	25	13	6	4		10	19	8	6	7	1	7	12
WQBS	4	4	3	2	6	1	3	3	3	6	5	3	4	3
WQ11	13	16	12	13	6	3	10	19	22	16	9	7	14	16
WRA1	1		1				1				1		1	
WRSJ	1		1	1	2	1	1		1	2	2	5	2	
WSRA	2		2	2	7	2	3		2	2	4	3	2	
WUNO	5	3	9	6	6	3	5	3	4	6	6	6	5	2
WVQZ	4	9	7	2		1	4	9	4	2	1	1	3	4
TOT(CO)	2505	215	232	126	162	139	988	205	251	219	243	152	1180	337





SHARE OF AUDIENCE - AVERAGE PERSONS (%)  
 SAN JUAN MON-FRI  
 FALL 1978

MON-FRI  
 10A.M.-10A.M.

STATION	TOTAL 12+	MEN						MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64	18-24		25-34	35-44	45-54	55-64			
WAFB	3		3	6		8	3	1	4	1	5	4	3		
WBMJ	12	28	20	5	4		11	28	12	5	4	1	8	41	
WBRO								2						1	
WF10	2		2	4	5	4	3		1	4	5	2	2		
WJAC	4	1	5	3	6	7	4	1	1	4	7	7	4	1	
WJAC-FM	2		1	5	2		2	3	4	2	4	4	3		
WIOB	1			2	4	4	2			1	3	1	1		
WKAQ	23	3	17	18	32	34	23	10	16	23	31	38	27	5	
WKAQ-FM	5	7	7	3	1	3	4	6	9	7	3	2	5	8	
WKVM	6	3	2	10	3	14	6	1	8	6	5	9	7	3	
WKVM-FM				3						1					
WLUZ	7		4	6	13	14	8	1	3	8	8	12	7	1	
WOLA	1	8			2		2	1		1				3	
WPRM	6	20	9	9	1		7	14	7	6	1		5	10	
WQBS	3	4	5	1	8	1	4	1	2	5	5	2	3		
WQ11	10	13	8	10	7		7	18	22	17	7	4	11	17	
WRAI															
WRSJ	1		1	1	1	7	1			2		5	1		
WSRA	2	2	2	1	5	2	2		1	2	3	1	1		
WUNO	4	6	7	5	6	4	6	2	2	4	5	4	4	1	
WVOZ	3	6	6			1	3	6	5	4	1	1	3	7	
TOT(001)	3220	234	299	186	301	206	1358	202	313	309	326	255	1584	278	

SHARE OF AUDIENCE - AVERAGE PERSONS (%)

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

STATION	TOTAL 12+	MEN						MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64	18-24		25-34	35-44	45-54	55-64			
WAPA	4		4	2		14	4		8	4	2	11	5		
WBMJ	12	28	16	17		1	13	24	10	11	5		10	25	
WBRO	1							3					1	3	
WF10	2			1	3	1	1		1	6	7	4	3		
WJAC	4		6	6	5	14	6		2	5	5	6	3		
WJAC-FM	3		2	12	1	6	3	3	3	3	8	2	4	1	
WIOB	1				1	1			1	1	4	3	1		
WKAQ	13	2	3	7	30	25	14	4	7	9	17	21	14	4	
WKAQ-FM	5	3	7	3	8	1	4	4	10	10	2	3	5	10	
WKVM	6	2	1	3	6	13	5	4	5	6	10	9	7	4	
WKVM-FM	1		4			1	1	1	2	2			1	2	
WLUZ	2			2	4	8	3				4	5	2		
WOLA	2	7			3		2	5		2			1	5	
WPRM	10	29	17	6	7		13	19	8	7	1		7	15	
WQBS	3	2		2	2		1	5	4	7	5	4	5	3	
WQ11	13	15	15	16	5	6	11	17	21	12	11	10	14	15	
WRAI	1						1				1		1		
WRSJ	1				3	1	1		2	2	1	4	1		
WSRA	2		3		10		2		3	4	4	4	3		
WUNO	5	3	11	6	9	2	6	3	3	7	7	5	5	3	
WVOZ	4	8	9	9			5	7	5	1	1	1	3	5	
TOT(001)	2572	243	215	106	146	142	977	254	284	252	271	159	1355	240	



SHARE OF AUDIENCE - AVERAGE PERSONS (%)  
 SAN JUAN MON-FRI  
 FALL 1978

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

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	3		3	4	6	14	5	2	2		1	9	2	
WBMJ	16	23	17	8		2	10	21	13	5	4	4	10	40
WBRQ	1							6					1	2
WFID	4		4	8	14	7	6	1	3	8	10	5	5	
WIAC	4		5	5	9	12	6		2	4	6	5	3	
WIAC-FM	3		1	7	2	7	3	2	5	5	7	3	4	1
WIOB	2	2		2	3	4	2		2	2	4	4	2	
WKAQ	9	1	5	8	21	14	11	4	7	11	16	16	12	1
WKAQ-FM	4	4	1	6	5		3	3	7	8			3	7
WKVM	4	2	1	2	9	10	5	1	5	6	8	7	5	1
WKVM-FM	1		2					1	2				1	2
WLUZ	2			4		4	2		1	1	4	2	3	
WDLA	2	5					1	5	1	2			2	7
WPRM	10	25	13	7	7		10	17	6	7	3	4	8	13
WQBS	5	4	8	3	7	5	5	3	4	6	7	7	5	3
WQII	14	19	15	14	5	5	12	20	19	24	11	7	15	14
WRAI	1		4				2				2		1	
WRSJ	1				3	1	1		2	2	3	7	2	1
WSRA	2		2	3	7	4	3		2	2	5	6	3	
WUNO	4	2	11	7	1	3	5	3	6	7	6	8	5	2
WVQZ	4	16	7				5	10	5	2	1		4	4
TOT(00)	2894	223	269	170	176	153	1110	258	286	194	246	137	1208	566

SHARE OF AUDIENCE - AVERAGE PERSONS (%)

MON-FRI  
 7P.M.-12 MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	6		12	16	18	7	11		4	10	1	11	5	
WBMJ	18	26	19	17		7	15	21	14	11	6		10	39
WBRQ	1		7				2	1						
WFID	2			6	9	3	3		1	3	7	8	3	
WIAC	3		1		2	17	3		4		6	7	4	
WIAC-FM	3		2	4	7	11	3	1	4	3	10	8	5	
WIOB	1				4					1	6	4	2	
WKAQ	8		2	14	20	20	9	3	4	9	16	7	10	1
WKAQ-FM	4	3	3	3			2	4	8	7			4	7
WKVM	4	2			11	16	4		2	6	8	9	5	1
WKVM-FM	2		7				2	3	4				1	6
WLUZ	2		1		7	3	3			1	5		2	
WDLA	2	6	2	1			2	2	3				1	5
WPRM	9	27	12				11	28	7	4	1	1	8	9
WQBS	3	5	2	3			3		3	7	5		3	5
WQII	15	19	11	11	7		11	19	27	24	10	13	18	18
WRAI	1					1	1				3		2	
WRSJ	1		1								3	4	1	
WSRA	3		2	6	11	6	3		5	3	6	5	4	
WUNO	5	3	7	10	4	3	5	3	4	8	6	8	5	3
WVQZ	3	10	4				4	14	2	1			3	2
TOT(00)	1561	163	164	70	55	70	599	118	142	135	145	76	665	297



SAN JUAN WEEKENDS SHARE OF AUDIENCE ESTIMATES

FALL 1978

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	3	3		3
WBMJ	9	8	40	13
WBRO	1	1		1
WFID		2		1
WIAC	5	4		4
WIAC-FM	3	2		2
WIOB				
WKAQ	25	31	3	25
WKAQ-FM	3	2	7	3
WKVM	7	7	4	7
WKVM-FM	1	1	3	1
WLUZ	4	6		4
WOLA	2	1	6	2
WPRM	8	6	13	8
WQBS	2	2	3	2
WQII	17	13	13	14
WRAI	1	2		1
WRSJ				
WSRA	1	1		1
WUNO	3	5	3	4
WVOZ	2	2	3	2
TOT(00)	848	1193	299	2340

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	3	3		3
WBMJ	12	12	36	17
WBRO	2			1
WFID	2	3		2
WIAC	6	3		3
WIAC-FM	3	4		2
WIOB				
WKAQ	10	15		10
WKAQ-FM	3	3	7	4
WKVM	5	7	1	5
WKVM-FM		2	1	1
WLUZ	1			1
WOLA	5	1	10	4
WPRM	15	9	13	12
WQBS	5	3	1	3
WQII	16	17	18	17
WRAI	1	2		1
WRSJ				
WSRA	2	4		3
WUNO	3	7	5	5
WVOZ	2	3	6	3
TOT(00)	1034	1177	653	2864

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	5	5		4
WBMJ	12	9	34	16
WBRO	2			1
WFID	2	3		2
WIAC	7	4		4
WIAC-FM	1	1	1	1
WIOB				
WKAQ	7	12	1	8
WKAQ-FM	4	4	3	4
WKVM	3	7	2	4
WKVM-FM		1	2	1
WLUZ	1			
WOLA	3	2	13	5
WPRM	16	12	14	14
WQBS	10	5	2	6
WQII	16	14	19	16
WRAI	1	1		1
WRSJ				
WSRA	2	2		2
WUNO	5	9	4	6
WVOZ	1	6	5	4
TOT(00)	914	1043	609	2566

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	5	2	1	3
WBMJ	17	13	37	20
WBRO	3	2		2
WFID	1	2		1
WIAC	10	3		5
WIAC-FM	1	1	1	1
WIOB				
WKAQ	9	14	1	9
WKAQ-FM	1	2	4	2
WKVM	2	10	2	5
WKVM-FM		2	1	1
WLUZ	1			
WOLA	3	1	5	3
WPRM	18	14	21	17
WQBS	9	3		5
WQII	10	18	23	16
WRAI	2	3		2
WRSJ				
WSRA	3	2		2
WUNO	1	3		2
WVOZ	3	6	6	5
TOT(00)	556	625	342	1523





AVERAGE 1/4 HOUR AUDIENCE ESTIMATES - PERSONS (OO)  
 SAN JUAN MON-FRI  
 FALL 1978

M-F C7  
 6A.M.-10A.M.

STATION	TOTAL 12+	MEN						WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64	18+	18-24	25-34	35-44	45-54	55-64		
WAPA	101		8	12		16	47	3	11	2	16	11	53	1
WBMJ	382	66	59	10	11		146	57	36	15	12	2	122	114
WBRQ	9							5					5	4
WF10	75		5	7	14	8	37		4	12	16	6	38	
WIAC	116	2	16	5	17	5	51	2	3	13	24	17	63	2
WIAC-FM	76		3	10	6	1	24	7	13	6	13	9	52	
WIOB	41			4	13	8	27			2	9	3	14	
WKAQ	747	8	51	33	96	71	306	21	49	72	101	96	428	13
WKAQ-FM	151	16	21	5	2	6	50	13	29	22	10	5	79	22
WKVM	192	6	5	19	10	29	80	2	24	17	16	23	103	9
WKVM-FM	11			5			5			2			6	
WLUZ	222		12	12	40	29	107	2	9	24	25	31	111	4
WOLA	36	18			5		23	2		2			4	9
WPRM	191	46	26	17	3		92	28	23	17	4		72	27
WQBS	107	10	14	2	23	3	57	2	7	14	16	6	49	1
WQII	322	31	25	19	21	1	101	36	70	37	22	10	175	46
WRAI	7						3						4	
WRSJ	42		4	2	3	5	20			7	1	13	22	
WSRA	52	4	5	2	16	4	31		2	6	10	3	21	
WUNO	140	13	22	10	18	8	77	5	7	11	15	10	61	2
WVQZ	102	14	19			3	36	13	15	12	4	3	47	19
TOTAL	3220	234	299	186	301	206	1358	202	313	309	326	255	1584	278



CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)  
 SAN JUAN MON-FRI  
 FALL 1978

M-F C2  
 6A.M.-10A.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	443		22	58	35	69	241	7	41	31	27	46	196	6
WBMJ	1687	210	176	87	27	15	515	322	152	85	49	14	629	543
WBRQ	38	8					8	20		4			24	6
WFID	328		33	19	77	39	174	7	18	31	54	23	148	6
WJAC	333	8	33	19	69	39	187	7	6	22	63	27	140	6
WJAC-FM	316		44	39	35	15	152	27	47	22	32	23	158	6
WIOB	166			10	46	23	85		12	13	32	9	81	
WKAO	2130	47	165	125	256	239	972	94	164	206	231	206	1112	46
WKAO-FM	502	39	77	67	17	15	221	54	64	54	23	23	218	63
WKVM	771	31	22	67	98	77	314	13	70	72	59	46	354	103
WKVM-FM	47			10	8		18	13		4	5		29	
WLUZ	588		44	58	83	62	285	7	35	58	68	73	292	11
WOLA	202	78	11		10	8	107	40	6	9			55	40
WPRM	774	156	99	39	25		325	114	94	63	18		289	160
WQBS	488	39	77	29	89	15	268	34	47	72	27	14	209	11
WQII	1295	93	154	87	60	31	438	168	246	125	77	41	657	200
WRAI	31			10			24						7	
WRSJ	187		11	19	35	31	102		6	18	14	32	85	
WSRA	326	8	44	19	77	23	184	7	41	13	32	27	142	
WUND	651	23	99	67	66	39	307	54	64	49	50	37	298	46
WVQZ	277	31	33	19		8	91	54	35	22	9	9	129	57
TOTAL	7546	522	702	520	597	424	3064	663	774	609	561	475	3452	1030



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES - PERSONS (00)

M-F CZ

SAN JUAN MON-FRI

FALL 1978

10A.M.-3P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	104		8	2		20	42	1	23	10	5	17	62	
WBMJ	316	69	35	18		2	124	62	28	28	13		131	61
WBRQ	14							8					8	6
WFID	54		1	1	4	7	8		4	15	20	7	46	
WIAC	100		13	6	8	70	58		6	12	14	10	42	
WIAC-FM	86		4	13	2	8	27	7	9	7	23	3	56	3
WIOB	24				2	2	4		2	3	10	5	20	
WKAQ	341	5	7	7	44	35	141	9	19	22	47	34	191	9
WKAQ-FM	136	8	15	3	12	2	40	9	28	24	5	5	71	25
WKVM	154	5	2	3	9	19	46	11	15	15	26	15	98	10
WKVM-FM	26		8				8	3	7	4			14	4
WLUZ	57			2	6	11	31		1		10	8	26	
WOLA	51	17			5		22	12		4			16	13
WPRM	257	71	36	6	10		127	49	23	18	4		94	36
WQBS	85	6		2	3		14	12	11	17	14	6	64	7
WQII	325	36	32	17	7	8	105	43	60	29	30	16	185	35
WRAI	15						6				2		9	
WRSJ	32				5	2	13		5	4	2	6	19	
WSRA	60		7		14		23		8	9	10	6	37	
WUND	133	7	23	6	13	3	58	8	9	17	20	8	69	6
WVQZ	102	19	20	10			49	18	14	3	4	1	40	13
TOTAL	2572	243	215	106	146	142	977	254	284	252	271	159	1355	240



CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)  
 SAN JUAN MON-FRI  
 FALL 1978

M-F 02  
 10A.M.-3P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	349		22	39	25	67	193	7	29	22	27	27	156	
WBMJ	1214	117	99	58	27	8	309	235	111	72	45	9	487	418
WBRO	38	8					8	20		4			24	6
WFID	271		22	39	50	15	132	13	12	31	54	23	133	6
WIAC	272	8	33	19	25	31	135	7	12	22	59	37	137	
WIAC-FM	308		44	39	35	15	152	20	29	22	41	18	145	11
WIOB	167			10	37	31	84		18	9	32	9	83	
WKAO	1196	31	66	48	102	108	470	67	82	103	127	128	652	74
WKAO-FM	381	23	22	39	27	8	125	40	47	45	18	14	164	92
WKYM	605	8	22	39	69	69	232	13	64	49	76	46	299	74
WKYM-FM	69		22				22	7	12	4			23	23
WLUZ	288		22	29	33	23	132		18	18	32	46	150	6
WOLA	225	70	11		10	8	99	47	6	4			57	69
WPRM	774	140	88	19	25	8	286	134	88	45	22	5	294	194
WOBS	412	16	44	19	71		169	27	47	49	36	9	197	46
WOII	1048	78	99	48	33	23	287	154	182	108	72	23	561	200
WRAI	19						6				5		12	
WRSJ	144			10	25	31	72		12	9	18	18	72	
WSRA	246		11	10	50	8	98	13	29	18	32	27	148	
WUNO	462	23	77	29	35	39	209	27	41	36	36	41	196	57
WVOZ	298	55	44	10	8		117	67	35	13	4	5	124	57
TOTAL	5775	436	439	347	370	285	2113	563	592	488	447	352	2747	915





AVERAGE 1/4 HOUR AUDIENCE ESTIMATES - PERSONS (001)  
 SAN JUAN MON-FRI  
 FALL 1978

M-F 6Z  
 3P.M.-7P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	84		8	7	14	22	59	5	6		2	12	25	
WBMJ	459	51	47	14		3	115	55	37	9	10	5	116	228
WBRQ	28							15					15	13
WFID	127		12	13	25	10	64	3	8	15	25	7	63	
WIAC	102		14	9	15	19	63		6	7	14	7	39	
WIAC-FM	81		3	12	4	10	29	4	14	9	16	4	49	3
WIOB	48	4		4	5	6	21		7	3	9	6	27	
WKAQ	265	2	14	13	37	27	117	10	21	21	40	22	144	4
WKAQ-FM	110	8	3	10	8		29	8	19	15			42	39
WKVM	124	5	3	4	16	15	53	2	13	12	19	10	63	8
WKVM-FM	24		5				5	3	6				9	10
WLUZ	55			7		6	23		4	2	11	3	32	
WOLA	69	12					12	13	4	3			20	37
WPRM	283	55	36	12	12		116	45	23	14	7	5	94	73
WQBS	137	8	21	5	13	7	60	9	11	12	16	9	58	19
WQJ1	394	41	41	24	9	7	128	51	53	46	26	9	185	81
WRAI	29		11				17					5	12	
WRSJ	43				5	2	13		7	4	7	9	27	3
WSRA	70		5	5	12	6	38		5	4	12	8	32	
WUND	127	4	29	12	2	4	56	7	16	14	14	11	62	9
WVOZ	129	35	19				54	27	15	3	3		52	23
TOTAL	2884	223	269	170	176	153	1110	258	286	194	246	137	1208	566

11-2  
 #1 MEN & WOMEN  
 M-F 3-7 PM  
 1/4 hour



CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)  
 SAN JUAN MON-FRI  
 FALL 1978

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

STATION	TOTAL 12+	MEN						WOMEN					WOMEN	TEEN
		18-24	25-34	35-44	45-54	55-64	18+	18-24	25-34	35-44	45-64	55-64	18+	12-17
WAPA	356		33	48	40	62	234	7	6	18	32	37	122	
WBMJ	1632	195	154	58		23	430	315	141	54	41	5	556	646
WBRQ	70	16	11				27	20					20	23
WFID	323		22	29	60	31	155	20	18	36	54	18	168	
WJAC	333		33	39	62	31	184		23	27	32	46	143	6
WJAC-FM	313		33	58	33	15	152	27	41	22	32	18	155	6
WIOB	146	8		10	27	31	92		12	9	27	9	64	
WKAQ	1085	47	88	87	104	100	496	54	82	99	104	91	532	57
WKAQ-FM	415	31	22	48	17	8	132	47	47	49	14		157	126
WKVM	584	23	22	29	71	62	232	13	76	36	68	37	266	86
WKVM-FM	98		11		17		28	13	6		5		24	46
WLUZ	254		11	39	33	39	135		18	13	32	27	119	
WOLA	295	78	33		10	8	129	47	12	4			63	103
WPRM	947	187	99	29	27		348	154	88	58	14	5	319	280
WOBS	395	8	55	19	46	23	164	34	41	45	32	18	185	46
WOII	1298	140	121	67	35	31	413	181	182	134	54	27	593	292
WRAI	29		11				17						12	
WRSJ	126			10	25	15	56		12	9	18	18	64	6
WSRA	292		44	19	67	23	172	7	29	18	41	18	120	
WUND	463	31	55	48	33	15	188	47	53	45	32	37	229	46
WVDZ	341	55	66	10			131	67	35	13	9	5	136	74
TOTAL	6234	538	538	385	353	316	2366	663	598	439	416	279	2627	1241



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES - PERSONS (00)

M-F CZ

SAN JUAN MON-FRI

FALL 1978

7P.M.-12 MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-64	65-64		
WAPA	99		19	11	10	5	64		6	14	2	8	35	
WBMJ	276	42	31	12		5	90	25	20	15	9		69	117
WBRQ	13		11				11	1					1	1
WFID	37			4	5	2	15		2	4	10	6	22	
WJAC	42		1		1	12	17		5		9	5	25	
WJAC-FM	50		4	3	4	8	19	1	6	4	14	6	31	
WIOB	17				2		2			2	9	3	15	
WKAQ	119		4	10	11	14	52	4	6	12	23	5	64	3
WKAQ-FM	59	5	5	2			12	5	12	9			26	21
WKVM	60	3			6	11	21		3	8	12	7	35	4
WKVM-FM	39		11				11	3	6				9	18
WLUZ	31		2		4	2	17			2	7		14	
WOLA	36	9	4	1			14	2	4				6	16
WPRM	142	44	20				64	33	10	6	2	1	52	26
WQBS	53	8	3	2			15		4	9	7		22	16
WQII	237	31	18	8	4		65	23	38	33	14	10	119	53
WRAI	19					1	7				5		12	
WRSJ	10		2				2				5	3	8	
WSRA	44		3	4	6	4	20		7	4	8	4	24	
WUNO	73	5	12	7	2	2	29	3	6	11	9	6	35	9
WYQZ	50	16	7				23	17	3	2			22	5
TOTAL	1561	163	164	70	55	70	599	118	142	135	145	76	665	297



CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)

M-F C2

SAN JUAN MON-FRI

FALL 1978

7P.M.-12 MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	327		44	48	42	39	218		12	27	22	27	103	6
WBMJ	909	148	55	29		15	247	114	64	36	22		243	418
WBRO	41		11				11	7					7	23
WFID	139		22	19	25	15	87		12	13	18	9	52	
WIAC	119		11		8	23	55		12		23	14	64	
WIAC-FM	163		22	19	17	8	72	7	23	9	32	14	85	6
WIOB	65				17		23			4	18	5	42	
WKAQ	514	31	66	48	35	39	264	20	47	45	45	18	233	17
WKAQ-FM	284	31	22	10			63	40	41	22	4	5	112	109
WKVM	243	8	11	19	25	23	105		29	22	41	14	121	17
WKVM-FM	92		22				22	13	6				19	51
WLUZ	116		11	10	17	23	74			4	18	5	42	
WDLA	204	47	11	10			68	40	12	4			56	80
WPKM	585	125	66	10	27		228	94	41	31	9	5	180	177
WQBS	176	16	22	10	17	8	79	7	18	13	23		68	29
WQII	736	86	77	19	27	8	230	80	82	67	32	18	294	212
WRAI	26					8	14				5		12	
WRSJ	29		11				11			4	9	5	18	
WSRA	250		44	10	35	15	123	13	53	13	27	14	127	
WUNQ	255	8	44	29	10	8	105	20	35	18	27	9	116	34
WVQZ	166	39	22	10			71	40	12	9			61	34
TOTAL	3956	382	395	212	214	177	1552	348	346	269	267	142	1517	887



SAN JUAN MON-FRI

FALL 1978

AVERAGE 1/4 HOUR ESTIMATES

M-F RATINGS

STATION	5.00 AM				6.00 AM				7.00 AM				8.00 AM				9.00 AM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA					.7	.7		.6	1.8	1.4		1.3	1.2	1.5	.4	1.2	1.9	1.8		1.5
WBMJ					2.8	2.0	6.5	3.1	5.8	4.4	12.0	6.3	4.7	3.7	6.9	4.6	3.4	2.5	4.3	3.2
WBRO											.4	.1		.2	.4	.1		.3	.4	.2
WFID					.5	.8		.5	.8	1.1		.8	1.7	1.2		1.2	1.4	.8		.9
WIAC					1.5	.8		1.0	2.2	2.0	.2	1.8	1.1	1.9	.4	1.3	1.2	1.5		1.1
WIAC-FM					.2	.7		.4	.7	1.0		.7	.8	1.9		1.2	1.0	1.6		1.1
WIDB					1.2	.4		.6	1.2	.4		.7	.4	.4		.3	.3	.4		.3
WKAQ					10.0	10.7	1.1	8.7	12.5	13.7	1.4	11.1	8.4	11.0	.4	8.1	4.5	8.5	.4	5.5
WKAQ-FM					1.4	1.3	1.2	1.3	1.9	2.3	1.5	2.0	1.2	2.3	1.5	1.7	1.2	2.2	1.5	1.7
WKVM					2.9	2.2	1.7	2.4	3.1	3.2	.2	2.6	1.6	2.6		1.8	1.6	2.5	.4	1.8
WKVM-FM						.1				.3		.1	.3	.2		.2	.3			.1
WLUZ					2.0	.4	.4	1.0	3.6	2.8	.4	2.7	3.7	4.0	.4	3.3	3.2	4.0		3.0
WOLA					.2			.1	.5	.3	.4	.4	1.0		.4	.4	1.0	.1	1.7	.7
WPRM					1.6	1.2	.4	1.2	2.5	2.1	1.9	2.2	3.1	1.8	2.4	2.4	3.3	2.4	2.3	2.7
WQBS					1.0	.9		.8	2.7	1.7	.4	1.8	1.7	1.5		1.5	1.2	1.0		.9
WQII					1.8	3.3	2.8	2.7	3.8	4.4	3.5	4.0	3.1	4.8	2.2	3.7	2.9	5.4	3.3	4.1
WRAI													.2	.2		.2	.2	.2		.2
WRSJ					.2	.8		.4	.4	.7		.5	1.0	.4		.5	.8	.4		.5
WSRA					.3	.3		.2	1.2	.5		.7	1.3	.7		.8	.8	.6		.6
WUNO					1.4	1.1		1.0	2.6	1.7		1.8	2.9	1.8	.1	1.9	1.9	1.7	.4	1.6
WVOZ					.8	.7	.4	.7	.9	1.2	2.0	1.2	1.1	1.5	1.1	1.3	1.4	1.5	1.5	1.5
TOTAL					31.0	29.3	14.4	27.4	49.7	46.5	24.2	43.9	41.7	45.2	17.2	39.0	34.5	40.9	16.4	34.2

STATION	10.00 AM				11.00 AM				12 NOON				1.00 PM				2.00 PM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	1.4	2.1		1.5	1.1	1.7		1.2	1.1	1.4		1.1	1.3	1.4		1.1	1.2	1.4		1.0
WBMJ	3.1	3.9	5.2	3.8	4.0	3.2	3.2	3.5	3.7	3.0	2.6	3.2	3.3	3.5	3.3	3.4	3.7	3.3	5.6	3.8
WBRO		.3	.4	.2		.2	.4	.1		.2	.4	.1		.2	.4	.1		.2	.4	.1
WFID	.7	.9		.7	.1	1.3		.6		1.4		.6	.1	1.2		.6	.4	1.1		.7
WIAC	1.6	1.3		1.2	1.5	1.1		1.1	2.0	1.2		1.3	1.7	.9		1.1	1.7	.8		1.0
WIAC-FM	1.3	1.6		1.2	.5	1.2		.7	.5	1.3		.8	.8	1.4	.4	1.0	.8	1.6	.7	1.2
WIDB	.3	.6		.4		.5		.2		.5		.2	.1	.5		.3	.2	.5		.3
WKAQ	5.1	6.9	.4	5.0	3.9	5.1	.4	3.8	4.4	4.3	.7	3.7	3.9	4.3	.7	3.5	3.2	3.9	.7	3.1
WKAQ-FM	1.6	1.9	1.5	1.7	1.2	1.5	1.5	1.4	.8	1.7	1.5	1.3	1.0	2.1	1.5	1.5	1.1	1.2	2.2	1.6
WKVM	1.0	2.6	.7	1.6	.9	2.7	.4	1.6	1.3	2.4	.6	1.7	2.0	2.4	.9	2.0	1.3	2.4	.7	1.7
WKVM-FM	.3	.4		.3	.3	.6		.4		.4	.2	.2	.1	.3	.4	.2	.3	.3	.7	.4
WLUZ	1.3	.8		.9	.9	.6		.6	.9	.6		.6	.8	.7		.6	.6	.6		.5
WOLA	.5	.1	.7	.4	.3	.3	.4	.3	.5	.5	.4	.5	.8	.6	.9	.7	1.1	.6	1.9	1.0
WPRM	3.1	2.8	2.2	2.8	3.2	2.7	.9	2.6	3.4	1.8	1.1	2.3	4.2	2.2	3.0	3.1	4.4	2.6	4.5	3.6
WQBS	.4	1.9	.2	1.0	.2	1.9	.4	1.0	.2	1.6	.4	.9	.3	1.4	.7	.9	1.0	1.2	.5	1.0
WQII	5.4	4.8	1.5	3.7	2.8	4.6	1.9	3.4	3.3	4.5	1.7	3.6	2.5	4.9	2.6	3.6	3.0	4.9	3.7	4.0
WRAI	.2	.2		.2	.2	.2		.2	.2	.2		.2	.2	.3		.2	.2	.3		.2
WRSJ	.6	.2		.3	.4	.4		.3	.4	.3		.3	.2	.7		.4	.2	.8		.4
WSRA	.8	1.0		.8	.8	1.0		.7	.8	.8		.7	.4	1.0		.6	.5	.9		.6
WUNO	1.6	1.9	.4	1.5	1.8	1.7		1.4	1.8	1.5		1.4	1.8	1.8	.7	1.6	1.4	2.0	.7	1.5
WVOZ	1.7	1.3	1.1	1.4	1.2	1.0	.7	1.0	1.1	.9	.7	1.0	1.4	.9	.9	1.1	1.6	1.1	.7	1.2
TOTAL	30.8	39.3	15.0	31.8	26.1	34.6	10.8	27.2	27.5	32.0	11.0	26.6	27.8	33.8	17.2	28.6	29.2	33.4	23.8	30.1



STATION	3.00 PM				4.00 PM				5.00 PM				6.00 PM				7.00 PM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.8	.7		.6	2.6	.8		1.4	2.1	.7		1.1	1.4	.4		.7	3.8	1.1		1.9
WBMS	3.5	3.7	4.9	5.6	2.8	3.3	16.5	5.4	3.7	2.7	15.9	5.4	3.2	2.1	11.9	4.2	3.4	2.6	10.0	4.2
WBRO		.3	1.1	.3		.5	.7	.4		.3	.7	.3		.3	.7	.3	.3	.2		.2
WFID	1.3	1.3		1.1	2.4	1.9		1.8	2.1	1.9		1.7	1.6	1.3		1.2	.8	.7		.6
WIAC	1.9	.8		1.1	2.2	1.2		1.4	1.8	1.2		1.3	1.3	.7		.8	.8	.7		.6
WIAC-FM	.8	1.4		.9	1.0	1.2	.4	1.0	.7	1.3	.4	.9	.7	1.2		.8	.5	1.2		.7
WIOB	.4	.9		.5	.4	.8		.5	.7	.7		.6	.8	.4		.5	.3	.4		.3
WKAQ	3.6	3.5	.4	3.0	3.7	4.2	.4	3.3	3.4	3.9	.4	3.1	2.7	3.2		2.5	2.2	2.2	.4	1.9
WKAQ-FM	1.0	1.3	2.6	1.4	1.0	1.4	2.1	1.3	.8	1.3	2.7	1.3	.5	.5	2.8	.9	.2	.9	1.1	.7
WKVM	2.5	1.9	.9	2.0	2.0	1.2	.5	1.4	1.0	1.7	.2	1.2	.7	1.6	.4	1.0	1.1	1.0	.6	1.0
WKVM-FM	.3	.2	.4	.3	.3	.2	.4	.3		.3	.7	.3		.3	1.1	.3	.3	.3	1.5	.5
WLUZ	.6	.7		.5	.9	1.1		.8	.6	1.0		.7	.4	.6		.4	1.0	.5		.6
WOLA	.9	.5	2.2	1.0	.5	.5	3.2	1.0		.8	2.2	.7		.3	2.0	.5		.3	1.9	.5
WPRM	2.7	2.9	4.9	3.2	3.8	2.5	6.3	3.7	3.9	2.1	4.7	3.2	2.9	2.1	3.0	2.6	3.3	1.6	2.6	2.4
WQBS	1.8	1.6	1.1	1.6	2.6	1.7	1.1	1.9	1.5	1.5	1.1	1.4	1.0	1.2	1.5	1.1	.6	.9	1.3	.8
WQII	4.0	5.7	4.8	4.9	4.3	4.7	7.3	5.0	3.6	4.4	5.4	4.3	2.9	4.0	3.5	3.5	2.2	4.0	3.4	3.2
WRAI	.5	.3		.3	.5	.3		.3	.5	.3		.3	.5	.3		.3	.2	.3		.2
WRSJ	.4	.9		.5	.4	.7	.4	.5	.5	.6	.4	.5	.2	.6		.3		.2		.1
WSRA	1.0	.6		.6	1.2	.8		.8	.8	.7		.7	1.2	1.1		1.0	1.1	.5		.7
WUNO	2.0	1.6	1.1	1.7	2.3	1.7	1.1	1.8	1.8	1.6		1.4	.3	1.4		.7	1.1	1.3	.7	1.1
WVQZ	1.8	1.5	1.5	1.6	1.5	1.6	1.5	1.6	1.4	1.3	1.7	1.4	1.4	.9	1.3	1.2	1.0	.8	1.1	.9
TOTAL	33.0	33.1	37.0	33.8	38.2	33.2	42.8	36.8	32.9	31.5	37.6	33.1	24.4	25.6	29.3	25.8	24.6	22.2	25.8	23.8

STATION	8.00 PM				9.00 PM				10.00 PM				11.00 PM				12 MID			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	2.8	1.3		1.6	1.2	.9		.9	.8	.6		.6	.7	.6		.5				
WBMS	3.3	2.1	9.7	3.9	2.6	1.6	8.4	3.2	2.1	1.6	6.1	2.6	1.6	.8	3.7	1.6				
WBRO	.3			.1	.3		.4	.2	.3			.1	.3			.1				
WFID	.5	1.0		.6	.3	.6		.4	.5	.4		.3	.2	.2		.1				
WIAC	.6	.7		.5	.3	.7		.4	.4	.7		.4	.2	.4		.2				
WIAC-FM	1.0	.9		.8	.8	.6		.6	.2	.7		.4	.2	.7		.4				
WIOB		.6		.3		.5		.2		.4		.2		.1		.1				
WKAQ	1.5	2.0	.4	1.5	1.8	1.7	.4	1.5	1.4	1.3		1.1	.5	.9		.6				
WKAQ-FM	.4	1.0	2.6	1.1	.8	.7	1.5	.9	.3	.6	.7	.5	.1	.2	.7	.3				
WKVM	.8	1.2	.4	.9	.5	.9	.2	.7	.4	.8		.5	.2	.6		.4				
WKVM-FM	.6	.3	1.5	.6	.5	.2	1.3	.5	.1	.2	1.1	.3		.2	.4	.1				
WLUZ	.8	.7		.6	.3	.3		.3	.2	.1		.1	.2	.1		.1				
WOLA		.2	1.1	.3	1.0	.2	1.1	.7	.8		.4	.4	.2	.1	.7	.3				
WPRM	2.6	1.5	2.6	2.1	1.8	1.5	2.0	1.7	.9	1.1	.9	1.0	.7	1.0	.2	.7				
WQBS	.7	.7	1.5	.9	.4	.4	1.5	.5	.2	.5	.9	.5	.2	.4		.3				
WQII	2.6	4.2	5.3	3.8	2.1	3.6	4.8	3.2	1.6	2.4	2.8	2.2	1.0	1.1	.7	1.0				
WRAI	.2	.3		.2	.3	.3		.2	.2	.3		.2	.2	.3		.2				
WRSJ		.4		.2	.3	.4		.3		.1		.1								
WSRA	1.0	1.0		.9	.8	.9		.7		.4		.2		.2		.1				
WUNO	1.5	1.3	.7	1.3	.9	.8	.7	.9	.6	.6	.4	.6		.5	.4	.3				
WVQZ	1.0	1.0	.6	.9	.8	.6		.6	.2	.3		.2		.1		.1				
TOTAL	23.8	22.8	27.4	24.0	18.9	17.7	22.6	19.0	12.1	13.3	13.7	12.9	7.2	8.9	6.9	7.9				



CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)

SAN JUAN MON-FRI

FALL 1978

M-F C2

6A.M.-3P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	534		33	77	35	85	306	13	41	31	36	50	222	6
WBMJ	2024	234	208	87	27	15	571	382	176	103	54	14	744	709
WBRQ	38	8					8	20		4			24	6
WFID	379		33	39	77	39	194	13	29	40	52	23	179	6
WIAO	416	8	44	39	69	46	231	7	12	31	73	41	179	6
WIAO-FM	394		44	58	44	15	180	27	53	31	54	23	203	11
WIOB	199			19	46	31	102		18	18	36	9	96	
WKAQ	2321	55	165	154	256	254	1043	121	176	228	240	215	1198	90
WKAQ-FM	636	55	77	67	27	15	247	74	76	67	23	23	263	126
WKVM	949	31	33	77	98	93	357	27	94	55	99	59	466	126
WKVM-FM	109		22	10	8		40	13	12	9	5		46	23
WLUZ	602		44	67	83	62	294	7	35	58	62	78	297	11
WDLA	293	109	11		10	8	138	60	6	9			75	90
WPRM	1073	210	132	48	33	8	437	168	117	67	22	5	379	257
WQBS	582	39	77	29	89	15	268	40	64	76	41	18	268	46
WOLI	1584	117	154	87	60	39	470	208	281	157	90	41	799	315
WRAI	36			10		8	24				5		12	
WRSJ	212		11	19	42	31	109		12	22	22	32	103	
WSRA	365	8	44	19	77	23	190	13	47	18	41	27	175	
WUNO	768	31	99	67	66	46	322	67	82	63	54	50	360	86
WVQZ	389	55	44	19	8	8	134	94	41	22	9	9	175	80
TOTAL	8243	623	735	530	620	432	3252	764	826	636	583	494	3710	1281



CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)  
 SAN JUAN MON-FRI FALL 1978

M-F C2  
 10A.M.-7P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	476		33	77	40	69	283	7	29	31	41	41	193	
WBMJ	1971	218	165	77	27	23	510	375	182	90	58	9	729	732
WBRQ	81	16	11				27	27		4			31	23
WFID	373		22	39	67	30	180	20	18	45	59	23	187	6
WIAC	409	8	33	48	62	39	209	7	23	31	68	50	194	6
WIAC-FM	399		44	67	42	15	187	34	47	31	41	27	195	17
WIGB	193	8		10	37	31	32		18	18	41	9	101	
WKAQ	1589	47	132	106	146	130	697	80	117	139	154	146	818	74
WKAQ-FM	587	39	44	48	27	15	179	80	64	63	27	14	248	160
WKVM	786	23	33	48	79	85	300	27	82	58	90	50	377	114
WKVM-FM	124		22		17		39	13	12	4	5		34	51
WLUZ	360		22	39	42	39	167		29	27	41	46	187	6
WOLA	360	117	33		10	8	168	67	12	4			83	109
WPKM	1169	210	154	39	35	8	452	181	111	72	22	5	391	326
WQBS	529	16	66	29	81	23	240	34	47	63	41	18	232	57
WQII	1677	164	165	96	50	31	525	255	234	161	86	32	797	355
WR41	29		11				17				5		12	
WRSJ	168			10	33	31	80		18	13	18	18	82	6
WSRA	355		44	19	67	23	172	13	47	22	45	27	183	
WUND	645	31	77	67	42	39	262	67	70	63	41	46	309	74
WVDZ	425	70	66	19	8		163	80	47	18	9	9	170	92
TOTAL	7530	615	658	491	449	347	2847	757	750	560	515	393	3316	1367





SAN JUAN

CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)

FALL 1978

CZ  
MON-SUN 24HR

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	709		66	116	67	85	442	20	41	49	41	59	261	6
WBMJ	2526	327	263	87	27	23	727	462	211	121	72	14	895	904
WBRQ	106	23	11				34	34		4			38	34
WFID	458	8	44	48	77	46	236	27	35	45	64	23	215	6
WJAC	484	8	44	48	77	46	248	7	23	36	73	55	230	6
WJAC-FM	473		44	67	62	15	207	47	70	36	54	27	249	17
WIOB	228	16		19	46	31	118		23	18	45	9	110	
WKAQ	2441	70	176	193	256	294	1108	127	193	242	240	219	1253	80
WKAQ-FM	820	70	110	67	27	15	295	94	105	76	27	23	325	200
WKVM	1056	39	44	77	98	108	398	34	105	94	108	59	509	149
WKVM-FM	177		33	10	17		60	27	12	9	5		60	57
WLUZ	649		55	67	92	69	321	7	41	63	73	32	317	11
WOLA	466	164	33	10	10	8	225	94	12	9			115	126
WPRM	1443	280	165	48	42	8	549	228	158	81	22	5	494	400
WQBS	649	39	88	29	89	23	293	47	64	81	45	27	293	63
WQII	2089	195	197	125	69	39	650	288	311	188	95	46	964	475
WRA1	47		11	10		8	35				5		12	
WRSJ	240		22	19	42	31	120		18	22	22	37	114	6
WSRA	434	8	55	29	77	31	219	13	70	22	54	27	215	
WUNQ	915	47	110	87	66	46	375	107	105	67	59	55	437	103
WVQZ	514	78	66	19	8	8	179	101	59	27	13	14	221	114
TOTAL	8892	717	790	568	620	432	3446	838	891	659	597	503	3902	1544



SAN JUAN

CUMULATIVE AUDIENCE ESTIMATES -PERSONS (001

C2

FALL 1978

SAT-SUN

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	461		44	67	48	69	292	20	12	36	22	37	163	6
WBMJ	1988	265	197	67	17	23	569	315	158	90	54	9	641	778
WBRO	99	23	11				34	27		4			31	34
WFID	370	8	44	29	60	46	193	20	29	36	50	14	171	6
WIAC	355	8	11	48	60	39	191	7	18	27	54	37	158	6
WIAC-FM	402		33	67	42	8	169	34	59	31	54	23	216	17
WIOB	193	16		10	46	31	109		23	9	32	5	84	
WKAQ	1791	70	132	116	179	193	798	94	135	161	204	160	936	57
WKAQ-FM	645	55	66	58	8	15	208	74	88	63	23	23	271	166
WKVM	772	23	33	48	69	69	274	20	82	72	104	41	384	114
WKVM-FM	133		11	10	8		29	27	6	9	5		47	57
WLUZ	389		33	39	40	46	196	7	29	31	45	59	193	
WQLA	350	132	11	10		8	161	60	6	9			75	114
WPRM	1284	257	154	29	42	8	496	208	141	67	18	5	439	349
WQBS	463	23	77	10	52	15	202	47	53	58	27	14	221	40
WQII	1691	187	154	87	52	39	538	221	258	125	72	41	753	400
WRAI	32		11			8	25						7	
WRSJ	154		11	10	25	31	83		6	9	9	32	71	
WSRA	319	8	55	10	52	15	159	13	53	13	36	23	160	
WUND	657	39	66	48	58	31	255	60	64	54	59	41	322	80
WVQZ	379	47	22	19	8	9	104	80	47	13	13	5	165	109
TOTAL	7566	670	647	443	480	362	2863	744	774	547	497	407	3296	1407

SHARE OF AUDIENCE - AVERAGE PERSONS (%)

MON-SUN

SAN JUAN MON-SUN

6A.M. - 12 MID

FALL 1978

STATION	TOTAL	MEN					WOMEN					TEENS			
		12+	18-24	25-34	35-44	45-54	55-64	18+	18-24	25-34	35-44	45-54	55-64	18+	12-17
WAPA	4		3		5	5	11	5		4	4	3	7	4	
WBMJ	15	28	16	9	1	1	12	23	13	9	4	1	10	37	
WBRQ	1	2	1				1	3		1			1	1	
WFID	2		1	4	5	3	2	1	1	5	6	5	3		
WIAC	4	2	3	3	6	12	5	1	2	4	6	6	3		
WIAC-FM	3		1	7	3	5	2	2	3	3	6	3	4	1	
WIOB	1			1	3	2	1		1	1	3	2	1		
WKAG	14	1	8	11	27	25	14	5	9	15	24	24	17	2	
WKAG-FM	4	3	4	8	3	1	3	4	7	8	2	1	4	7	
WKVM	5	2		3	5	13	5	1	6	6	8	10	7	2	
WKVM-FM	1		2	1			1	2	2	1			1	2	
WLUZ	3		2	3	7	7	4		1	3	6	7	3		
WOLA	2	8	1		1		2	3	1	1			1	7	
WPRM	10	25	14	8	6		11	21	7	7	2	3	7	13	
WGBS	4	3	8	3	5	1	4	3	4	6	5	3	4	3	
WQII	13	15	17	14	6	3	11	19	22	15	10	7	14	17	
WRAI	1						1				1		1		
WRSJ	1			1	1	2	1		1	2	1	4	1		
WSRA	2		1	3	6	3	3		3	3	5	4	3		
WUNO	5	3	8	5	4	2	5	3	5	8	5	6	5	2	
WVOZ	4	7	5	3		2	3	7	5	2	2	1	3	5	
TOT (00)	2450	220	229	119	148	121	944	213	258	200	218	135	1129	377	

AVERAGE 1/4 HOUR AUDIENCE ESTIMATES - PERSONS (00)

MON-SUN

SAN JUAN MON-SUN

6A.M. - 12MID

FALL 1978

STATION	TOTAL	MEN						WOMEN						TEENS	
		12+	18-24	25-34	35-44	45-54	55-64	18+	18-24	25-34	35-44	45-54	55-64	18+	12-17
WAPA	88		8	6	8	13	47	1	11	7	6	10	41		
WBMJ	360	62	36	11	2	1	112	48	33	17	9	1	108	140	
WBRQ	17	4	2				6	6		1			7	4	
WFID	60	1	3	5	8	4	23	2	3	10	14	7	37		
WIAC	88	4	8	4	9	15	50	2	5	7	13	8	38		
WIAC-FM	65		3	8	5	6	23	5	9	5	13	4	40	2	
WIOB	24	1		1	4	3	10		2	2	6	3	14		
WKAQ	334	3	19	13	40	30	135	10	23	29	52	33	193	6	
WKAQ-FM	103	7	9	9	5	1	31	8	17	16	4	1	46	26	
WKVM	126	4	1	4	8	16	44	3	15	12	18	13	74	8	
WKVM-FM	23		4	1			5	5	4	1			10	8	
WLUZ	74		4	4	11	9	36		3	5	12	9	37	1	
WOLA	57	17	2		2		21	6	3	1			10	26	
WPRM	236	54	31	9	9		104	45	18	13	4	4	84	48	
WQBS	93	6	19	4	7	1	40	6	10	11	10	4	43	10	
WQII	329	34	38	17	9	4	106	41	58	30	21	9	160	63	
WRAI	20		1				8		1		3		12		
WRSJ	25		1	1	2	2	10		2	3	3	5	14	1	
WSRA	54	1	4	3	9	4	25		8	5	10	5	29		
WUNQ	111	7	19	6	6	3	45	7	12	15	11	8	57	9	
WVOZ	90	15	12	4		2	33	15	14	4	4	1	39	18	
TOTAL	2450	220	229	119	148	121	944	213	258	200	218	135	1129	377	

## THE STRATEGY RESEARCH METHODOLOGY

### THE PERSONAL INTERVIEW

The audience estimates published in Strategy Research Audience reports are derived from survey data designed and executed by Strategy Research Corporation. Measurements can be published only in quantitative terms. The use of such mathematical terms does not imply that these estimates are precise. This survey employs the personal house-to-house interview. Interviewers are sent to pre-selected areas with instructions to interview respondents in their homes. Depending upon specific circumstances attending each interview, such as time of year, later daylight hours, activities in the household; interviews may occur within the household, on the front (back) lawn, on the porch or patio, etc. The emphasis in this survey is that the interview is made at a home.

### THE STATION I.D. FORM

The roster as used in Strategy Research Corporation surveys is known as a Station I.D. Form (SIF). The SIF includes a listing of the radio stations, their call letters and dial position, and up to four identifying themes. Stations which do not comply (in time) with the request for advance program schedules and theme identifications are shown on the SIF with call letters and dial position, but without identifying themes.

The stations are presented on the roster (SIF) in a random order.

See Page IV for a copy of the SIF used in this survey.

It is not always possible to list all stations on the SIF. In general, those stations will be listed which serve the principal cities in the survey area as shown in Spot Radio Rates and Data (published by Standard Rate and Data Service). Efforts are made by Strategy Research Corporation to include other stations on the SIF - i.e., those stations serving the central city but not listed in S.R.D.S. - however omissions may occur.

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

#### THE INTERVIEW

The interviewer is instructed to elicit from the respondents an estimate of when they listened to the radio. To obtain this information, the interviewer tries to proceed hour by hour through the day. Respondents are invited to look at the SIF. This is the planned procedure. The interviewer employs discretion in the attempt to proceed in such an orderly fashion. In actual practice, the respondents may influence the procedure, disregarding the chronology of listening. They may report stations and programs listened to and then try to relate the time to this listening. The prime objective is to establish a rapport and achieve cooperation and understanding so as to obtain the reporting of listening through the day as best as possible. The interviewer is instructed to begin interviewing after 5PM on midweek days, and after 10 A.M. on Saturdays, and after 12 noon on Sundays.

There may be interview situations where the respondent did not look at the roster (SIF).

The respondent is directed to report radio listening done in the home and away-from-home. Interviewers are instructed to obtain from the respondents their actual listening and not general listening preferences. It sometimes happens that general listening preferences are reported. This may go undetected and be recorded by the interviewer. It is also possible that some data may be based on hearsay, guesses or estimates.

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

#### SELECTION OF THE SAMPLE

The county is the organizational unit for sampling procedures. The total number of sampling points is distributed among the counties in proportion to population distribution. A sampling point yields approximately 9 household interviews. Once a sampling point starting address is determined, the interviewing proceeds in a given direction from this starting address until the assigned target number of household interviews is completed.

When 1970 U.S. Census data are available with block statistics, the blocks to be sampled are selected by a statistical procedure. The total number of housing units is divided by the number of sampling points to be picked in the area. This division yields the number which becomes the skip interval for choosing the Census Tracts. The starting Census Tract is chosen by a random number between 1 and the skip interval. Starting with the first Census Tract, the housing units in each Tract are cumulatively summed until the Census Tract is reached containing the household equal to the random number. Then the skip interval is added to determine the successive Census Tracts to be selected. Within the Census Tract, the block to be used is selected by use of a table of random numbers.

Census "dwelling unit data" or "minor civil division" data may be used when block statistics are not available. Nonetheless, the statistical counting procedure outlined above will still be employed, and sampling point selection will still involve a random procedure.

Changes of sampling points may become necessary for a number of reasons. In some instances available official statistics are not current. Blocks are torn down, new ones are constructed, residential blocks become all commercial, and considerations of personal safety of interviewers may become involved. When this happens, changes may become necessary.

All sampling point substitutions are "re-mapped" by Strategy Research office personnel. No interviewer can substitute sampling point locations in the field.



## ACCEPTANCE OF INTERVIEWING

Strategy Research Corporation interviewers are organized into "Interviewer Teams" (typically composed of 3 or 4 interviewers). The interviewing within each sampling point is divided among the team members.

Each team is accompanied in-the-field by a Strategy Research Corporation supervisor. The supervisor maintains visual contact with all interviewers (except when the interviewer is inside a household), scans every questionnaire immediately following the interview, and will mandate the interviewer return to the household if there are errors or incomplete entries. Additionally, the supervisor revisits 50% of the households to verify the interview accuracy.

The "Interviewer Team" members are rotated on a random basis, forming new "teams" each day of field work.

SRC office personnel scan all questionnaires for completeness. Omissions or doubtful items are edited in accordance with written instructions.

## DATA PROCESSING

The IBM 360 Data Processing System is employed for computing the audience estimates. The questionnaires are key-punched on IBM cards. Internal checks on key-punch accuracy are made by the computer for more than 10 prime data processing factors. Verification of key punching up to 20% of the punched cards is made when deemed necessary.

Audience estimates for stations broadcasting limited hours due to late sign-on or early sign-off hours between the hours of 6 A.M. to 12 Midnight are adjusted for actual broadcast hours. A station will be adjusted in the 7 P.M. to Midnight period when it is on the air 40% or more of the time. Post-Midnight estimates and all day share of audience estimates are not adjusted.

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

For day-part combinations (6 A.M. - 10 A.M. / 3 P.M. - 7 P.M., etc), a total line will be shown only if a total line has been shown in each individual day-part.

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

#### CUT-OFF LEVEL

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

For AM-FM combination stations the following criteria are employed:

1. AM-FM affiliates which simulcast for less than 20% of the total number of quarter hours when both are on the air simultaneously (Monday-Friday, 6 AM-12 Midnight) are considered separately programmed and are treated as AM only and FM-only stations.
2. AM-FM affiliates which are simulcast for 20% or more of the total number of quarter hours when both stations are on the air (Monday-Friday, 6 AM-12 Midnight) are considered to be simulcast stations. Provided that one of the two stations meets the objective cut-off level, the second station will be listed, if it has reportable audience.

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

#### STANDARD ERROR MEASUREMENT

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

## POSSIBLE ERRORS

Strategy Research Corporation utilizes its best efforts to comply with accepted industry standards. Nevertheless, no claim is made that the survey is free of all errors. Errors may occur in the interview, in securing the data, in the processing of the data and the report, etc. Accuracy in the reporting of listening and/or the characteristics of the household or individual, sometimes referred to as response error may occur. Therefore, non-sampling errors cannot be warranted to be zero. The normal validation may not always uncover such errors. If errors do arise and are brought to Strategy Research Corporation's attention within 60 days of the issuance of the report, corrections will be made whenever possible.

The number of interviews in the computation base is not necessarily equal for each of the days during the survey period. Inability to secure cooperation from all households in the pre-designated sample, or the failure of the cooperating households to provide usable data may result in error, sometimes referred to as non-response error.

## PRIVELEGES

It is understood and agreed that the report will be kept strictly confidential, that the data contained herein is the property of Strategy Research Corporation, and that neither the whole nor any part thereof may be disclosed to anyone but the purchaser, its clients or bona-fide prospective clients.

This service is an impartial one designed to measure the radio audience and report the information to its subscribers, who are supporting the service cooperatively. In reproduction of any of this material the data must be properly identified. Date of the report and area surveyed must be included in such matter. The use of these data in promotion and advertising must be

cleared with Strategy Research Corporation prior to publication. Violation of these privileges may result in immediate cancellation of the subscription to Strategy Research Corporation, and may subject the subscriber to claims for damages which may be sustained by Strategy Research or others.

#### EXPLANATION OF SPECIAL NOTATIONS

- X: Does not broadcast for this time segment.
- @: Does not broadcast for complete period due to limited broadcast hours. Estimates are not adjusted.
- +: Station adjusted for actual broadcast hours.

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

The Buyer's Guide section of this report will not have symbol notations. Inspection of individual day-part symbols in the Programmer's Guide will give the proper identification for day-part combinations.