SRC/SAN JUAN RADIO RATINGS GUIDE

BASE BALANCED-NORMALIZED

SEX-AGE 1
SEX-AGE 2
SEX-AGE 3
SEX-AGE 4
SEX-AGE 5
SEX-AGE 6
SEX-AGE 7
SEX-AGE 8
SEX-AGE 9
SEX-AGE 10
SEX-AGE 11

0085659698345228 0.01423503726190075 0.01999068795189391 0.0099026260462771 0.0042149398034645 0.0147541563547944
0.0432672894245933 0.0575217040525696 0.0474273267600626 0.02778823877666660 0.0070966480895427 0.05552786174376
3 0.0154973080568105 0.0243981691468666 0.01816981386664037 0.0166078904479655 0.0040134467112034 0.01115643279
1 0.0249277762445116 0.0215757971027408 0.0137478382267162 0.0059022539849601 0.0288022028375023 0.
0.0712186576283257 0.0638473382226494 0.0350939675757136 0.012 8635505717 0.0892904553333410
0.03574389117467 0.0233458928983206 0.0101346810474525 0.0094301495214503 0.0182835519435
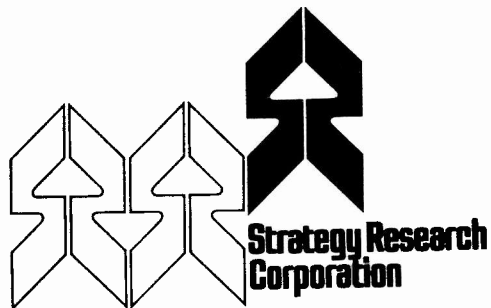
Strategy Research Corporation
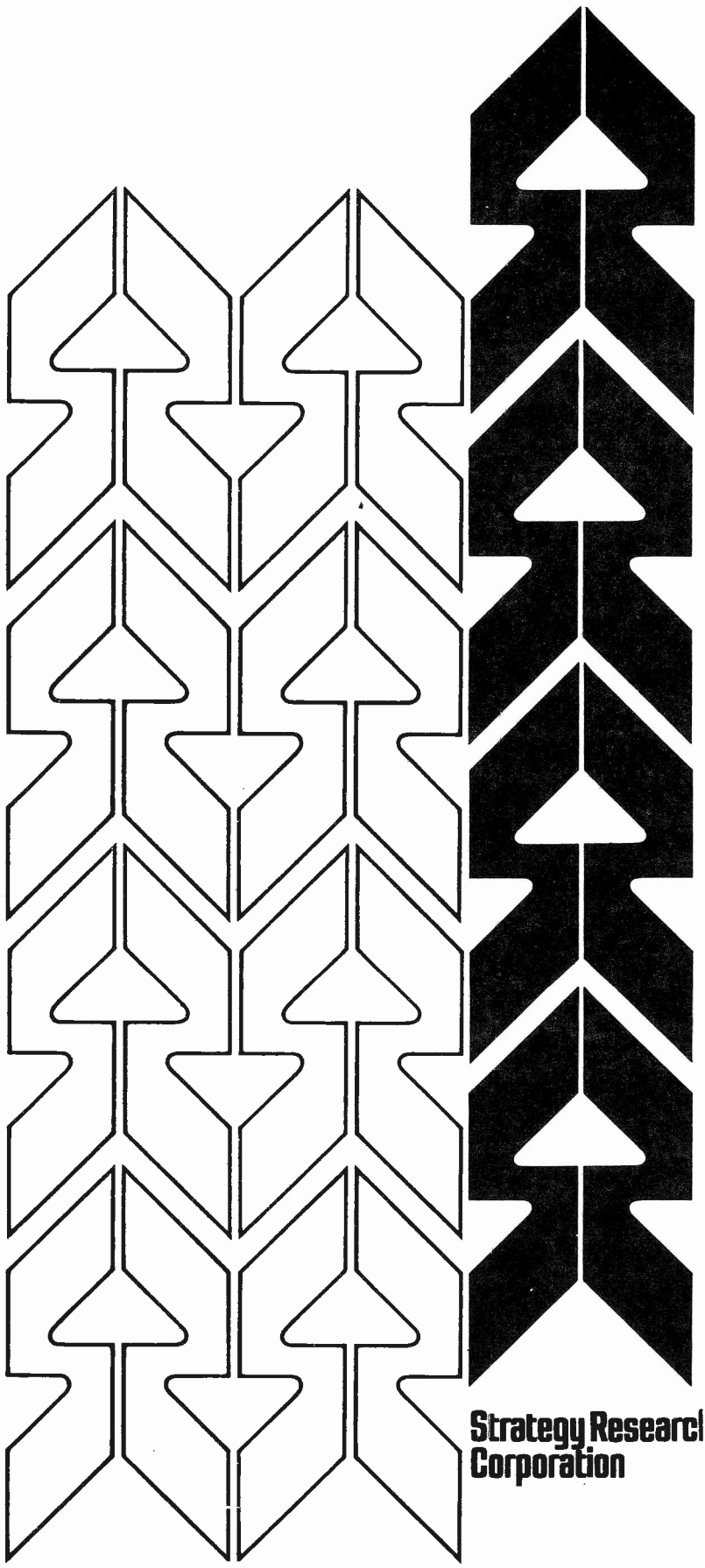
Market
Radio
San Juan

Strategy Research
Corporation

Audience Estimates

CONTENTS

Strategy Research Corporation

1.   INTRODUCTION

This guide is designed to assit media personnel in understanding <u>SRC/Market</u> <u>Radio</u> research. The approach is basic (step-by-step through the book) and should be especially helpful for those new to syndicated media research.

To understand the limitations of media research, and to use "ratings" as effective planning tools, a basic knowledge of survey technique and report format is essential. This booklet will not make anyone a "radio expert". Numbers cannot replace ability, judgement and experience; nor can they convey qualitative factors in station performance and programming.

<u>NOTE</u>

This guide is arranged to coincide with the layout of the regular ratings reports. If you are new to Media Research and not familiar with the terminology and structure of survey reports, it is recommended that after reviewing page 2 you refer to pages 12-25.

2. OVERVIEW AND DEFINITION OF TERMS

Essentially, three types of numbers are reported: (1) Shares, (2) Ratings and (3) Projections. They will be discussed in much greater detail in the next few sections. Each is defined below.

Definitions

Rating -- The size of the radio audience expressed as a percentage of the total population base. A 2.4% rating for Men means that 2.4% of all Men in the population were listening to that station.

Shares -- The percentage of the actual radio audience listening to each station. A 10% share of Men means that 10% of all men listening to the radio were tuned to that station.

Projection -- A translation of % figures to the number of persons listening - also referred to as..."Average persons". In SRC/Market Radio reports these are rounded to the nearest hundred.

Average persons are presented two ways. (1) Average 1/4 Hour Audience Estimates. (2) Cumulative Audience Estimates.

Average 1/4 Hour Estimates -- Actual reported listening by the respondent during the specific day part "yesterday".

Cume Estimates -- Weekly circulation figure indicating the number of different listeners in a time period during the course of a week.

3.   "BUYER'S GUIDE"

This first section of all SRC/Market Radio reports is arranged so that each set of facing pages encompass all the important data for an individual age/sex group. For example, if you are buying or selling radio to reach Men 18-49 years old, you will find virtually all the audience estimates you need without having to flip back and forth through the report.

On pages 6 and 7, a sample "Buyer's Guide" age group is presented - This one for Men 18-49 years old.

As you can see the data is arranged by four time periods on top, with four different time period combinations below...all for Men 18-49. The extreme right hand section contains Saturday and Sunday information for this same age group.

Reading across, the estimates included for the Monday-Friday tables are average 1/4 hour persons and ratings, and cume persons.

These different statistics are fully explained in this booklet on pages 16-25.

Note:

The total population of this age group is included in the upper right hand corner of each page.

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

MONDAY-FRIDAY

STATION	6 AM-10 AM R.S.A. AVG. PERS. (00)	CUME PERS. (00)	CENTRAL ZONE AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	10 AM-3 PM R.S.A. AVG. PERS. (00)	CUME PERS. (00)	CENTRAL ZONE AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	3 PM-7 PM R.S.A. AVG. PERS. (00)	CUME PERS. (00)	CENTRAL ZONE AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	1.2	123			30	1.2	95			36	1.5	127
WBMJ			78	3.2	302			75	3.1	292			87	3.6	224
WBRQ			9	.4	33			8	.3	16			1		11
WERR			10	.4	32			20	.8	37			10	.4	30
WFID			26	1.1	91			20	.8	49			44	1.8	108
WIAC			26	1.1	97			21	.9	71			19	.8	64
WIAC-FM			27	1.1	129			22	.9	65			28	1.2	96
WIOB			11	.5	30			10	.4	24			14	.6	32
WKAQ			144	6.0	437			39	1.6	179			28	1.2	106
WKAQ-FM			38	1.6	218			29	1.2	126			32	1.3	138
WKVM			27	1.1	92			7	.3	38			9	.4	47
WKVM-FM			14	.6	83			19	.8	74			30	1.2	120
WLUZ			48	2.0	94			1		14			7	.3	21
WOLA			5	.2	29					6			11	.5	42
WORO			19	.8	54			7	.3	7			20	.8	64
WPRM			30	1.2	131			29	1.2	141			43	1.8	146
WQBS			35	1.5	128			20	.8	82			36	1.5	72
WQII			63	2.6	233			49	2.0	190			61	2.5	183
WUNO			45	1.9	133			26	1.1	109			42	1.7	117
WKYX			6	.2	11			6	.2	17			18	.7	39
WZNT			163	6.8	450			201	8.4	527			188	7.8	485
TOTAL			885	36.8	1791			656	27.3	1311			776	32.3	1397

STATION	6 AM-12 MID R.S.A. AVG. PERS. (00)	CUME PERS. (00)	CENTRAL ZONE AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	6 AM-7 PM R.S.A. AVG. PERS. (00)	CUME PERS. (00)	CENTRAL ZONE AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	6 AM-10 AM/3 PM-7 PM R.S.A. AVG. PERS. (00)	CUME PERS. (00)	CENTRAL ZONE AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	1.5	200			32	1.3	177			32	1.3	170
WBMJ			72	3.0	418			80	3.3	402			82	3.4	390
WBRQ			5	.2	39			6	.2	39			5	.2	39
WERR			10	.4	56			13	.5	56			9	.4	56
WFID			24	1.0	147			29	1.2	138			35	1.5	131
WIAC			17	.7	156			21	.9	150			22	.9	140
WIAC-FM			24	1.0	209			25	1.0	181			29	1.2	171
WIOB			10	.4	39			11	.5	39			12	.5	39
WKAQ			53	2.2	463			69	2.9	463			87	3.6	446
WKAQ-FM			29	1.2	271			33	1.4	261			35	1.5	256
WKVM			13	.5	102			14	.6	102			18	.7	102
WKVM-FM			23	1.0	189			21	.9	172			21	.9	166
WLUZ			14	.6	108			17	.7	108			26	1.1	108
WOLA			8	.3	63			5	.2	52			8	.3	52
WORO			11	.5	97			14	.6	97			19	.8	97
WPRM			33	1.4	208			32	1.3	195			37	1.5	189
WQBS			25	1.0	152			29	1.2	152			35	1.5	152
WQII			52	2.2	320			57	2.4	320			61	2.5	312
WUNO			30	1.2	183			37	1.5	183			44	1.8	169
WKYX			10	.4	44			9	.4	39			12	.5	39
WZNT			160	6.7	822			186	7.7	809			176	7.3	721
TOTAL			683	28.4	2368			763	31.8	2327			830	34.5	2258

MEN 18-49   (00)
C.Z. =   2403
RSA =

MONDAY-FRIDAY / SATURDAY

STATION	7 PM-12 MID R.S.A. AVG. PERS. (00)	7 PM-12 MID R.S.A. CUME PERS. (00)	7 PM-12 MID CENTRAL ZONE AVG. PERS. (00)	7 PM-12 MID CENTRAL ZONE AVG. PERS. RTG.	7 PM-12 MID CENTRAL ZONE CUME PERS. (00)	SAT 6 AM-10 AM AVG. PERS. (00)	SAT 6 AM-10 AM AVG. PERS. RTG.	SAT 10 AM-3 PM AVG. PERS. (00)	SAT 10 AM-3 PM AVG. PERS. RTG.	SAT 3 PM-7 PM AVG. PERS. (00)	SAT 3 PM-7 PM AVG. PERS. RTG.	SAT 7 PM-12 MID AVG. PERS. (00)	SAT 7 PM-12 MID AVG. PERS. RTG.
WAPA			41	1.7	102	24	1.0	29	1.2	29	1.2	21	.9
WBMJ			52	2.2	137	74	3.1	88	3.7	71	3.0	64	2.7
WBRQ			3	.1	6			8	.3	1		6	.2
WERR			2	.1	6	6	.2	12	.5	8	.3	5	.2
WFID			12	.5	64	23	1.0	24	1.0	41	1.7	12	.5
WIAC			6	.2	27	23	1.0	21	.9	34	1.4	5	.2
WIAC-FM			19	.8	69	14	.6	4	.2	4	.2	4	.2
WIOB			8	.3	25	13	.5	9	.4	4	.2		
WKAQ			17	.7	64	101	4.2	65	2.7	45	1.3	29	1.2
WKAQ-FM			22	.9	81	21	.9	21	.9	26	1.1	20	.8
WKVM			12	.5	31	29	1.2	28	1.2	37	1.5	24	1.0
WKVM-FM			28	1.2	81	6	.2	6	.2	11	.5	6	.2
WLUZ			5	.2	35	23	1.0	16	.7	18	.7	5	.2
WOLA			16	.7	33			10	.4	1		5	.2
WORO			3	.1	26	7	.3	14	.6			4	.2
WPRM			30	1.2	112	27	1.1	36	1.5	31	1.3	16	.7
WQBS			17	.7	67	25	1.0	21	.9	25	1.0	2	.1
WQII			42	1.7	143	53	2.2	57	2.4	64	2.7	30	1.2
WUNO			9	.4	44	25	1.0	22	.9	34	1.4	17	.7
WXYX			12	.5	21	5	.2	18	.7	2	.1		
WZNT			94	3.9	275	161	6.7	263	10.9	165	6.9	54	2.2
TOTAL			479	19.9	987	674	28.0	800	33.3	677	28.2	340	14.1

MONDAY-FRIDAY / SUNDAY

STATION	3 PM-12 MID R.S.A. AVG. PERS. (00)	3 PM-12 MID R.S.A. CUME PERS. (00)	3 PM-12 MID CENTRAL ZONE AVG. PERS. (00)	3 PM-12 MID CENTRAL ZONE AVG. PERS. RTG.	3 PM-12 MID CENTRAL ZONE CUME PERS. (00)	SUN 6 AM-10 AM AVG. PERS. (00)	SUN 6 AM-10 AM AVG. PERS. RTG.	SUN 10 AM-3 PM AVG. PERS. (00)	SUN 10 AM-3 PM AVG. PERS. RTG.	SUN 3 PM-7 PM AVG. PERS. (00)	SUN 3 PM-7 PM AVG. PERS. RTG.	SUN 7 PM-12 MID AVG. PERS. (00)	SUN 7 PM-12 MID AVG. PERS. RTG.
WAPA			39	1.6	168	1		4	.2	20	.8	4	.2
WBMJ			68	2.8	256	10	.4	83	3.5	57	2.4	13	.5
WBRQ			2	.1	11					1		8	.3
WERR			6	.2	30			12	.5	12	.5	3	.1
WFID			26	1.1	125	7	.3	8	.3	8	.3	2	.1
WIAC			12	.5	70	15	.6	37	1.5	31	1.3	4	.2
WIAC-FM			23	1.0	125			1		2	.1		
WIOB			11	.5	32	4	.2	3	.1				
WKAQ			23	1.0	135	42	1.7	44	1.8	22	.9	11	.5
WKAQ-FM			25	1.0	154	1		3	.1	1		2	.1
WKVM			10	.4	54	6	.2	34	1.4	37	1.5	18	.7
WKVM-FM			29	1.2	143								
WLUZ			5	.2	42	3	.1	7	.3	7	.3		
WOLA			14	.6	63			5	.2	8	.3	3	.1
WORO			10	.4	71	3	.1	4	.2				
WPRM			37	1.5	183			8	.3	11	.5	2	.1
WQBS			25	1.0	86	8	.3	30	1.2	7	.3		
WQII			50	2.1	217	9	.4	23	1.0	22	.9	2	.1
WUNO			23	1.0	117	3	.1	14	.6	14	.6		
WXYX			14	.6	44	5	.2	10	.4	1		1	
WZNT			135	5.6	532	52	2.2	148	6.2	123	5.1	40	1.7
TOTAL			611	25.4	1568	178	7.4	492	20.5	391	16.3	119	5.0

4.   PROGRAMMER'S GUIDE

This is the second section of all SRC/<u>Market Radio</u> reports.   Much information not included in the Buyer's Guide, but which may be of importance for specific stations, agencies & advertisers is presented here (shares, additional cume time period combinations, basic age/sex cell data, etc.).

Programmer's Guide

4a.   SHARE TREND

The first section of the Programmer's Guide contains Share Trend data for the four time periods, as well as for 6 AM - 12 Mid.

The Share Trends will contain a maximum of four sets of numbers...those from the current report, those from the same period one year ago, and the shares from the latest two reports previous to this current one. These are arranged chronologically.

The sample table to the right is for Monday-Friday, 3 PM - 7 PM.

Note:

The definition and use of shares are covered on pages 12-15.

3PM-7PM

STATION	MEN					WOMEN					TEENS					TOTAL				
	SUM 1978	FALL 1978	JAN-MAR 1979	MAY-JUL 1979		SUM 1978	FALL 1978	JAN-MAR 1979	MAY-JUL 1979		SUM 1978	FALL 1978	JAN-MAR 1979	MAY-JUL 1979		SUM 1978	FALL 1978	JAN-MAR 1979	MAY-JUL 1979	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	5	5	4	6		2	2	3	5							3	3	3	4	
WBMJ	10	10	9	9		9	10	10	8		48	40	26	22		16	16	13	11	
WBRQ							1	1				2	1				1			
WEFR			1	1				1	2					1				1	1	
WFID	5	6	6	6		5	5	5	6							4	4	4	5	
WGSX								1					3					1		
WIAC	7	6	3	4		3	3	2	2							4	4	2	2	
WIAC-FM	3	3	3	4		1	4	5	6			1		1		2	3	3	4	
WIOB	2	2	2	2		3	2	3	1							2	2	2	1	
WKAQ	11	11	9	10		11	12	10	7		2	1		1		10	9	8	7	
WKAQ-FM	1	3	3	3		3	3	4	6		4	7	7	14		3	4	4	6	
WKVM	5	5	4	3		8	5	4	4			1	1	1		6	4	3	3	
WKVM-FM			2	3			1	1	2			2	4	6			1	2	3	
WLUZ	1	2	1	2		3	3	2	1							2	2	1	1	
WOLA	2	1	1	1		2	2				7	7	1	2		3	2	1	1	
WORO	2		1	2				1	1							1		1	1	
WPRM	11	10	6	5		9	8	4	4		16	13	4	7		11	10	5	5	
WQBS	4	5	5	5		5	5	5	5		4	3	1	2		5	5	4	4	
WQII	11	12	8	6		14	15	12	10		16	14	11	11		13	14	10	9	
WSRA	4	3				4	3									4	2			
WUNO	5	5	5	5		7	5	4	5		1	2	1			5	4	4	4	
WXYX				2															1	
WZNT			21	20				19	21				40	32				24	23	
TOT(00)	1152	1110	1032	1062		1161	1208	1100	1010		485	566	548	533		2798	2884	2680	2605	

4b. <u>SHARES</u>

Share tables are intended as a quick indicator of the survey. They give a broad overview, a "Benchmark" indicating the relative competitive position of the stations. The tables shown here present shares for the Monday-Friday 18 hour period (6 A.M.-12 Mid), and the Monday-Sunday 18 hour period.

Since "Shares" are percentages of the number of persons who are actually <u>Listening</u> to radio, WAPA's 6% share of Men means that in an average 1/4 hour, Monday-Friday, 6% of all Men <u>listening</u> to radio were tuned to WAPA.

<u>How Many People Does That Share Represent</u>?

The last line in the Table shows that during the average 1/4 hour there were 100,000 Men listening to radio. WAPA, with a 6% share, therefore, has an Average 1/4 hour audience. . . 6:00 A.M.-Midnight, Monday-Friday of 6,000 Men (6% of 100,000).

The shares for the individual Age/Sex cells are also presented. Here, for an average 1/4 hour, Monday-Friday, 6:00 A.M. - 12 Midnight, WAPA achieves a 2% Share of audience of Men 18-24.

SHARE OF AUDIENCE - AVERAGE PERSONS (%)

SAN JUAN METRO   M-F

MAY-JULY 1979

M-F
6A.M.-12MID

STATION	TOTAL 12+	MEN					MEN	WOMEN					WOMEN	TEEN
		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	(2)	4	6	9	7	(6)	1	5	5	7	5	5	
WBMJ	10	16	12	7	6	2	8	13	13	6	4	2	7	21
WBRQ			2	1			1	1						
WERP	2	2	1	2	1	2	2	2	1	2	2	2	2	1
WFID	3			4	5	5	4	4						
WIAC	3			3	4	4	6	4	1	2	3	3	8	3
WIAC-FM	4	1	3	5	6	7	4	2	5	6	7	7	5	1
WIOB	1		3	2			1	1	1	1		2	1	
WKAQ	14	1	7	13	17	25	16	2	10	13	18	30	16	1
WKAQ-FM	5	6	6	3	4		4	12	4	3	4	2	5	12
WKVM	4		1	3	5	13	4		5	7	6	6	5	
WKVM-FM	3	9	1	2	1	1	3	5	3	2		2	2	6
WLUZ	3		1	3	6	7	3		2	6	5	7	4	
WOLA	1	2	2				1	3						2
WORO	1		1	4		2	1		1	1		2	1	
WPRM	3	7	5	4	1		3	6	5	3			3	5
WQBS	4	3	3	4	5	2	4	4	7	4	4	2	4	3
WQII	8	6	9	7	7	4	6	12	9	9	11	2	9	10
WUNO	3	1	4	5	7	3	4	1	4	4	5	4	4	
WXYX		3	2				1							
WZNT	21	35	27	15	12	7	18	33	19	19	13	8	18	36
TOT(00)	2428	179	198	193	226	121	(1000)	199	195	197	246	121	1053	375

SHARE OF AUDIENCE - AVERAGE PERSONS (%)

MON-SUN
6A.M.-12MID

STATION	TOTAL 12+	MEN					MEN	WOMEN					WOMEN	TEEN
		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	2	4	5	9	8	6	1	4	5	7	5	4	
WBMJ	10	15	13	8	6	2	8	12	13	6	5	2	8	21
WBRQ			2	1			1	1						
WERP	2	2	1	1	1	1	2	2	2	2	3	3	2	1
WFID	3	1	3	5	5	4	3		3	5	5	5	3	
WIAC	3	1	3	5	5	5	4	1	3	3	3	9	4	1
WIAC-FM	4	1	2	4	6	7	4	2	4	5	6	8	4	1
WIOB	1		3	2		1	1	1	1	1		2	1	
WKAQ	14	1	8	14	17	26	16	4	9	14	19	30	16	2
WKAQ-FM	5	5	5	3	3		3	10	4	3	3	1	4	11
WKVM	4	2	1	2	5	14	4	2	4	7	6	6	5	1
WKVM-FM	2	8	1	1	1	1	2	4	2	1		1	2	5
WLUZ	3		1	3	6	6	3		2	5	5	7	4	
WOLA	1	2	2				1	3					1	1
WORO	1		1	4	1	2	1		2	1		3	1	
WPRM	3	6	5	4	1		3	5	4	3			3	5
WQBS	3	4	3	4	5	2	3	4	6	3	3	3	4	3
WQII	8	6	8	7	7	5	6	12	10	10	11	3	9	10
WUNO	3	1	3	5	7	3	4	1	4	5	5	4	3	
WXYX		3	2				1							
WZNT	21	35	28	15	12	7	19	33	21	20	14	9	19	36
TOT(00)	2179	171	184	168	190	100	885	193	180	177	212	103	946	348

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4b. SHARES (Con'd)

While the first share table presented average 1/4 hour shares for the entire Monday-Friday 6:00 A.M. - Midnight period, the next set of tables does the same for four broad day parts.

Example

Average 1/4 Hour, Monday-Friday, 6:00 A.M. - 10:00 A.M., WAPA's Total Persons Share is 3%. Note the total base of listeners -- 331,200.

WAPA, therefore, has an Average 1/4 Hour audience 6:00 A.M. - 10:00 A.M. of 9900 Total Persons (.03 x 331,200 - rounded).

Additional Points Concerning The Share Data:

Totals are for persons 12 years of age and over. As before, these shares are also presented for the individual Age/Sex cells.

In markets containing weekend audience estimates the tables immediately following these Monday-Friday day part shares will be the Saturday and Sunday day part shares.

SAN JUAN METRO   M-F   MAY-JULY 1979   6A.M.-10A.M.

STATION	TOTAL 12+	MEN 18-24	25-34	35-44	45-54	55-64	MEN 18+	WOMEN 18-24	25-34	35-44	45-54	55-64	WOMEN 18+	TEEN 12-17
WAPA	(3)	2	2	4	4	5	3		4	4	4	4	4	
WBMJ	8	24	8	4	4	1	6	18	12	3	3	2	6	24
WBRQ		5					1	2						
WERR	2	2		1	1	2	1	1	1	1	4	4	2	1
WFID	2	1	3	2	5	1	3		3	3	3	2	2	
WIAC	4		2	4	5	6	4	1	4	4	4	5	4	
WIAC-FM	3	1	3	2	7	5	4	1	3	4	4	4	3	
WIOB	1	1	2	2			1	1		1	1	1	1	
WKAQ	26	3	12	26	27	41	28	7	16	23	30	43	28	1
WKAQ-FM	4	6	7	3	3		3	9	5	4	3	1	4	11
WKVM	5		2	3	6	14	5		6	8	5	4	6	1
WKVM-FM	2	5	1		1	1	1	3	3	2		1	2	5
WLUZ	6		2	9	5	10	6		5	12	9	10	8	
WOLA			2					1						1
WORO	1		2	4		1	2			1				
WPRM	2	7	3	3			2	4	4	2			2	3
WOBS	3	6	5	3	3	2	3	5	3	2	2	3	2	4
WOII	6	5	10	5	8	1	6	9	6	7	9		6	9
WUNO	3	2	3	7	7	1	4	3	4	4	5	5	4	
WXYX		3												1
WZNT	15	27	27	13	8	2	13	31	12	16	11	8	13	37
TOT(00)	(3312)	177	241	293	344	201	1412	186	270	313	383	225	1581	319

SHARE OF AUDIENCE - AVERAGE PERSONS (%)   MON-FRI 10A.M.-3P.M.

STATION	TOTAL 12+	MEN 18-24	25-34	35-44	45-54	55-64	MEN 18+	WOMEN 18-24	25-34	35-44	45-54	55-64	WOMEN 18+	TEEN 12-17
WAPA	4		4	3	11	6	5		4	5	7	4	4	
WBMJ	9	15	17	8	2	4	9	9	11	5	5	3	7	16
WBRQ			4				1							
WERR	3	3	1	3	3	3	3	2	1	2	2	3	2	1
WFID	3			5	3	6	3		3	5	6	5	4	
WIAC	3		6	3	5	7	5		1	3	2	10	3	
WIAC-FM	4		1	5	8	6	4	2	4	6	6	7	5	1
WIOB	1		1	5			1	1			1	2	1	
WKAQ	10		7	8	17	9	12	1	7	10	13	23	13	
WKAQ-FM	6	6	6	3	6		4	11	6	2	6	3	6	13
WKVM	4			2	2	15	3		5	9	8	7	6	
WKVM-FM	3	5		1		2	2	7	3	1		1	2	5
WLUZ	2				4	7	2		1	3	4	3	2	
WOLA								3					1	1
WORO	1			4		3	1		1	2	1	3	1	
WPRM	3	5	7	3			3	5	4	2			2	3
WOBS	4	3	2	3	5		3	4	8	4	4	3	5	4
WOII	8	6	8	7	7	7	6	11	12	8	13	5	10	9
WUNO	3	1	3	5	8	3	4	1	4	3	5	5	3	
WXYX		3					1							1
WZNT	26	47	32	21	15	10	23	38	21	24	13	12	21	43
TOT(00)	2621	189	190	177	212	126	979	265	232	222	248	145	1212	430

4c. RATINGS, PROJECTIONS AND CUMES

This 3rd section of the Programmer's Guide may be regarded as containing the key tables, as much of the essential rating and cume data can be found here (from which almost any other statistic in the report can be calculated).

The sample on Page 17 shows Average 1/4 Hour audience estimates for the time period 6:00 A.M. - 10:00 A.M. (commonly referred to as "Morning Drive Time").

This sample page would always be the left-hand page in an SRC/Market Radio report. The facing right-hand page would contain the equivalent data for cume audience estimates. . .again, for 6:00 A.M.-10:00 A.M.

Pages 18 and 19 show the complete arrangement of these tables for the 6:00 A.M. - 10:00 A.M. period.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	36-44	46-54	55-64	18+	18-24	25-34	35-44	45-54	55-64	18+	12-17
WAPA	108	3	5	11	13	11	47		10	12	16	9	60	1
WBMJ	259	42	19	11	15	2	89	33	32	10	12	4	92	78
WBRQ	12	5					9	3					3	
WERR	56	3		4	3	5	18	1	4	2	14	10	34	4
WFID	73	1	8	7	16	3	37		9	9	11	5	36	
WIAC	124		4	11	17	12	55	2	12	13	15	12	69	
WIAC-FM	97	2	8	7	23	11	52	1	7	11	17	9	45	
WIOB	24	1	5	5			12	2	1	2	2	2	11	1
WKAQ	848	5	28	76	94	82	357	13	44	72	116	96	447	4
WKAQ-FM	142	10	17	8	10		45	17	13	14	12	3	63	34
WKVM	158		6	9	19	29	66		17	26	21	10	90	2
WKVM-FM	59	5	2		5	2	19	5	9	5	1	3	25	15
WLUZ	215		5	25	30	21	90		14	37	33	22	124	1
WOLA	10		5				5	2					2	3
WORO	27		6	13		3	22		1	2	1	1	5	
WPRM	64	12	8	10			30	7	12	7			26	8
WQBS	96	11	11	8	11	4	45	9	9	7	8	6	39	12
WQII	200	5	23	15	29	2	78	17	17	21	36	1	94	28
WUNO	114	3	7	20	23	3	56	5	11	11	18	12	57	1
WXYX	8	6					6							2
WZNT	511	47	66	37	29	5	184	57	33	49	43	17	208	119
TOTAL	3312	177	241	293	344	201	1412	186	270	313	383	225	1581	319

SAN JUAN METRO   M-F   MAY-JULY 1979   6A.M.-10A.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	36-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	108	3	5	11	13	11	47		10	12	16	9	60	1
WBMJ	259	42	19	11	15	2	89	33	32	10	12	4	92	78
WBRQ	12	5					9	3					3	
WERR	56	3		4	3	5	18	1	4	2	14	10	34	4
WFID	73	1	8	7	16	3	37		9	9	11	5	36	
WIAC	124		4	11	17	12	55	2	12	13	15	12	69	
WIAC-FM	97	2	8	7	23	11	52	1	7	11	17	9	45	
WIOB	24	1	5	5			12	2	1	2	2	2	11	1
WKAQ	848	5	28	76	94	82	357	13	44	72	116	96	447	4
WKAQ-FM	142	10	17	8	10		45	17	13	14	12	3	63	34
WKVM	158		6	9	19	29	66		17	26	21	10	90	2
WKVM-FM	59	5	2		5	2	19	5	9	5	1	3	25	15
WLUZ	215		5	25	30	21	90		14	37	33	22	124	1
WOLA	10		5				5	2					2	3
WORO	27		6	13		3	22		1	2	1	1	5	
WPRM	64	12	8	10			30	7	12	7			26	8
WOBS	96	11	11	8	11	4	45	9	9	7	8	6	39	12
WQII	200	5	23	15	29	2	78	17	17	21	36	1	94	28
WUNO	114	3	7	20	23	3	56	5	11	11	18	12	57	1
WXYX	8	6					6							2
WZNT	511	47	66	37	29	5	184	57	33	49	43	17	208	119
TOTAL	3312	177	241	293	344	201	1412	186	270	313	383	225	1581	319

STATION	TOTAL 12+	MEN 18-24	25-34	35-44	45-54	55-64	MEN 18+	WOMEN 18-24	25-34	35-44	45-54	55-64	WOMEN 18+	TEEN 12-17
WAPA	405	17	29	42	54	31	184	10	58	39	61	27	216	5
WBMJ	981	121	125	42	33	6	327	125	116	53	41	15	354	300
WBRQ	39	23	10				33	5					5	
WERR	179	11		7	14	19	57	10	29	18	24	23	117	5
WFID	329	6	29	28	53	31	158		47	39	41	27	171	
WIAC	376		48	28	52	31	193	5	29	31	40	31	183	
WIAC-FM	391	6	67	28	59	37	203	10	35	53	53	23	183	5
WIOB	88	6	10	14		6	42	10	6	9	4	8	41	5
WKAQ	1916	17	116	219	203	205	960	35	116	175	234	190	946	10
WKAQ-FM	569	52	56	49	40		237	65	47	26	37	12	196	136
WKVM	467		29	28	66	50	190	5	41	70	77	31	262	15
WKVM-FM	259	40	29	7	13	6	101	40	23	13	8	12	100	58
WLUZ	497		10	49	60	43	191	.	35	79	78	58	301	5
WOLA	64		29				29	20					20	15
WORO	95		19	35		12	66		12	9	4	4	29	
WPRM	302	25	67	28	19		143	40	41	26	4		111	48
WQBS	408	25	29	35	73	19	185	35	64	31	51	23	204	19
WUII	760	40	87	42	95	6	270	70	93	88	96	8	364	126
WUPIO	379	17	39	35	61	19	177	15	29	39	83	27	197	5
WXYX	21	11					11							10
WZNT	1472	155	154	85	106	25	525	184	128	131	108	35	603	344
TOTAL	6734	425	597	522	508	378	2715	538	681	604	588	375	3153	866

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4c.　RATINGS, PROJECTIONS AND CUMES　(Cont'd)

Average 1/4 Hour Projections

For each station we present projections.

WAPA has a "Total Men" projection of 4700. If this figure is divided by the total adult Male population (346,000), a rating is produced (This total population figure can be found in the Introduction pages of the SRC/Market Radio report...see page 23). Thus, during an Average 1/4 Hour, Monday-Friday, from 6:00 A.M. - 10:00 A.M., WAPA reaches 1.4% of the total Men (4700 divided by 346,000).

The bottom line lists Market Totals. During an Average 1/4 Hour, Monday-Friday, 6:00 A.M.-10:00 A.M., 141,200 Men were listening to the radio. This yields a rating of 40.8% (141,200 divided by 346,000).

STATION	TOTAL 12+	MEN 18-24	25-34	36-44	46-54	56-64	MEN 18+	WOMEN 18-24	26-34	36-44	45-54	55-64	WOMEN 18+	TEEN 12-17
WAPA	108	3	5	11	13	11	(47)		10	12	16	9	60	1
WBMJ	259	42	19	11	15	2	89	33	32	10	12	4	92	78
WBRQ	12	5					9	3					3	
WERR	56	3		4	3	5	18	1	4	2	14	10	34	4
WFID	73	1	8	7	16	3	37		9	9	11	5	36	
WIAC	124		4	11	17	12	55	2	12	13	15	12	69	
WIAC-FM	97	2	8	7	23	11	52	1	7	11	17	9	45	
WIOB	24	1	5	5			12	2	1	2	2	2	11	1
WKAQ	848	5	28	76	94	82	357	13	44	72	116	96	447	4
WKAQ-FM	142	10	17	8	10		45	17	13	14	12	3	63	34
WKVM	158		6	9	19	29	66		17	26	21	10	90	2
WKVM-FM	59	5	2		5	2	19	5	9	5	1	3	25	15
WLUZ	215		5	25	30	21	90		14	37	33	22	124	1
WOLA	10		5				5	2					2	3
WORO	27		6	13		3	22		1	2	1	1	5	
WPRM	64	12	8	10			30	7	12	7			26	8
WQBS	96	11	11	8	11	4	45	9	9	7	8	6	39	12
WQII	200	5	23	15	29	2	78	17	17	21	36	1	94	28
WUNO	114	3	7	20	23	3	56	5	11	11	18	12	57	1
WXYX	8	6					6							2
WZNT	511	47	66	37	29	5	184	57	33	49	43	17	208	119
TOTAL	3312	177	241	293	344	201	(1412)	186	270	313	383	225	1581	319

4c. RATINGS, PROJECTIONS AND CUMES (Continued)

How do ratings relate to shares?

In the front of this report we see that the total population of the area is 891,500 persons 12+ (346,000 Men, 391,100 Women, and 155,400 Teens). Page 21 indicates WAPA with a projection of 10,800 persons. The total number of persons listening was 331,200. Dividing this total into WAPA's audience of 10,800 yields a Share of 3% to WAPA. Check back to the share data on Page 15 and you will see how all the statistics and calculations agree.

No ratings are found in these "Average Persons" Tables, but they can be derived mathematically easily enough. The Buyer's Guide does present ratings for 20 key age combinations for the four time periods, as well as for various time period combinations (see pages 6 and 7).

Note:

Because of rounding (Shares to the nearest percentage point, ratings to the nearest tenth of a percent, and projections to the nearest hundred persons), the numbers may not always agree exactly.

MARKET RADIO SAN JUAN

	County Distribution Population 12+	Respondents 12+
Bayamon	144,000	289
Carolina, Loiza Aldea	136,100	232
Catano	22,900	112
Guaynabo	61,400	154
San Juan	455,400	809
Toa Baja	43,700	32
Trujillo Alto	28,000	45
TOTAL	891,500	1,673

AGE/SEX DISTRIBUTION

	Population 12+	Respondents 12+
Men 18+	346,000	509
Men 18-24	71,700	125
Men 25-34	79,000	82
Men 35-49	89,600	127
Men 50-64	73,200	118
Men 65+	32,500	57
Women 18+	391,100	845
Women 18-24	83,700	168
Women 25-34	90,200	155
Women 35-49	97,600	223
Women 50-64	78,200	202
Women 65+	41,400	97
Adults 18+	737,100	1,354
Teens 12-17	155,400	319
Total Persons 12+	891,500	1,673

4c. RATINGS, PROJECTIONS AND CUMES (Continued)

Cume Estimates

The right hand page of the Projection Tables contain Cumulative Audience Estimates - usually referred to as "Cumes". In computing Cumes, we are not concerned with how many persons are listening for an average 1/4 hour, or for how many 1/4 hours (how long). Instead, we want to know how many different persons are listening.

In this table, we can see that between 6:00 A.M. - 10:A.M. , Monday-Friday, 18,400 Men in this market tuned to WAPA for at least one (1) quarter hour. In the course of this five-day midweek period, 271,500 Men listened to the radio at some time between 6:00 A.M. and 10:00 A.M. (for at least one quarter hour). This figure divided by the Male population of 346,000 yields a cume rating of 78.5%.

We have demonstrated here the Projection Tables for the 6:00 A.M. - 10:00 A.M. time period. Immediately following these tables in the report would be the comparable data for the other day - part time periods.

6:00 A.M. - 10:00 A.M.	Morning Drive Time
10:00 A.M. - 3:00 P.M.	Housewife Time
3:00 P.M. - 7:00 P.M.	Afternoon Drive Time
7:00 P.M. - 12:00 Mid.	Nighttime

SAN JUAN METRO　　M-F　　MAY-JULY 1979　　　　　　6A.M.-10A.M.

STATION	TOTAL 12+	MEN 18-24	25-34	36-44	45-54	55-64	MEN 18+	WOMEN 18-24	25-34	36-44	45-54	55-64	WOMEN 18+	TEEN 12-17
WAFA	405	17	29	42	54	31	184	10	58	39	61	27	216	5
WBHJ	981	121	125	42	33	6	327	125	116	53	41	15	354	300
WBRQ	38	23	10				33	5					5	
WERR	179	11		7	14	19	57	10	29	18	24	23	117	5
WFID	329	6	29	28	53	31	158		47	39	41	27	171	
WIAC	376		48	28	52	31	193	5	29	31	40	31	183	
WIAC-FM	391	6	67	28	59	37	203	10	35	53	53	23	183	5
WIOB	88	6	10	14		6	42	10	6	9	4	8	41	5
WKAQ	1916	17	116	219	203	205	960	35	116	175	234	190	946	10
WKAQ-FM	569	52	56	49	40		237	65	47	26	37	12	196	136
WKVM	467		29	28	66	50	190	5	41	70	77	31	262	15
WKVM-FM	259	40	29	7	13	6	101	40	23	13	8	12	100	58
WLUZ	497		10	49	60	43	191		35	79	78	58	301	5
WOLA	64		29				29	20					20	15
WORO	95		19	35		12	66		12	9	4	4	29	
WPRM	302	25	67	28	19		143	40	41	26	4		111	48
WQBS	408	25	29	35	73	19	185	35	64	31	51	23	204	19
WOII	760	40	87	42	95	6	270	70	93	88	96	8	364	126
WUNO	379	17	35	35	61	19	177	15	29	39	83	27	197	5
WXYX	21	11					11							10
WZNT	1472	155	154	85	106	25	525	184	128	131	108	35	603	344
TOTAL	6734	425	597	522	508	378	2715	538	681	604	588	375	3153	866

4d.   Ratings: Hour By Hour

This 4th section of the Programmer's Guide contains ratings hour-by-hour for Men, Women, Teens and Total. This table is helpful in determining the flow of audience within a day part. As always, if we know the rating and the total population, we can compute a projection. Since we have a "Total " in this table, we can even compute hourly shares.

The hourly data is presented for 20 individual hours, from 5 A.M. through 1 A.M.

SAN JUAN METRO M-F MAY-JULY 1979

STATION	5:30 AM MEN	WMN	TEEN	TOT	6:00 AM MEN	WMN	TEEN	TOT	7:00 AM MEN	WMN	TEEN	TOT	8:00 AM MEN	WMN	TEEN	TOT	9:00 AM MEN	WMN	TEEN	TOT
WAPA	.4	.5		.4	.9	1.0		.8	1.8	1.8	.3	1.5	1.0	1.8		1.2	1.7	1.4		1.3
WBMJ	.3	.6	.4	.5	2.3	2.7	4.1	2.8	3.8	2.8	6.7	3.8	2.5	2.1	4.6	2.7	1.6	1.8	4.9	2.3
WBRQ						.1			.3	.1		.2	.3	.1		.2	.5			.2
WEHR	.2	.1		.1	.5	.7	.3	.5	.2	.9	.3	.5	.5	.8	.3	.6	.8	1.1		.8
WFID					1.2	.7		.8	1.5	.9		1.0	1.0	1.0		.8	.6	1.2		.7
WIAC	1.5	.9		1.0	2.1	1.7		1.6	1.8	2.0		1.6	1.2	1.9		1.3	1.3	1.4		1.1
WIAC-FM	.6	.2		.3	1.5	1.1		1.1	2.1	1.3		1.4	1.5	1.1		1.1	1.0	1.2		.9
WIOB		.2		.1		.3		.1	.2	.4		.2	.5	.2		.3	.8	.4	.3	.5
WKAQ	3.7	2.5		2.5	11.6	10.4		9.1	13.3	13.6	.6	11.2	11.8	12.2	.3	10.0	9.2	9.5	.1	7.8
WKAQ-FM		.1	.3	.1	1.1	1.3	1.7	1.3	1.7	1.7	1.6	1.6	1.3	2.0	1.4	1.6	1.2	1.5	4.1	1.8
WKVM					2.5	2.5		2.0	2.0	2.7		2.0	1.7	2.1	.3	1.6	1.4	1.9	.3	1.4
WKVM-FM	.2	.2		.2	.3	.4	.5	.4	.6	.7	1.0	.7	.5	.6	1.2	.7	.8	.7	1.2	.9
WLUZ	.2	.1		.1	1.7	.8		1.0	3.8	3.9	.3	3.2	2.9	4.0		2.9	1.9	3.9		2.4
WOLA												.1	.3	.1	.3	.2	.3	.1	.3	.2
WORO					.1				1.4			.5	.7	.1		.3	.4	.5		.4
WPRM	.3	.2		.2	.6	.2		.3	.8	.5	.8	.7	1.1	.9	.6	.9	1.1	1.0	.6	1.0
WQBS	.2	.1		.1	.2	.6	.3	.4	1.4	1.1	1.0	1.2	1.5	1.0	1.0	1.3	1.7	1.3	1.0	1.4
WRII	.2	.7	.1	.4	1.3	1.7	1.2	1.5	2.9	2.3	1.4	2.4	2.4	2.7	1.9	2.5	2.4	2.9	2.8	2.7
WURO	.6	.3		.4	1.5	1.2	.1	1.1	1.7	1.7	.1	1.4	1.7	1.5		1.3	1.7	1.5		1.3
WXYX					.2		.1	.1	.2			.1	.2			.1	.2		.3	.1
WZNT	.6	.5		.5	4.9	1.9	1.6	3.0	5.7	3.7	4.2	4.5	5.0	6.6	9.7	6.5	5.8	9.1	15.2	8.9
TOTAL	10.3	8.0	.8	7.7	35.2	29.7	10.2	28.5	48.6	43.3	18.7	41.1	41.4	44.7	22.0	39.5	37.9	44.1	31.8	39.6

STATION	10:00 AM MEN	WMN	TEEN	TOT	11:00 AM MEN	WMN	TEEN	TOT	12 NOON MEN	WMN	TEEN	TOT	1:00 PM MEN	WMN	TEEN	TOT	2:00 PM MEN	WMN	TEEN	TOT
WAPA	1.8	1.6		1.4	1.8	1.4		1.3	1.8	1.3		1.3	1.4	1.0		1.0	.8	.9		.7
WBMJ	2.7	2.3	3.6	2.7	2.7	2.0	3.8	2.6	2.7	2.3	3.6	2.7	2.4	1.8	5.2	2.6	1.6	1.9	5.8	2.5
WBRQ	.3			.1	.3			.1	.3			.1	.3			.1				
WEHR	1.0	1.3		.9	1.1	.8		.8	1.2	.5	.3	.7	1.1	.5	.3	.7	.6	.6	.3	.5
WFID	.8	.9		.7	.7	.9		.7	1.0	1.0		.8	1.0	1.4		1.0	.8	1.5		1.0
WIAC	1.4	1.5		1.2	1.2	1.3		1.0	1.6	1.1		1.1	1.5	.4		.8	1.0	.2		.5
WIAC-FM	1.1	1.4	.3	1.1	1.0	1.8	.3	1.2	1.0	1.4		1.0	1.0	1.3	.3	1.0	1.0	1.6	.3	1.1
WIOB	.4	.2		.3	.2	.3		.2	.4	.2		.2	.2	.2		.2	.5	.3	.3	.4
WKAQ	5.3	6.7		5.0	3.7	5.5		3.8	3.4	3.6		2.9	2.8	2.0		2.0	2.2	1.8		1.6
WKAQ-FM	1.6	1.8	4.1	2.1	1.2	1.8	3.8	1.9	1.0	1.8	3.3	1.7	.9	1.6	3.1	1.6	1.2	1.6	3.3	1.8
WKVM	1.2	2.4		1.5	.7	2.3		1.3	.7	1.6		1.0	.9	1.2		.9	.9	1.0		.8
WKVM-FM	.8	1.1	1.0	.9	.7	.8	2.2	1.0	.4	-.7	1.7	.8	.6	.4	1.4	.7	.7	.6	.8	.7
WLUZ	.8	1.1		.8	.6	.6		.5	.7	.4		.5	.4	.4		.4	.2	.4		.2
WOLA		.3	.3	.2		.3	.3	.2		.1	.3	.1		.2		.1		.1		.1
WORO	.2	.4		.2	.2	.4		.2	.4	.5		.3	.4	.3		.3	.4	.4		.3
WPRM	1.0	1.2	1.0	1.1	.9	.8	1.4	1.0	.8	.5	1.7	.9	.6	.4	.3	.5	.8	.4	.6	.6
WQBS	.6	1.6	1.6	1.2	.8	1.5	1.2	1.2	.5	1.5	1.2	1.1	.7	1.4	1.0	1.0	1.0	1.0	1.0	1.0
WRII	2.0	2.9	2.8	2.5	1.8	3.1	2.8	2.6	1.6	3.3	2.5	2.5	1.8	3.0	2.7	2.5	2.0	2.4	1.9	2.2
WURO	1.3	1.0		.9	1.1	1.0		.9	1.2	.9		.9	.8	.9		.7	1.0	1.0		.8
WXYX	.2		.3	.1	.2		.3	.1			.3	.1	.2			.1	.3			.1
WZNT	6.4	10.4	16.1	9.8	6.0	8.4	13.7	8.3	7.1	5.6	11.1	7.1	6.8	3.8	8.9	5.9	6.5	4.7	10.7	6.4
TOTAL	32.7	41.4	31.7	36.3	28.2	35.5	30.4	32.0	29.0	30.1	27.1	29.2	26.6	23.6	24.2	24.9	25.0	23.9	25.8	24.7

4e.   ADDITIONAL TIME PERIOD COMBINATIONS

There are a few time periods and time period combinations not covered in the Buyer's Guide.

Since data for these periods may be required on occasion, they are presented in this last section of the Programmer's Guide in the form of Cumes.

The following cume tables are presented:

Monday-Friday	6:00 A.M.- 3:00 P.M
Monday-Friday	10:00 A.M.- 7:00 P.M.
Monday-Sunday	24 Hour
Saturday-Sunday	24 Hour
Monday-Friday	12:00 Midnight-6: 00 A.M. (Post Midnight)

The Monday-Sunday, 24 hour cume table on the right gives total "reach" for every station.

In the example we can see that in the course of one week 891,100 persons listened to the radio for at least one quarter hour. This represents a rating of 99.96% (891,100 divided by the total population of 891,500).

The last page in the SRC/Market Radio report is a Projection page (average 1/4 hour) for Monday-Sunday, 6:00 A.M.-12:00 Midnight.

STATION	TOTAL 12+	MEN 18-24	25-34	35-44	45-54	55-64	MEN 18+	WOMEN 18-24	25-34	35-44	45-54	55-64	WOMEN 18+	TEEN 12-17
WAPA	644	40	67	71	92	43	336	20	70	48	87	39	298	10
WBMJ	1466	155	164	78	58	12	467	179	175	66	57	19	505	494
WBRJ	44	29	10				39	5					5	
WERR	273	11	10	21	27	19	111	15	35	26	32	23	152	10
WFID	449	17	77	35	72	31	243		64	44	54	27	206	
WIAC	544	6	87	42	65	50	290	5	35	35	53	58	254	
WIAC-FM	723	34	116	49	86	56	358	40	81	79	81	43	341	24
WIOB	156	6	29	21		6	68	15	29	18	9	8	83	5
WKAQ	2133	23	135	219	228	217	1050	40	140	201	246	209	1054	29
WKAQ-FM	1038	80	106	71	52		309	159	87	39	57	15	366	363
WKVM	568	6	39	28	79	50	236	5	58	74	89	31	313	19
WKVM-FM	619	138	29	21	32	12	238	70	29	26	20	19	173	208
WLUZ	586	6	10	71	74	68	263		35	79	86	62	318	5
WOLA	148	34	29				63	50	6				56	29
WORJ	266	6	48	56	13	31	160	5	35	22	25	19	106	
WPRM	535	66	87	42	27		242	50	64	35	8		157	136
WQBS	582	40	48	35	79	25	238	50	76	39	75	27	276	68
WQI1	1184	57	135	64	95	19	376	164	140	110	112	12	551	257
WUNO	522	34	48	78	67	31	264	20	58	44	83	39	253	5
WXYX	64	34	10				44	5					5	15
WZNT	2739	339	259	162	160	50	1010	329	303	184	149	46	1032	.697
TOTAL	(8911)	718	790	621	579	428	3461	832	902	670	655	433	3906	1544

5. RADIO TIMEBUYING TECHNIQUES

This analysis is provided by Strategy Research Corporation as a service to our subscribers Included are a few of the more commonly used calculations which media personnel utilize for radio (and television) timebuying and planning.

The approach is basic, however it should be of value for reference and review. If problems are encountered or if questions arise, please do not hesitate to contact an SRC representative. His/Her single function is to service the research needs of broadcasters, advertisers and agencies.

This Analysis Includes:

1. Gross Rating Points
2. Gross Impressions
3. Cost Per Thousand
4. Cost Per Rating Point
5. Unduplicated Cume (Net Reach)

1. <u>Gross Rating Points</u>

Gross Rating Points (GRP) are the total rating that a specified schedule of spots will achieve. It is calculated by multiplying the rating for a time period by the number of spots that will be running in that time period.

GRP = Rating x Number of Spots

Example:

	MEN 18-34	
Station	RATING 6 A.M.-10 A.M.	RATING 3 P.M.-7 P.M.
WAAA	1.5	2.1

Proposed Schedule   2 spots 6:00 A.M.- 10:00 A.M.
    on WAAA: 3 spots 3:00 P.M.- 7:00 P.M.

GRP for 6 A.M.- 10 A.M./3 P.M.- 7 P.M. (drivetime) for WAAA= $(2 \times 1.5) + (3 \times 2.1) = \underline{9.3}$

If the schedule involves two (2) or more stations, simply add the GRPs for each station.

	MEN 18-34	
Station	RATING 6 A.M.- 10 A.M.	RATING 3 P.M.- 7 P.M.
WAAA	1.5	2.1
WBBB	2.3	1.7

Proposed Schedule: WAAA   WBBB

2 Spots 6 A.M.-   4 Spots 6:00 A.M.-
           10 A.M.   10 A.M.
3 Spots 3 P.M.-   2 Spots 3 P.M.-
           7 P.M.   7 P.M.

GRP for Drivetime for WAAA=$(2 \times 1.5) + (3 \times 2.1) = 9.3$
GRP for Drivetime for WBBB=$(4 \times 2.3) + (2 \times 1.7) = 12.6$

(Total) GRP = $9.3 + 12.6 = \underline{21.9}$

Ratings will be found throughout the survey reports. For ease of use, however, they are arranged systematically by age demographics. For example, Pages 3 and 4 of every SRC/Market Radio report contain the ratings for Men 18-34 for virtually every time period and combination of time periods the Buyer/Planner will need.

2.   Gross Impressions

Gross Impressions are Gross Rating Points expressed as a number (persons) rather than as a percent. It is used sometimes for computing GRP's as the results will be somewhat more accurate (less rounding is involved).   To calculate GRPs from Gross Impressions, the total population of the specific age demo is needed. In SRC/Market Radio reports, this population total can be found on the upper right hand corner of each page of the "Buyer's Guide" (Pages 1 through 40).

To calculate Gross Impressions, the Average 1/4 Hour Projection (Average Persons) is multiplied by the Number of Spots.

Gross Impressions = Average Persons x Number of Spots

Example:

	MEN 18-34	
Stations	PROJECTIONS AVERAGE 6 A.M.-10 A.M.	(AVERAGE PERSONS) 3 P.M.-7 P.M.
WAAA	12,000	16,800
WBBB	18,400	13,600

Proposed
Schedule: WAAA   WBBB

        2 Spots 6 A.M.-10 A.M.   4 Spots 6 A.M.-10 A.M.
        3 Spots 3 P.M.-7 P.M.   2 Spots 3 P.M.-7 P.M.

Gross Impressions for WAAA (drivetime) = (2x12,000) + (3x16,800) = 74,400
Gross Impressions for WBBB (drivetime) = (4x18,400) + (2x13,600) = 100,800

Total - 74,400 + 100,800 = 175,200

Now, to convert Gross Impressions into Gross Rating Points, divide by the total population for the age demo (in this example Men 18-34...again, to find this number check the upper right corner of Page 3 or 4 in the SRC/Market Radio report).

$$GRP = \frac{GROSS\ IMPRESSION}{TOTAL\ POPULATION}$$

Population...Men 18-34
        800,000 $GRP = \frac{175,200}{800,000} = 21.9\%$

3. Cost Per Thousand

Cost Per Thousand (commonly called "CPM") is the cost per radio spot divided by the Average Persons (projections), multiplied by 1,000. The result yields a dollar amount - - - the cost being expended for every thousand persons reached.

$$CPM = \frac{COST\ PER\ SPOT}{AVERAGE\ PERSONS} \times 1000$$

Example: Men 18 - 34 ... 6:00A.M. - 10:00A.M.
1. Average 1/4 Hour Projection (Average Persons) = 29,900
2. Cost Per Spot = $35.00

$$CPM = \frac{\$35.00}{29,900} \times 1000 = \$1.17$$

When planning a schedule consisting of a large number of spots, it may be more convenient to use the total cost rather than dividing to obtain a "Cost per Spot". If this is the preferred method, simply multiply the Average Persons by the total number of spots to obtain the "Gross Impressions" Figure.

$$CPM = \frac{TOTAL\ COST}{Avg.\ Persons \times Number\ of\ Spots} \times 1000$$
$$(Gross\ Impressions)$$

Example: Men 18 - 34 ... 6:00A.M. - 10:00A.M.
1. Average 1/4 Hour Projection (Average Persons) = 29,900
2. Cost = $1,750.00 for 50 Spots

$$CPM = \frac{\$1,750.00}{29,900 \times 50} \times 1000 = \$1.17$$

4. Cost Per Rating Point

Cost Per Rating Point (CPRP) is the Cost Per Spot divided by the Rating.

$$\text{Cost Per Rating Point (CPRP)} = \frac{\text{COST PER SPOT}}{\text{RATING}}$$

Example: Men 18 - 34 . . . 6:00A.M. - 10:00A.M.
1. Rating = 1.8
2. Cost Per Spot = $35.00

$$\text{CPRP} = \frac{\$35.00}{1.8} = \$19.44$$

As with the CPMs, if it is easier to work with "Total Cost" rather than "Cost Per Spot", modify the formula as follows:

$$\text{CPRP} = \frac{\text{TOTAL COST}}{\underset{\text{(GRP)}}{\text{Rating x Number of Spots}}}$$

Example: Men 18 - 34 . . . 6:00A.M - 10:00A.M.
1. Rating = 1.8
2. Cost = $1,225.00 for 35 Spots

$$\text{CPRP} = \frac{\$1,225.00}{1.8 \times 35} = \$19.44$$

N.B.   Caution should be exercised with Cost per Rating Point analysis. Ratings are a percent of population. Thus, there will not be any relationship between CPRPs for stations in different markets (where, after all, the populations will differ). Cost Per Rating Point should be restricted to cost comparison of stations within the same market.

Cost Per Thousand analysis, on the other hand, can be used for comparisons of stations in different markets.

5. Unduplicated (Net) Cume

To eliminate cume duplication for two (2) or more stations (i.e. to calculate net reach), the following statistical probability formula may be applied to the cume ratings:

$$(\text{Station A} + \text{Station B}) - (\text{Station A} \times \text{Station B}) = \text{Net Cume of "A" and "B"}$$

Example:

Station "A" = 30% Cume Rating
Station "B" = 15% Cume Rating

$$(A + B) - (A \times B) = (.30 + .15) - (.30 \times .15) = .45 - .045 = .405$$

Total Reach for Stations "A" and "B" = 40.5%

To calculate Net Reach of three (3) stations, simply expand the formula:

$$((\text{Net of A \& B}) + C) - ((\text{Net of A \& B}) \times C) = \text{Net Reach of A, B \& C}$$

Example:

Station "A" = 30% Cume Rating
Station "B" = 15% Cume Rating
Station "C" = 10% Cume Rating

$$(.405 + .10) - (.405 \times .10) = .505 - .0405 = .4645$$

Total Reach of Stations "A", "B" and "C" = 46.5%

N.B.   There are many different systems available for calculating "Reach" (as well as "Frequency"). However, care should be exercised in the use of a probability-based formula, such as the above, as no consideration is given to programming formats. For example, there may be less duplication of audience between a "Contemporary" station and a "Beautiful Music" station than between two (2) "Contemporary Music" stations. The Buyer / Planner may wish to apply an arbitrary adjustment to the "Reach" in order to compensate for this situation.

THE SRC/MARKET RADIO METHOD

The development of an audience measurement service involves more than conducting interviews and tabulating responses. When Strategy Research Corporation established its Market Radio research service, every phase of design, execution and computer processing was carefully and extensively planned and evaluated.

-- Simply sending interviewers to pre-determined addresses wouldn't do!

They had to be trained and familiarized with the use of the set-time-line, 24 hour, roster-aided recall technique.

-- Telephone verifying 10 or 20% of interviews wouldn't do!

Exhaustive controls were created and built right into the interview situation to insure proper data execution. As well, supervisors conduct personal, face-to-face validation interviews with 50% of the sampled households.

-- Just assigning a randomly distributed sample wouldn't do!

All sampling point locations are pre-screened by SRC supervisors, and if re-mapping is necessary, it is done by Strategy Research Corporation staff personnel, not by an interviewer in the field.

--   A standard marketing research computer program wouldn't do!

> Some of the industry's leading professionals (researchers, media experts, statisticians and consultants), both from Puerto Rico and the mainland, assisted in instituting and refining an extremely complex and sophisticated set of audience research computer programs.

Furthermore, one of the key reasons why the Market Radio San Juan service has been so well accepted by agencies and broadcasters is the careful attention to detail and the anticipation of special survey elements. All stations are notified prior to "fielding" of each survey...Every station is requested to submit programming information, so that the Station I.D. Form can be compiled and printed (with stations randomly ordered)...Interviewing is scheduled so as not to coincide with special events (i.e., high appeal sporting events).

> ...and still more!

--   In order to combat "hypoing", interviewing dates are not disclosed prior to the survey. Interviewing is scheduled over approximately six random weeks covering a three month period.

--   The report format is familiar and easy to use, yet comprehensive in detail. Most importantly, the statistics covered are "industry standardized". The data conforms to industry norms in terms of audience estimates (cumes, average 1/4 hour ratings, projections, shares, etc.), discreet age/sex cells, age/sex combinations, time periods, and time period combinations. The user in San Juan, New York, Los Angeles and all points in between will understand the tables and terms, and be able to plan and buy with the MRSJ reports.

SRC/Market Radio surveys utilize personal, in-home interviews. Interviewers are accompanied in the field by a Strategy Research Corporation supervisor, who checks interviews "on-the-spot" for accuracy.

The Station I.D. Form (roster) contains a listing of all area stations; their call letters, dail positions, and (if they reply to our programming request) their slogans, promos, I.D.'s, etc. The SIF is used as an aid to recall.

Sample selection involves a randomized process with county (Municipio) stratification. The use of large samples and a target of only 9 interviews per sampling point assures geographic dispersion of the in-tab respondents.

The computer processing system was designed and written by a programmer with over 20 years experience in the media research programming area. One of the notable experts assisting him was a highly respected and skilled statistician of national repute. SRC/Market Radio surveys utilize a balancing program which weights the data by age/sex population distribution and by geographic population distribution.

In summary, we at Strategy Research Corporation are very proud of the high quality of our Market Radio San Juan service, right down to the costly printing and binding system and the final report appearance.

The back section of any SRC/Market Radio report contains a thorough explanation of the survey parameters, including many procedures not mentioned here. In addition, Strategy Research Corporation Project Directors are always available to answer your questions and serve your research needs.

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