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**SAN JUAN, PUERTO RICO  
METROPOLITAN AREA**

**JULY-AUGUST, 1975**

**NEW PULSE PACKAGE 1975  
(SEE ENCLOSED LETTER)**

# THE PULSE METHOD

## The Personal Interview

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

## The Roster

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

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

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

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

## The Interview and Use of the Roster

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

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

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

## In-Home and Out-of-Home Listening

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

## Listenership Data Collected

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

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

## Selection of the Sample

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

## Sampling Frame I

The sampling frame for selection of the sampling points uses the latest telephone directories available. The selection of the starting address for determining the sampling point is made for Pulse by Metromail. The sample design is a random probability sample of listed telephone homes. *However, this survey is not to be construed as being a telephone survey based on telephone homes.* The telephone design is based on telephone starts. Phone and non-phone households are included in the sample. The procedure for weighting of the sample for phone and non-phone is described in the Journal of Advertising Research in a report by the statistician J. Stevens Stock who developed this method of sample design. Journal of Advertising Research, Vol. 2, #3 September 1962, "How to Improve Samples Based on Telephone Listings," published by the Advertising Research Foundation. In brief the weighting for this factor is based on the probability of phone-non-phone households found in each sampling point. Depending on the phone penetration percentage in the sampling point, the data for the sampling point are weighted 1:0, 2:0 or 3:0. The phone penetration is based on the respondent's report of having a listed or unlisted phone or no phone.

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

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

(Continued on last page)



Total Audience Estimates  
In-Home and Out-of-Home

The Pulse Method ..... (Inside Front Cover)  
 Survey Area — Map & Counties ..... VII  
 Data Pertinent To this Survey ..... VIII

SAN JUAN, PUERTO RICO  
 METROPOLITAN AREA  
 TOTAL AUDIENCE ESTIMATES  
 IN-HOME & OUT-OF-HOME  
 JULY-AUGUST, 1975

AUDIENCE ESTIMATES

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Survey Conducted During: July 14 - August 20, 1975

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

REPORT ISSUED: September 16, 1975

# SAN JUAN, PUERTO RICO METROPOLITAN AREA



MAP COURTESY U.S. DEPARTMENT OF COMMERCE

## SELECTION OF THE SAMPLE

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

	Population* 12+	Respondents 12+
Bayamon	117,300	344
Carolina	80,400	204
Catano	18,800	68
Guaynabo	49,800	105
San Juan	371,700	960
Trujillo Alto	22,600	57
<b>Total</b>	<b>660,600</b>	<b>1,738</b>

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

**SAN JUAN METROPOLITAN AREA**

**DATA PERTINENT TO THIS STUDY**

**HOUSEHOLD SAMPLE**

Number of households interviewed: 1,206  
 No. used in survey: 1,203  
 No. unusables: 3

Not-At-Home Contacts: 626  
 Refusals: 148

**PERSONS SAMPLE**

Men (18 & Over) 551  
 Women (18 & Over) 869  
 Teens (12 - 17) 318  
 Total 1,738

**BASE FOR RATINGS**

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

<u>AGE</u>	<u>ESTIMATED POPULATION</u>		<u>MONDAY-SUNDAY BASE</u>	
	<u>MEN (00)</u>	<u>WOMEN (00)</u>	<u>MEN</u>	<u>WOMEN</u>
18 - 24	531	620	132	149
25 - 34	587	669	107	200
35 - 49	693	753	128	271
50 - 64	514	545	114	178
65 & Over	240	309	70	71
<b>TOTAL</b>	<b>2565</b>	<b>2896</b>	<b>551</b>	<b>869</b>
Teens (12 - 17)	1145		318	

**SAMPLE**

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

Sampling Points Completed	80
Sampling Points Substituted	-
Sampling Points Partially Completed	-
Sampling Points Not Covered	-
<b>Total Sampling Points Assigned</b>	<b>80</b>

**ETHNIC WEIGHTING**

For this survey ethnic weighting was not applied.

**RESPONDENTS & ABSENTEES**

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

	<u>PRESENT</u>	<u>ABSENT</u>
Men (18 & Over)	551	967
Women (18 & Over)	869	871
Teens (12 - 17)	318	424

**SPECIAL DATES & CIRCUMSTANCES**

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

**SPECIAL DATES & CIRCUMSTANCES** (Continued)

The following stations achieved the cut off level for reporting:

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

**Qualitative estimates**

Due to the process of rounding to the nearest one hundred, audience estimates may differ slightly between individual and / or co-related categories. The stations' qualitative totals may also differ slightly from the station totals in the ratings data section.

## SPECIAL DATES & CIRCUMSTANCES(Cont'd)

### CUT OFF LEVELS AND STATIONS LISTED

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

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

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

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

### AM-FM TOTALS

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

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

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

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

### AM-FM TOTALS (Cont'd)

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

### HOME AND OUTSIDE STATIONS

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

### EXPLANATION OF SPECIAL NOTATIONS

- X - Does not broadcast for this time segment
- @ - Does not broadcast for complete period due to limited broadcast hours, estimates are not adjusted.
- - Indicates less than ½ of one percent.
- () - Parenthesis indicates unadjusted shares or estimates
- + - Stations adjusted for actual broadcast hours.

### HOURLY RATINGS

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

### DAY - PART COMBINATION ADJUSTMENTS

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

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

# BUYER'S GUIDE

## EXPLANATION

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

The age combinations are as follows:

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

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

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

### MONDAY-FRIDAY

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

### SATURDAY

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

### SUNDAY

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



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	.9	258			18	.7	153			30	1.2	201
WRMJ			41	1.6	233			36	1.4	224			51	2.0	277
WFYA					6			3	.1	18			3	.1	34
WFID			9	.4	41			16	.6	42			15	.6	83
WHDG			8	.3	80			12	.5	50			6	.2	54
WIAC			13	.5	92			20	.8	206			19	.7	158
WIAC-FM			4	.2	43			6	.2	45			7	.3	63
WKAQ			202	7.9	929			78	3.0	546			111	4.3	562
WKAQ-FM			23	.9	141			9	.4	84			6	.2	105
WKVM			77	3.0	416			41	1.6	179			41	1.6	201
WKVM-FM			7	.3	24			17	.7	26			2	.1	12
WLUZ			76	3.0	281			37	1.4	109			22	.9	226
WOLA					24			9	.4	68			12	.5	71
WORD			6	.2	65			21	.8	74			10	.4	102
WPRM					31			5	.2	32			4	.2	43
WOBS			47	1.8	279			33	1.3	172			22	.9	191
WOBS-FM			3	.1	58			7	.3	77			9	.4	96
TOT			50	1.9	333										
WRAI			13	.5	90			19	.7	107			26	1.0	146
WRSJ			23	.9	161			29	1.1	114			22	.9	123
WJND			29	1.1	304			38	1.5	272			39	1.5	273
WVOZ			20	.8	251			27	1.1	189			36	1.4	241
WZAR			2	.1	12			1		15			9	.4	20
TOTAL			649	25.3	2209			491	19.1	1499			512	20.0	1828

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			21	.8	456			23	.9	415			26	1.0	376
WBMJ			37	1.4	453			42	1.6	418			47	1.8	380
WFYA			3	.1	40			2	.1	74			1		34
WFID			9	.4	109			13	.5	95			11	.4	93
WHDG			7	.3	116			9	.4	103			7	.3	87
WIAC			15	.6	354			18	.7	305			15	.6	211
WIAC-FM			6	.2	83			6	.2	77			6	.2	71
WKAQ			95	3.7	1207			126	4.9	1182			157	6.1	1134
WKAQ-FM			9	.4	216			12	.5	205			13	.5	190
WKVM			39	1.5	562			52	2.0	537			58	2.3	503
WKVM-FM			7	.3	34			10	.4	34			4	.2	30
WLUZ			34	1.3	443			44	1.7	417			49	1.9	410
WOLA			9	.4	108			8	.3	102			7	.3	80
WORD			12	.5	193			13	.5	142			9	.4	130
WPRM			6	.2	87			4	.2	69			2	.1	57
WOBS			26	1.0	369			34	1.3	355			35	1.4	338
WOBS-FM			6	.2	152			7	.3	132			6	.2	123
TOT															
WRAI			18	.7	214			19	.7	194			20	.8	180
WRSJ			21	.8	268			25	1.0	236			23	.9	204
WJND			31	1.2	491			36	1.4	458			34	1.3	428
WVOZ			29	1.1	406			28	1.1	379			28	1.1	358
WZAR			3	.1	33			3	.1	27			5	.2	22
TOTAL			460	17.9	2542			545	21.2	2517			581	22.7	2480



**MONDAY-FRIDAY**

**SATURDAY**

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			16	.6	122
WBMJ			24	.9	195
WFYA			5	.2	34
WFID			1		45
WHDG			1		35
WIAC			10	.4	93
WIAC-FM			7	.3	33
WKAQ			15	.6	149
WKAQ-FM			3	.1	44
WKVM			9	.4	124
WKVM-FM					6
WLUZ			6	.2	68
WDLA			17	.7	59
WORD			23	.9	104
WPRM			22	.9	35
WOBS			7	.3	96
WOBS-FM			3	.1	48
TOT					
WRAI			16	.6	103
WRSJ			7	.3	72
WUND			21	.8	129
WVOZ			36	1.4	146
WZAR			2	.1	17
TOTAL			239	9.3	1068

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.2	7	.3	8	.3	3	.1
WBMJ	20	.8	65	2.5	48	1.9	43	1.7
WFYA			3	.1	9	.4	4	.2
WFID	2	.1	17	.7	14	.5		
WHDG	4	.2	3	.1	4	.2	3	.1
WIAC	11	.4	15	.6	9	.4	9	.4
WIAC-FM	2	.1			2	.1		
WKAQ	120	4.7	54	2.1	38	1.5	9	.4
WKAQ-FM	7	.3	14	.5	7	.3	3	.1
WKVM	44	1.7	24	.9	18	.7	2	.1
WKVM-FM	2	.1	1					
WLUZ	19	.7	31	1.2	23	.9	8	.3
WDLA	1		12	.5	16	.6	8	.3
WORD	14	.5	30	1.2	11	.4	12	.5
WPRM							1	
WOBS	22	.9	28	1.1	18	.7	16	.6
WOBS-FM	3	.1	13	.5	4	.2	1	
TOT	25	1.0						
WRAI	8	.3	31	1.2	22	.9	14	.5
WRSJ			6	.2	3	.1		
WUND	24	.9	24	.9	14	.5	9	.4
WVOZ	13	.5	45	1.8	41	1.6	25	1.0
WZAR	1		4	.2	10	.4		
TOTAL	333	13.0	440	17.2	330	12.9	177	6.9

**MONDAY-FRIDAY**

**SUNDAY**

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	.9	259
WBMJ			35	1.4	335
WEYA			4	.2	40
WFID			7	.3	101
WHDG			3	.1	81
WIAC			13	.5	217
WIAC-FM			7	.3	73
WKAQ			58	2.3	612
WKAQ-FM			4	.2	127
WKVM			24	.9	245
WKVM-FM			1		12
WLUZ			14	.5	265
WDLA			15	.6	82
WORD			15	.6	154
WPRM			12	.5	66
WOBS			14	.5	218
WOBS-FM			6	.2	124
TOT					
WRAI			21	.8	189
WRSJ			13	.5	162
WUND			29	1.1	329
WVOZ			37	1.4	281
WZAR			5	.2	31
TOTAL			359	14.0	2012

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			3	.1	3	.1	2	.1
WBMJ	21	.8	66	2.6	44	1.7	15	.6
WEYA	2	.1	6	.2	6	.2	6	.2
WFID	7	.3	17	.7	14	.5	3	.1
WHDG			3	.1	4	.2	1	
WIAC	6	.2	8	.3	7	.3		
WIAC-FM	6	.2	13	.5	2	.1		
WKAQ	37	1.4	62	2.4	167	6.5	1	
WKAQ-FM	9	.4	29	1.1	17	.7	3	.1
WKVM	14	.5	19	.7	13	.5	3	.1
WKVM-FM			1					
WLUZ	17	.7	39	1.5	6	.2		
WDLA	5	.2	2	.1	6	.2	2	.1
WORD	19	.7	32	1.2	21	.8	15	.6
WPRM	1		8	.3	2	.1		
WOBS	25	1.0	42	1.6	14	.5	4	.2
WOBS-FM	2	.1	10	.4	8	.3		
TOT	27	1.1						
WRAI	12	.5	40	1.6	28	1.1	13	.5
WRSJ	4	.2	6	.2	3	.1	6	.2
WUND	16	.6	40	1.6	10	.4	6	.2
WVOZ	10	.4	32	1.2	22	.9	12	.5
WZAR	3	.1	8	.3	6	.2	3	.1
TOTAL	227	8.8	524	20.4	417	16.3	94	3.7

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			11	1.0	70			14	1.3	55			11	1.0	78
WRMJ			34	3.0	188			28	2.5	184			38	3.4	212
WEYA															12
WFID			9	.8	38			16	1.4	29			14	1.3	59
WHOA			7	.6	49			7	.6	37			2	.2	36
WIAC			4	.4	25			3	.3	58			4	.4	45
WIAC-FM					25			5	.4	25			5	.4	40
WKAQ			41	3.7	230			33	3.0	194			46	4.1	216
WKAQ-FM			10	.9	64			5	.4	29			3	.3	50
WKVM			18	1.6	140			14	1.3	70			17	1.5	89
WKVM-FM			7	.6	24			17	1.5	26			2	.2	9
WLUZ			28	2.5	87			20	1.8	46			6	.5	61
WOLA					19			7	.6	63			12	1.1	66
WORD			2	.2	11			4	.4	14			1	.1	13
WPRM					20			1	.1	15			2	.2	16
WOBS			30	2.7	187			27	2.4	120			21	1.9	142
WOBS-FM			1	.1	40			5	.4	51			3	.3	65
TOT			31	2.8	223										
WRAI			10	.9	71			16	1.4	78			16	1.4	94
WRSJ			6	.5	54			15	1.3	48			9	.8	35
WUNO			8	.7	146			17	1.5	164			20	1.8	159
WVOZ			11	1.0	183			27	2.4	169			32	2.9	204
WZAR			1	.1	8					11			9	.8	16
TOTAL			250	22.4	920			288	25.8	758			277	24.8	888

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			9	.8	132			12	1.1	128			10	.9	113
WRMJ			30	2.7	366			33	3.0	331			37	3.3	293
WEYA			1	.1	12					12					12
WFID			9	.8	85			13	1.2	71			11	1.0	69
WHOA			4	.4	82			6	.5	69			5	.4	53
WIAC			5	.4	137			4	.4	88			4	.4	57
WIAC-FM			3	.3	48			4	.4	48			3	.3	48
WKAQ			30	2.7	385			40	3.6	367			44	3.9	343
WKAQ-FM			4	.4	109			6	.5	98			6	.5	90
WKVM			12	1.1	210			16	1.4	191			18	1.6	185
WKVM-FM			7	.6	31			10	.9	31			4	.4	27
WLUZ			13	1.2	130			18	1.6	118			17	1.5	113
WOLA			8	.7	103			7	.6	97			7	.6	75
WORD			2	.2	42			2	.2	27			2	.2	17
WPRM			2	.2	40			1	.1	31			1	.1	22
WOBS			21	1.9	252			26	2.3	238			26	2.3	231
WOBS-FM			3	.3	114			4	.4	94			2	.2	85
TOT															
WRAI			13	1.2	143			14	1.3	135			13	1.2	128
WRSJ			9	.8	92			10	.9	82			8	.7	60
WUNO			16	1.4	271			15	1.3	244			14	1.3	233
WVOZ			25	2.2	323			24	2.1	299			22	2.0	278
WZAR			3	.3	23			2	.2	23			4	.4	18
TOTAL			238	21.3	1118			273	24.4	1101			264	23.6	1079



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.3	22
WRMJ			22	2.0	182
WEYA			4	.4	12
WFID			1	.1	29
WFOA					31
WIAC			9	.8	70
WIAC-FM			1	.1	16
WKAO			7	.6	82
WKAO-FM			1	.1	25
WKVM			1	.1	70
WKVM-FM					6
WLUZ					19
WOLA			17	1.5	59
WORD			3	.3	21
WPRM			9	.8	16
WOBS			6	.5	74
WOBS-FM			1	.1	38
TOT					
WRAI			12	1.1	80
WRSJ			2	.2	23
WJND			20	1.8	101
WVOZ			31	2.8	130
WZAR			2	.2	11
TOTAL			149	13.3	634

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID			
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE			
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.		
WAPA					4	.4	2	.2		
WRMJ	20	1.8	59	5.3	43	3.8	36	3.2		
WEYA					1	.1	7	.6	4	.4
WFID					11	1.0	14	1.3		
WFOA					3	.3	1	.1	3	.3
WIAC	5	.4	7	.6	6	.5	8	.7		
WIAC-FM					2	.2				
WKAO	21	1.9	12	1.1	10	.9	4	.4		
WKAO-FM	2	.2	6	.5	5	.4				
WKVM	11	1.0	7	.6	10	.9				
WKVM-FM										
WLUZ	4	.4	12	1.1	1	.1	2	.2		
WOLA	1	.1	12	1.1	16	1.4	6	.7		
WORD	3	.3	11	1.0	6	.5	5	.4		
WPRM										
WOBS	17	1.5	21	1.9	11	1.0	10	.9		
WOBS-FM	3	.3	12	1.1	4	.4	1	.1		
TOT	20	1.8								
WRAI	6	.5	20	1.8	10	.9	10	.9		
WRSJ			2	.2						
WJND	6	.5	7	.6	8	.7	6	.5		
WVOZ	11	1.0	44	3.9	39	3.5	23	2.1		
WZAR	1	.1	4	.4	10	.9				
TOTAL	119	10.6	259	23.2	210	18.8	123	11.0		

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.6	85
WRMJ			28	2.5	270
WEYA			2	.2	12
WFID			7	.6	77
WFOA			1	.1	59
WIAC			7	.6	104
WIAC-FM			3	.3	44
WKAO			24	2.1	243
WKAO-FM			2	.2	61
WKVM			9	.8	119
WKVM-FM			1	.1	9
WLUZ			3	.3	74
WOLA			15	1.3	77
WORD			1	.1	28
WPRM			5	.4	30
WOBS			13	1.2	169
WOBS-FM			2	.2	93
TOT					
WRAI			14	1.3	125
WRSJ			5	.4	49
WJND			20	1.8	203
WVOZ			32	2.9	241
WZAR			5	.4	21
TOTAL			205	18.3	1000

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID			
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE			
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.		
WAPA					1	.1	3	.3		
WRMJ	20	1.8	57	5.1	40	3.6	15	1.3		
WEYA					1	.1				
WFID	2	.2	10	.9	9	.8	2	.2		
WFOA			2	.2	3	.3				
WIAC	1	.1	3	.3	5	.4				
WIAC-FM	1	.1	7	.6	1	.1				
WKAO	11	1.0	19	1.7	47	4.2				
WKAO-FM	2	.2	21	1.9	9	.8	1	.1		
WKVM	2	.2	10	.9	10	.9				
WKVM-FM										
WLUZ	8	.7	16	1.4	2	.2				
WOLA	5	.4	2	.2	6	.5	2	.2		
WORD	1	.1	6	.5	7	.6	2	.2		
WPRM	1	.1	4	.4	1	.1				
WOBS	15	1.3	31	2.8	13	1.2	4	.4		
WOBS-FM	1	.1	4	.4	4	.4				
TOT	16	1.4								
WRAI	5	.4	27	2.4	13	1.2	8	.7		
WRSJ	1	.1	4	.4	1	.1	3	.3		
WJND	4	.4	12	1.1	6	.5	6	.5		
WVOZ	6	.5	23	2.1	19	1.7	11	1.0		
WZAR	3	.3	8	.7	6	.5	3	.3		
TOTAL	93	8.3	279	25.0	216	19.3	57	5.1		



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	155			15	.8	86			16	.9	112
WRMJ			40	2.2	220			35	1.9	216			46	2.5	261
WEYA					6			1	.1	15			2	.1	27
WFID			9	.5	38			16	.9	34			15	.8	75
WHOA			8	.4	75			12	.7	47			6	.3	51
WTAC			4	.2	45			7	.4	107			5	.3	69
WTAC-FM			4	.2	34			5	.3	36			5	.3	54
WKAQ			99	5.5	519			53	2.9	363			71	3.9	360
WKAQ-FM			16	.9	102			8	.4	51			5	.3	70
WKVM			43	2.4	265			28	1.5	113			33	1.8	148
WKVM-FM			7	.4	24			17	.9	26			2	.1	12
WLUZ			56	3.1	204			31	1.7	82			16	.9	166
WOLA					19			7	.4	63			12	.7	66
WORD			2	.1	36			10	.6	31			6	.3	53
WPRM					28			5	.3	29			2	.1	32
WOBS			39	2.2	251			31	1.7	147			21	1.2	179
WOBS-FM			3	.2	55			7	.4	65			9	.5	84
TOT			42	2.3	302										
WRAI			13	.7	87			19	1.0	98			22	1.2	127
WRSJ			13	.7	105			22	1.2	81			16	.9	67
WUNO			16	.9	217			30	1.7	231			33	1.8	225
WVOZ			19	1.0	232			27	1.5	189			34	1.9	228
WZAR			2	.1	12			1	.1	15			9	.5	20
TOTAL			426	23.5	1565			397	21.9	1119			395	21.8	1355

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			12	.7	267			15	.8	240			14	.8	220
WRMJ			36	2.0	429			40	2.2	394			44	2.4	356
WEYA			2	.1	33			1	.1	27			1	.1	27
WFID			9	.5	101			13	.7	87			11	.6	85
WHOA			7	.4	108			9	.5	95			7	.4	79
WTAC			6	.3	203			6	.3	154			4	.2	97
WTAC-FM			5	.3	74			5	.3	68			5	.3	62
WKAQ			54	3.0	725			73	4.0	707			86	4.7	662
WKAQ-FM			7	.4	158			10	.6	147			10	.6	139
WKVM			25	1.4	384			34	1.9	359			38	2.1	342
WKVM-FM			7	.4	34			10	.6	34			4	.2	30
WLUZ			25	1.4	313			34	1.9	296			36	2.0	291
WOLA			8	.4	103			7	.4	97			7	.4	75
WORD			7	.4	121			6	.3	87			5	.3	77
WPRM			4	.2	67			3	.2	58			1	.1	46
WOBS			24	1.3	328			31	1.7	314			31	1.7	307
WOBS-FM			6	.3	140			7	.4	120			6	.3	111
TOT															
WRAI			16	.9	186			18	1.0	172			18	1.0	161
WRSJ			15	.8	160			17	.9	144			15	.8	122
WUNO			25	1.4	388			27	1.5	355			25	1.4	327
WVOZ			28	1.5	384			27	1.5	357			27	1.5	336
WZAR			3	.2	33			3	.2	27			5	.3	22
TOTAL			345	19.1	1800			405	22.4	1783			411	22.7	1761



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.4	64
WBMJ			24	1.3	195
WEYA			5	.3	29
WF10			1	.1	40
WHOA			1	.1	35
WIAC			9	.5	76
WIAC-FM			7	.4	33
WKAQ			7	.4	100
WKAQ-FM			3	.2	33
WKVM			3	.2	97
WKVM-FM					6
WLUZ			1	.1	30
WOLA			17	.9	59
WORD			17	.9	67
WPRM			13	.7	20
WOBS			6	.3	87
WOBS-FM			3	.2	43
TOT					
WRAI			12	.7	86
WRSJ			5	.3	41
WUND			21	1.2	120
WVOZ			35	1.9	143
WZAR			2	.1	17
TOTAL			191	10.5	833

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	4	.2	4	.2		
WBMJ	20	1.1	63	3.5	48	2.7	43	2.4
WEYA			1	.1	8	.4	4	.2
WF10			13	.7	14	.8		
WHOA	3	.2	3	.2	3	.2	3	.2
WIAC	8	.4	8	.4	7	.4	8	.4
WIAC-FM					2	.1		
WKAQ	51	2.8	28	1.5	21	1.2	6	.3
WKAQ-FM	5	.3	10	.6	7	.4	1	.1
WKVM	16	.9	13	.7	12	.7		
WKVM-FM	2	.1	1	.1				
WLUZ	13	.7	20	1.1	10	.6	4	.2
WOLA	1	.1	12	.7	16	.9	8	.4
WORD	8	.4	15	.8	6	.3	8	.4
WPRM								
WOBS	19	1.0	27	1.5	17	.9	16	.9
WOBS-FM	3	.2	13	.7	4	.2	1	.1
TOT	22	1.2						
WRAI	8	.4	26	1.4	15	.8	10	.6
WRSJ			4	.2	3	.2		
WUND	17	.9	21	1.2	13	.7	9	.5
WVOZ	11	.6	45	2.5	40	2.2	24	1.3
WZAR	1	.1	4	.2	10	.6		
TOTAL	196	10.8	344	19.0	272	15.0	149	8.2

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			12	.7	147
WBMJ			33	1.8	319
WEYA			3	.2	33
WF10			7	.4	93
WHOA			3	.2	78
WIAC			7	.4	128
WIAC-FM			6	.3	64
WKAQ			35	1.9	393
WKAQ-FM			4	.2	86
WKVM			17	.9	184
WKVM-FM			1	.1	12
WLUZ			8	.4	185
WOLA			15	.8	77
WORD			10	.6	88
WPRM			7	.4	46
WOBS			13	.7	206
WOBS-FM			6	.3	112
TOT					
WRAI			17	.9	164
WRSJ			10	.6	87
WUND			26	1.4	261
WVOZ			35	1.9	268
WZAR			5	.3	31
TOTAL			281	15.5	1501

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			2	.1	3	.2		
WBMJ	21	1.2	63	3.5	44	2.4	15	.8
WEYA			4	.2	1	.1	1	.1
WF10	7	.4	14	.8	12	.7	3	.2
WHOA			3	.2	4	.2	1	.1
WIAC	4	.2	4	.2	5	.3		
WIAC-FM	6	.3	13	.7	1	.1		
WKAQ	20	1.1	37	2.0	104	5.7		
WKAQ-FM	5	.3	25	1.4	14	.8	3	.2
WKVM	3	.2	12	.7	10	.6		
WKVM-FM			1	.1				
WLUZ	16	.9	32	1.8	4	.2		
WOLA	5	.3	2	.1	6	.3	2	.1
WORD	13	.7	24	1.3	20	1.1	11	.6
WPRM	1	.1	8	.4	1	.1		
WOBS	19	1.0	37	2.0	14	.8	4	.2
WOBS-FM	2	.1	10	.6	8	.4		
TOT	21	1.2						
WRAI	11	.6	38	2.1	24	1.3	9	.5
WRSJ	4	.2	5	.3	1	.1	3	.2
WUND	15	.8	30	1.7	9	.5	6	.3
WVOZ	7	.4	31	1.7	22	1.2	12	.7
WZAR	3	.2	8	.4	6	.3	3	.2
TOTAL	169	9.3	431	23.8	325	17.9	74	4.1



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	1.1	145			15	1.2	83			13	1.0	86
WRMJ			17	1.3	74			9	.7	49			14	1.1	103
WEYA					6			1	.1	15			2	.2	27
WFID			4	.3	17			6	.5	11			8	.6	49
WHDA			6	.5	66			5	.4	25			4	.3	38
WIAC			4	.3	43			7	.5	91			5	.4	58
WIAC-FM			4	.3	27			3	.2	29			3	.2	41
WKAQ			88	6.9	434			45	3.5	297			63	4.9	283
WKAQ-FM			11	.9	78			3	.2	26			3	.2	47
WKVM			30	2.3	204			23	1.8	86			26	2.0	108
WKVM-FM					14			13	1.0	17			2	.2	12
WLUZ			54	4.2	182			24	1.9	72			14	1.1	160
WOLA															
WORD					32			6	.5	17			6	.5	53
WPRM					28			5	.4	25			2	.2	30
WOBS			29	2.3	191			22	1.7	93			11	.9	128
WOBS-FM			2	.2	36			2	.2	31			8	.6	58
TOT			31	2.4	223										
WRAT			7	.5	34			5	.4	35			12	.9	56
WRSJ			13	1.0	97			22	1.7	60			16	1.3	59
WUND			13	1.0	150			23	1.8	167			29	2.3	165
WVDZ			12	.9	110			4	.3	53			18	1.4	102
WZAR			1	.1	10			1	.1	15			5	.4	16
TOTAL			323	25.2	1158			249	19.5	715			270	21.1	938

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	.9	234			14	1.1	211			13	1.0	191
WRMJ			11	.9	141			13	1.0	134			16	1.3	134
WEYA			2	.2	33			1	.1	27			1	.1	27
WFID			4	.3	63			5	.4	53			5	.4	53
WHDA			4	.3	66			5	.4	66			5	.4	66
WIAC			4	.3	148			6	.5	129			4	.3	84
WIAC-FM			4	.3	57			3	.2	51			4	.3	45
WKAQ			47	3.7	574			64	5.0	562			76	5.9	535
WKAQ-FM			4	.3	97			6	.5	97			7	.5	97
WKVM			19	1.5	297			26	2.0	278			28	2.2	261
WKVM-FM			4	.3	20			6	.5	20			1	.1	20
WLUZ			22	1.7	280			30	2.3	269			34	2.7	269
WOLA															
WORD			6	.5	98			4	.3	73			4	.3	73
WPRM			4	.3	57			3	.2	51			1	.1	44
WOBS			16	1.3	220			21	1.6	216			21	1.6	216
WOBS-FM			4	.3	84			4	.3	72			5	.4	72
TOT															
WRAT			6	.5	77			8	.6	71			10	.8	67
WRSJ			14	1.1	126			17	1.3	120			15	1.2	114
WUND			19	1.5	271			22	1.7	251			22	1.7	228
WVDZ			14	1.1	179			11	.9	166			15	1.2	166
WZAR			2	.2	27			2	.2	21			3	.2	16
TOTAL			229	17.9	1269			278	21.7	1263			297	23.2	1263



**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			4	.3	52
WBMJ			5	.4	55
WEYA			5	.4	29
WFID			1	.1	30
WHOA			1	.1	10
WIAC			1	.1	29
WIAC-FM			7	.5	30
WKAQ			4	.3	51
WKAQ-FM			2	.2	16
WKVM			2	.2	59
WKVM-FM					6
WLUZ			1	.1	23
WOLA					
WORD			16	1.3	58
WPRM			11	.9	14
WOBS			3	.2	45
WOBS-FM			3	.2	26
TOT					
WRAI			2	.2	28
WRSJ			3	.2	22
WUND			11	.9	68
WVOZ			25	2.0	67
WZAR			2	.2	17
TOTAL			103	8.0	467

**SATURDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.2	3	.2	3	.2		
WBMJ	7	.5	14	1.1	20	1.6	9	.7
WEYA			1	.1	8	.6	4	.3
WFID			5	.4	10	.8		
WHOA	3	.2	1	.1	2	.2		
WIAC	8	.6	8	.6	5	.4	3	.2
WIAC-FM					2	.2		
WKAQ	48	3.8	28	2.2	19	1.5	6	.5
WKAQ-FM	4	.3	9	.7	2	.2	1	.1
WKVM	15	1.2	13	1.0	10	.8		
WKVM-FM	2	.2	1	.1				
WLUZ	11	.9	19	1.5	10	.8	2	.2
WOLA								
WORD	8	.6	12	.9	6	.5	8	.6
WPRM								
WOBS	11	.9	13	1.0	14	1.1	12	.9
WOBS-FM			8	.6				
TOT								
WRAI	5	.4	20	1.6	8	.6	2	.2
WRSJ			4	.3	3	.2		
WUND	14	1.1	16	1.3	7	.5	5	.4
WVOZ	4	.3	16	1.3	19	1.5	17	1.3
WZAR	1	.1	4	.3	8	.6		
TOTAL	146	11.4	205	16.0	162	12.7	71	5.5

**MONDAY-FRIDAY**

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.7	114
WBMJ			9	.7	109
WEYA			3	.2	33
WFID			4	.3	63
WHOA			2	.2	47
WIAC			3	.2	77
WIAC-FM			5	.4	51
WKAQ			30	2.3	306
WKAQ-FM			3	.2	52
WKVM			13	1.0	133
WKVM-FM			1	.1	12
WLUZ			7	.5	172
WOLA					
WORD			10	.8	79
WPRM			6	.5	40
WOBS			7	.5	135
WOBS-FM			6	.5	69
TOT					
WRAI			7	.5	67
WRSJ			9	.7	65
WUND			19	1.5	199
WVOZ			22	1.7	115
WZAR			3	.2	27
TOTAL			177	13.8	1016

**SUNDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			2	.2				
WBMJ	1	.1	7	.5	13	1.0	2	.2
WEYA			4	.3	1	.1	1	.1
WFID			6	.5	11	.9	12	.9
WHOA					1	.1	1	.1
WIAC	4	.3	2	.2	3	.2		
WIAC-FM	6	.5	13	1.0	1	.1		
WKAQ	19	1.5	33	2.6	97	7.6		
WKAQ-FM	4	.3	18	1.4	8	.6	2	.2
WKVM	2	.2	5	.4	4	.3		
WKVM-FM			1	.1				
WLUZ	14	1.1	25	2.0	3	.2		
WOLA	5	.4						
WORD	13	1.0	24	1.9	19	1.5	11	.9
WPRM	1	.1	6	.5				
WOBS	8	.6	22	1.7	11	.9	4	.3
WOBS-FM	2	.2	10	.8	8	.6		
TOT			10	.8				
WRAI	7	.5	20	1.6	12	.9	1	.1
WRSJ	3	.2	3	.2	1	.1	2	.2
WUND	11	.9	24	1.9	4	.3	2	.2
WVOZ	3	.2	10	.8	4	.3	4	.3
WZAR	2	.2	6	.5	5	.4	3	.2
TOTAL	116	9.1	269	21.0	217	17.0	37	2.9



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			17	.9	196			16	.9	122			26	1.4	154
WBMJ			17	.9	85			10	.6	57			19	1.1	119
WEYA					6			3	.2	18			3	.2	34
WFID			4	.2	17			6	.3	16			8	.4	54
WHOA			6	.3	69			5	.3	28			4	.2	41
WIAC			12	.7	73			14	.8	140			15	.8	126
WIAC-FM			4	.2	33			4	.2	35			5	.3	47
WKAQ			168	9.4	726			63	3.5	407			85	4.7	416
WKAQ-FM			13	.7	111			4	.2	59			4	.2	79
WKVM			50	2.8	302			31	1.7	123			29	1.6	145
WKVM-FM					14			13	.7	17			2	.1	12
WLUZ			74	4.1	247			30	1.7	91			20	1.1	214
WOLA					5			2	.1	5					5
WORD			3	.2	58			14	.8	51			8	.4	87
WPRM					31			5	.3	28			4	.2	41
WQBS			34	1.9	210			22	1.2	107			11	.6	138
WQBS-FM			2	.1	39			2	.1	43			8	.4	70
TOT			36	2.0	245										
WRAI			7	.4	37			5	.3	41			16	.9	72
WRSJ			20	1.1	132			27	1.5	74			21	1.2	100
WUNO			18	1.0	196			28	1.6	190			33	1.8	204
WVOZ			13	.7	126			4	.2	53			20	1.1	112
WZAR			1	.1	10			1	.1	15			5	.3	16
TOTAL			481	26.8	1598			314	17.5	951			354	19.7	1273

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			17	.9	353			19	1.1	321			21	1.2	288
WBMJ			12	.7	163			15	.8	156			19	1.1	156
WEYA			3	.2	40			2	.1	34			1	.1	34
WFID			4	.2	68			5	.3	58			5	.3	58
WHOA			4	.2	72			5	.3	72			5	.3	72
WIAC			10	.6	239			14	.8	220			13	.7	165
WIAC-FM			5	.3	63			4	.2	57			5	.3	51
WKAQ			76	4.2	907			102	5.7	891			127	7.1	864
WKAQ-FM			5	.3	149			7	.4	149			8	.4	142
WKVM			27	1.5	407			36	2.0	388			39	2.2	363
WKVM-FM			4	.2	20			6	.3	20			1	.1	20
WLUZ			31	1.7	391			40	2.2	376			47	2.6	376
WOLA			1	.1	5			1	.1	5					5
WORD			10	.6	155			9	.5	113			7	.4	111
WPRM			6	.3	75			4	.2	62			2	.1	55
WQBS			17	.9	250			22	1.2	246			23	1.3	238
WQBS-FM			4	.2	96			4	.2	84			5	.3	84
TOT															
WRAI			8	.4	96			9	.5	90			12	.7	83
WRSJ			18	1.0	191			23	1.3	175			21	1.2	166
WUNO			22	1.2	331			27	1.5	311			26	1.4	288
WVOZ			15	.8	195			12	.7	182			16	.9	182
WZAR			2	.1	27			2	.1	21			3	.2	16
TOTAL			311	17.3	1775			377	21.0	1763			418	23.3	1757



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.6	92
WBMJ			5	.3	55
WEYA			5	.3	34
WFJD			1	.1	35
WHOA			1	.1	10
WIAC			1	.1	38
WIAC-FM			7	.4	30
WKAQ			10	.6	84
WKAQ-FM			2	.1	27
WKVM			5	.3	78
WKVM-FM					6
WLUZ			6	.3	54
WDLA					
WORD			22	1.2	87
WPRM			18	1.0	27
WOBS			4	.2	52
WOBS-FM			3	.2	31
TOT					
WRAI			6	.3	36
WRSJ			3	.2	40
WUNO			11	.6	74
WVOZ			25	1.4	67
WZAR			2	.1	17
TOTAL			139	7.7	630

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	3	.2	6	.3	3	.2
WBMJ	7	.4	16	.9	20	1.1	9	.5
WEYA			3	.2	9	.5	4	.2
WFJD			8	.4	10	.6		
WHOA	3	.2	1	.1	3	.2		
WIAC	10	.6	12	.7	7	.4	4	.2
WIAC-FM					2	.1		
WKAQ	92	5.1	42	2.3	27	1.5	9	.5
WKAQ-FM	4	.2	12	.7	2	.1	3	.2
WKVM	31	1.7	22	1.2	14	.8	1	.1
WKVM-FM	2	.1	1	.1				
WLUZ	17	.9	29	1.6	23	1.3	5	.3
WDLA								
WORD	14	.8	26	1.4	10	.6	12	.7
WPRM							1	.1
WOBS	13	.7	13	.7	14	.8	12	.7
WOBS-FM	13	.7	8	.4				
TOT								
WRAI	5	.3	25	1.4	15	.8	5	.3
WRSJ			6	.3	3	.2		
WUNO	17	.9	19	1.1	8	.4	5	.3
WVOZ	4	.2	16	.9	20	1.1	17	.9
WZAR	1	.1	4	.2	8	.4		
TOTAL	229	12.8	276	15.4	206	11.5	94	5.2

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	1.1	194
WBMJ			11	.6	125
WEYA			4	.2	40
WFJD			4	.2	68
WHOA			2	.1	50
WIAC			7	.4	145
WIAC-FM			6	.3	57
WKAQ			44	2.5	450
WKAQ-FM			3	.2	90
WKVM			16	.9	176
WKVM-FM			1	.1	12
WLUZ			13	.7	239
WDLA					5
WORD			14	.8	130
WPRM			10	.6	58
WOBS			8	.4	145
WOBS-FM			6	.3	81
TOT					
WRAI			11	.6	83
WRSJ			11	.6	119
WUNO			21	1.2	238
WVOZ			23	1.3	125
WZAR			3	.2	27
TOTAL			234	13.0	1384

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA			3	.2			2	.1
WBMJ	1	.1	10	.6	13	.7	2	.1
WEYA	2	.1	6	.3	6	.3	6	.3
WFJD	6	.3	14	.8	14	.8	1	.1
WHOA			1	.1	1	.1	1	.1
WIAC	5	.3	3	.2	5	.3		
WIAC-FM	6	.3	13	.7	2	.1		
WKAQ	26	1.4	50	2.8	141	7.9		
WKAQ-FM	7	.4	21	1.2	11	.6	2	.1
WKVM	11	.6	8	.4	5	.3	3	.2
WKVM-FM			1	.1				
WLUZ	15	.8	32	1.8	5	.3		
WDLA	5	.3						
WORD	18	1.0	32	1.8	20	1.1	14	.8
WPRM	1	.1	6	.3	1	.1		
WOBS	14	.8	27	1.5	11	.6	4	.2
WOBS-FM	2	.1	10	.6	8	.4		
TOT	16	.9						
WRAI	8	.4	20	1.1	13	.7	4	.2
WRSJ	3	.2	3	.2	3	.2	5	.3
WUNO	12	.7	32	1.8	5	.3	2	.1
WVOZ	4	.2	10	.6	4	.2	4	.2
WZAR	2	.1	6	.3	5	.3	3	.2
TOTAL	157	8.8	338	18.8	283	15.8	54	3.0



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			6	.5	136			2	.2	70			18	1.5	102
WBMJ			6	.5	43			8	.7	40			13	1.1	65
WFYA					6			3	.2	18			3	.2	22
WFID										10			1	.1	21
WHOA			1	.1	29			5	.4	13			4	.3	18
WIAC			8	.7	50			11	.9	98			11	.9	92
WIAC-FM			4	.3	15			1	.1	17			2	.2	20
WKAQ			138	11.4	581			38	3.1	279			47	3.9	277
WKAQ-FM			8	.7	71			4	.3	55			3	.2	52
WKVM			45	3.7	223			22	1.8	80			19	1.6	96
WKVM-FM															3
WLUZ			48	4.0	182			17	1.4	55			16	1.3	159
WOLA					5			2	.2	5					5
WORD			3	.2	51			14	1.2	51			7	.6	74
WPRM					11			4	.3	17			2	.2	27
WQBS			14	1.2	83			4	.3	41					47
WQBS-FM			2	.2	18			2	.2	26			6	.5	31
TOT			16	1.3	101										
WRAI			3	.2	19			3	.2	26			10	.8	49
WRSJ			14	1.2	86			12	1.0	47			12	1.0	73
WUND			13	1.1	117			18	1.5	90			17	1.4	105
WVOZ			9	.7	65					20			4	.3	34
WZAR			1	.1	4			1	.1	4					4
TOTAL			334	27.7	1085			174	14.4	597			202	16.7	802

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			9	.7	254			8	.7	222			12	1.0	204
WBMJ			7	.6	85			9	.7	85			10	.8	85
WEYA			2	.2	28			2	.2	22			1	.1	22
WFID					21					21					21
WHOA			3	.2	32			3	.2	32			2	.2	32
WIAC			7	.6	157			10	.8	157			9	.7	121
WIAC-FM			3	.2	32			2	.2	26			3	.2	20
WKAQ			53	4.4	673			71	5.9	669			93	7.7	648
WKAQ-FM			4	.3	101			5	.4	101			5	.4	94
WKVM			21	1.7	284			28	2.3	278			31	2.6	259
WKVM-FM					3					3					3
WLUZ			21	1.7	294			26	2.2	285			32	2.7	285
WOLA			1	.1	5			1	.1	5					5
WORD			9	.7	136			9	.7	100			6	.5	98
WPRM			4	.3	45			3	.2	38			1	.1	35
WQBS			4	.3	106			6	.5	106			7	.6	98
WQBS-FM			3	.2	38			3	.2	38			4	.3	38
TOT															
WRAI			5	.4	62			5	.4	56			7	.6	49
WRSJ			10	.8	133			13	1.1	117			13	1.1	114
WUND			12	1.0	177			17	1.4	171			15	1.2	154
WVOZ			4	.3	77			4	.3	74			6	.5	74
WZAR					10			1	.1	4			1	.1	4
TOTAL			189	15.7	1188			231	19.1	1182			268	22.2	1176



**MONDAY-FRIDAY**

**SATURDAY**

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.9	82
WRMJ			2	.2	13
WEYA			1	.1	22
WFID					16
WHD			1	.1	4
WIAC					15
WIAC-FM			6	.5	17
WKAQ			6	.5	51
WKAQ-FM			2	.2	19
WKVM			5	.4	46
WKVM-FM					
WLUZ			6	.5	42
WOLA					
WORD			20	1.7	75
WPRM			11	.9	17
WBBS			1	.1	20
WBBS-FM			2	.2	10
TOT					
WRAI			4	.3	14
WRSJ			3	.2	36
WUND			1	.1	25
WVOZ			4	.3	13
WZAR					6
TOTAL			78	6.5	362

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.
2	.2			5	.4	3	.2
		6	.5	5	.4	7	.6
		2	.2	2	.2		
		5	.4				
3	.2			3	.2		
5	.4	5	.4	3	.2	1	.1
74	6.1	30	2.5	19	1.6	5	.4
3	.2	7	.6	2	.2	3	.2
21	1.7	15	1.2	6	.5	1	.1
2	.2	1	.1				
15	1.2	18	1.5	22	1.8	5	.4
11	.9	18	1.5	4	.3	7	.6
						1	.1
4	.3	6	.5	6	.5	6	.5
4	.3	1	.1				
2	.2	11	.9	12	1.0	3	.2
		4	.3	3	.2		
14	1.2	17	1.4	6	.5	3	.2
		1	.1	2	.2	1	.1
160	13.3	156	12.9	106	8.8	49	4.1

**MONDAY-FRIDAY**

**SUNDAY**

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	1.2	142
WRMJ			7	.6	65
WEYA			2	.2	28
WFID					21
WHD			2	.2	22
WIAC			4	.3	92
WIAC-FM			4	.3	26
WKAQ			25	2.1	294
WKAQ-FM			2	.2	63
WKVM			11	.9	108
WKVM-FM					3
WLUZ			11	.9	178
WOLA					5
WORD			13	1.1	111
WPRM			6	.5	34
WBBS			1	.1	47
WBBS-FM			4	.3	31
TOT					
WRAI			7	.6	55
WRSJ			7	.6	92
WUND			8	.7	117
WVOZ			4	.3	37
WZAR					10
TOTAL			133	11.0	869

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.
		2	.2			2	.2
1	.1	9	.7	4	.3		
2	.2	6	.5	5	.4	6	.5
5	.4	7	.6	5	.4	1	.1
		1	.1	1	.1	1	.1
4	.3	2	.2	2	.2		
5	.4	6	.5	1	.1		
25	2.1	35	2.9	101	8.4		
2	.2	7	.6	8	.7	2	.2
11	.9	10	.8	5	.4	3	.2
				1	.1		
11	.9	9	.7	23	1.9	4	.3
17	1.4	26	2.2	14	1.2	12	1.0
		4	.3	1	.1		
10	.8	11	.9	1	.1		
1	.1	6	.5	4	.3		
11	.9						
7	.6	11	.9	12	1.0	4	.3
3	.2	1	.1	2	.2	3	.2
12	1.0	26	2.2	4	.3		
2	.2	8	.7	3	.2	1	.1
117	9.7	221	18.3	175	14.5	34	2.8



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			37	1.3	275			17	.6	158			15	.5	148
WBMJ			40	1.4	324			77	2.7	277			32	1.1	237
WEYA			2	.1	25			14	.5	51			19	.7	45
WFID			12	.4	64			29	1.0	57			17	.6	76
WHDA			8	.3	48			7	.2	43			6	.2	36
WTAC			12	.4	87			11	.4	127			19	.7	134
WTAC-FM			6	.2	59			13	.4	58			11	.4	95
WKAQ			265	9.2	1044			78	2.7	557			97	3.3	469
WKAQ-FM			41	1.4	208			21	.7	157			9	.3	130
WKVM			131	4.5	617			62	2.1	364			45	1.6	278
WKVM-FM			2	.1	12			2	.1	8					
WLUZ			86	3.0	353			26	.9	132			18	.6	146
WOLA					14			3	.1	16			8	.3	25
WORD			20	.7	81			15	.5	77			15	.5	64
WPRM			3	.1	25			3	.1	16					22
WOBS			43	1.5	325			60	2.1	280			38	1.3	199
WOBS-FM			19	.7	99			26	.9	122			19	.7	102
TOT			62	2.1	413										
WRAI			11	.4	80			17	.6	101			13	.4	83
WRSJ			12	.4	96			6	.2	62			11	.4	65
WUND			84	2.9	460			85	2.9	333			47	1.6	337
WVDZ			15	.5	146			15	.5	127			15	.5	127
WZAR			2	.1	11			4	.1	19			7	.2	17
TOTAL			850	29.4	2559			597	20.6	1841			471	16.3	1714

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	.7	386			22	.8	365			27	.9	343
WBMJ			41	1.4	501			51	1.8	487			36	1.2	436
WEYA			16	.6	66			12	.4	63			11	.4	58
WFID			16	.6	120			20	.7	104			15	.5	98
WHDA			5	.2	67			7	.2	67			7	.2	57
WTAC			11	.4	221			13	.4	211			16	.6	174
WTAC-FM			10	.3	123			10	.3	114			9	.3	106
WKAQ			108	3.7	1320			140	4.8	1287			179	6.2	1239
WKAQ-FM			18	.6	328			23	.8	310			25	.9	273
WKVM			62	2.1	761			78	2.7	753			88	3.0	695
WKVM-FM			1		12			1		12			1		12
WLUZ			32	1.1	459			41	1.4	428			52	1.8	412
WOLA			3	.1	39			4	.1	36			5	.2	33
WORD			11	.4	124			17	.6	117			18	.6	104
WPRM			5	.2	50			2	.1	39			2	.1	35
WOBS			38	1.3	471			48	1.7	445			42	1.5	389
WOBS-FM			16	.6	181			22	.8	174			20	.7	145
TOT															
WRAI			13	.4	160			14	.5	149			13	.4	135
WRSJ			8	.3	175			10	.3	141			11	.4	134
WUND			61	2.1	747			74	2.6	672			66	2.3	621
WVDZ			13	.4	241			14	.5	214			15	.5	196
WZAR			3	.1	31			4	.1	24			4	.1	24
TOTAL			518	17.9	2866			635	21.9	2823			660	22.8	2765



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	.5	89
WBMJ			12	.4	119
WEYA			23	.8	50
WFID			4	.1	42
WHDG			1		14
WIAC			4	.1	45
WIAC-FM			12	.4	46
WKAQ			25	.9	180
WKAQ-FM			3	.1	65
WKVM			21	.7	100
WKVM-FM					
WLUZ			7	.2	7A
WOLA			2	.1	21
WORD			2	.1	29
WPRM			12	.4	35
WQBS			16	.6	79
WQBS-FM			3	.1	40
TOT					
WRAI			13	.4	65
WRSJ			5	.2	44
WUND			30	1.0	156
WVOZ			5	.2	67
WZAR			1		15
TOTAL			213	7.4	940

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	22	.8	21	.7	18	.6	7	.2
WBMJ	28	1.0	91	3.1	47	1.6	15	.5
WEYA	5	.2	12	.4	16	.6	8	.3
WFID	11	.4	34	1.2	23	.8	6	.2
WHDG	4	.1	3	.1	3	.1		
WIAC	7	.2	11	.4	15	.5	4	.1
WIAC-FM	4	.1	27	.9	14	.5	7	.2
WKAQ	133	4.6	76	2.6	53	1.8	16	.6
WKAQ-FM	27	.9	43	1.5	30	1.0	3	.1
WKVM	88	3.0	76	2.6	46	1.6	14	.5
WKVM-FM	3	.1	3	.1				
WLUZ	29	1.0	36	1.2	28	1.0	13	.4
WOLA			1		3	.1	5	.2
WORD	8	.3	30	1.0	21	.7		
WPRM	2	.1	4	.1				
WQBS	21	.7	55	1.9	15	.5	6	.2
WQBS-FM	15	.5	43	1.5	25	.9	4	.1
TOT	36	1.2						
WRAI	4	.1	30	1.0	27	.9	20	.7
WRSJ	5	.2	15	.5	6	.2	6	.2
WUND	50	1.7	90	3.1	44	1.5	13	.4
WVOZ	10	.3	37	1.3	9	.3	4	.1
WZAR			5	.2			1	
TOTAL	497	17.2	769	26.6	461	15.9	155	5.4

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	.5	185
WBMJ			22	.8	273
WEYA			21	.7	58
WFID			11	.4	93
WHDG			3	.1	39
WIAC			11	.4	146
WIAC-FM			11	.4	104
WKAQ			57	2.0	545
WKAQ-FM			4	.1	164
WKVM			32	1.1	310
WKVM-FM					
WLUZ			12	.4	179
WOLA			4	.1	33
WORD			10	.3	72
WPRM			6	.2	35
WQBS			27	.9	240
WQBS-FM			10	.3	115
TOT					
WRAI			12	.4	115
WRSJ			8	.3	105
WUND			38	1.3	436
WVOZ			9	.3	161
WZAR			4	.1	28
TOTAL			328	11.3	1929

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	15	.5	13	.4	16	.6	4	.1
WBMJ	12	.4	52	1.8	35	1.2	12	.4
WEYA	2	.1	11	.4	15	.5	12	.4
WFID	6	.2	26	.9	19	.7	5	.2
WHDG	2	.1	4	.1	3	.1		
WIAC	12	.4	12	.4	11	.4	4	.1
WIAC-FM	7	.2	35	1.2	18	.6	2	.1
WKAQ	58	2.0	66	2.3	108	3.7	9	.3
WKAQ-FM	13	.4	74	2.6	48	1.7	5	.2
WKVM	31	1.1	36	1.2	15	.5	7	.2
WKVM-FM	1		1					
WLUZ	14	.5	31	1.1	5	.2	3	.1
WOLA			1		5	.2		
WORD	4	.1	28	1.0	19	.7	3	.1
WPRM	1		2	.1	1		1	
WQBS	14	.5	32	1.1	14	.5	4	.1
WQBS-FM	11	.4	28	1.0	22	.8	5	.2
TOT	25	.9						
WRAI	6	.2	29	1.0	19	.7	19	.7
WRSJ	5	.2	6	.2	3	.1	4	.1
WUND	30	1.0	73	2.5	35	1.2	13	.4
WVOZ	8	.3	24	.8	7	.2	4	.1
WZAR					7	.2	2	.1
TOTAL	262	9.0	607	21.0	437	15.1	121	4.2



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			11	.9	107			3	.2	66			1	.1	51
WBMJ			25	1.9	219			53	4.1	181			19	1.5	161
WEYA					9			3	.2	15			4	.3	12
WFID			4	.3	33			12	.9	15			6	.5	42
WHOA			6	.5	36			5	.4	34			3	.2	27
WIAC			1	.1	8					21			4	.3	22
WIAC-FM			4	.3	39			8	.6	35			4	.3	59
WKAQ			74	5.7	356			25	1.9	202			27	2.1	183
WKAQ-FM			10	.8	88			1	.1	70			2	.2	73
WKVM			34	2.6	247			29	2.2	184			25	1.9	137
WKVM-FM															
WLUZ			26	2.0	118			17	1.3	46			10	.8	78
WOLA					11			3	.2	16			8	.6	21
WORD			5	.4	33			3	.2	39			4	.3	28
WPRM			2	.2	8			2	.2	7					
WQBS			30	2.3	205			46	3.6	164			33	2.6	153
WQBS-FM			12	.9	78			20	1.6	81			13	1.0	81
TOT			42	3.3	274										
WRAI			9	.7	62			15	1.2	78			7	.5	62
WRSJ			4	.3	30			1	.1	28			1	.1	34
WUNO			51	4.0	272			62	4.8	215			33	2.6	216
WVOZ			7	.5	89			7	.5	78			13	1.0	101
WZAR			2	.2	8			4	.3	15			7	.5	13
TOTAL			313	24.3	1081			319	24.7	874			227	17.6	835

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			5	.4	144			5	.4	129			7	.5	119
WBMJ			26	2.0	336			33	2.6	322			22	1.7	292
WEYA			4	.3	26			2	.2	23			2	.2	21
WFID			6	.5	64			8	.6	48			5	.4	48
WHOA			3	.2	50			5	.4	50			5	.4	40
WIAC			2	.2	40			2	.2	37			3	.2	28
WIAC-FM			5	.4	79			6	.5	70			4	.3	67
WKAQ			32	2.5	481			40	3.1	461			50	3.9	438
WKAQ-FM			3	.2	154			4	.3	143			6	.5	129
WKVM			23	1.8	326			29	2.2	318			30	2.3	285
WKVM-FM															
WLUZ			14	1.1	175			18	1.4	153			19	1.5	150
WOLA			3	.2	32			4	.3	29			5	.4	26
WORD			3	.2	51			4	.3	46			5	.4	40
WPRM			2	.2	21			1	.1	12			1	.1	8
WQBS			31	2.4	297			37	2.9	276			32	2.5	255
WQBS-FM			11	.9	138			16	1.2	131			13	1.0	117
TOT															
WRAI			10	.8	117			11	.9	109			8	.6	99
WRSJ			1	.1	64			2	.2	47			2	.2	47
WUNO			42	3.3	472			50	3.9	416			42	3.3	379
WVOZ			8	.6	167			8	.6	144			9	.7	135
WZAR			3	.2	24			4	.3	17			4	.3	17
TOTAL			239	18.5	1278			288	22.3	1240			270	20.9	1202



**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			3	.2	31
WBMJ			8	.6	95
WEYA			6	.5	13
WFID					21
WHOA			1	.1	14
WIAC			2	.2	6
WIAC-FM			8	.6	32
WKAQ			10	.8	81
WKAQ-FM			1	.1	34
WKVM			7	.5	54
WKVM-FM					
WLUZ			4	.3	55
WOLA			2	.2	19
WORD					17
WPRM			4	.3	11
WOBS			16	1.2	63
WOBS-FM			2	.2	36
TOT					
WRAI			7	.5	47
WRSJ			1	.1	16
WUND			24	1.9	112
WVOZ			5	.4	63
WZAR					11
TOTAL			109	8.5	536

**SATURDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	7	.5			6	.5	2	.2
WBMJ	19	1.5	68	5.3	40	3.1	13	1.0
WEYA	3	.2	6	.5	6	.5		
WFID	3	.2	23	1.8	11	.9	4	.3
WHOA	3	.2	2	.2	3	.2		
WIAC							3	.2
WIAC-FM	4	.3	21	1.6	8	.6	3	.2
WKAQ	34	2.6	40	3.1	24	1.9	10	.8
WKAQ-FM	8	.6	22	1.7	20	1.6	1	.1
WKVM	19	1.5	51	4.0	31	2.4	7	.5
WKVM-FM			1	.1				
WLUZ	8	.6	17	1.3	16	1.2	12	.9
WOLA			1	.1	3	.2	5	.4
WORD	3	.2	7	.5	7	.5		
WPRM	1	.1	2	.2				
WOBS	17	1.3	40	3.1	11	.9	6	.5
WOBS-FM	14	1.1	36	2.8	20	1.6	4	.3
TOT	31	2.4						
WRAI	3	.2	26	2.0	20	1.6	14	1.1
WRSJ	1	.1	4	.3	5	.4	2	.2
WUND	30	2.3	63	4.9	31	2.4	8	.6
WVOZ	7	.5	31	2.4	7	.5	3	.2
WZAR			5	.4			1	.1
TOTAL	186	14.4	476	36.9	272	21.1	100	7.8

**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	.2	73
WBMJ			13	1.0	194
WEYA			5	.4	18
WFID			3	.2	57
WHOA			2	.2	30
WIAC			3	.2	28
WIAC-FM			5	.4	68
WKAQ			18	1.4	212
WKAQ-FM			1	.1	86
WKVM			15	1.2	156
WKVM-FM					
WLUZ			7	.5	102
WOLA			4	.3	29
WORD			3	.2	33
WPRM			2	.2	11
WOBS			24	1.9	183
WOBS-FM			7	.5	92
TOT					
WRAI			6	.5	88
WRSJ			1	.1	51
WUND			28	2.2	283
WVOZ			8	.6	131
WZAR			3	.2	24
TOTAL			162	12.6	974

**SUNDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.2	6	.5	5	.4		
WBMJ	6	.5	39	3.0	28	2.2	11	.9
WEYA			1	.1	2	.2		
WFID	5	.4	16	1.2	8	.6	3	.2
WHOA	1	.1	3	.2	3	.2		
WIAC	3	.2					1	.1
WIAC-FM	5	.4	26	2.0	13	1.0		
WKAQ	23	1.8	31	2.4	40	3.1	5	.4
WKAQ-FM	6	.5	45	3.5	36	2.8	5	.4
WKVM	7	.5	21	1.6	11	.9	5	.4
WKVM-FM								
WLUZ	3	.2	10	.8	4	.3	3	.2
WOLA			1	.1	5	.4		
WORD			8	.6	7	.5		
WPRM	1	.1	2	.2	1	.1		
WOBS	8	.6	24	1.9	10	.8	4	.3
WOBS-FM	9	.7	27	2.1	22	1.7	5	.4
TOT	17	1.3						
WRAI	4	.3	25	1.9	13	1.0	13	1.0
WRSJ	1	.1	1	.1				
WUND	14	1.1	47	3.6	25	1.9	11	.9
WVOZ	3	.2	13	1.0	3	.2	2	.2
WZAR					3	.2	1	.1
TOTAL	101	7.8	350	27.2	242	18.8	73	5.7



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			21	1.0	169			7	.3	105			7	.3	102
WRMJ			38	1.9	300			71	3.5	251			30	1.5	221
WEYA					13			4	.2	17			6	.3	14
WFID			8	.4	54			25	1.2	39			15	.7	62
WHDG			8	.4	42			7	.3	40			6	.3	36
WIAC			7	.3	37			4	.2	48			8	.4	57
WIAC-FM			6	.3	57			12	.6	53			8	.4	88
WKAQ			147	7.2	631			51	2.5	355			59	2.9	294
WKAQ-FM			29	1.4	157			15	.7	125			7	.3	107
WKVM			79	3.9	394			46	2.3	247			34	1.7	201
WKVM-FM			1		5			2	.1	5					
WLUZ			56	2.7	243			20	1.0	85			14	.7	118
WOLA					11			3	.1	16			8	.4	25
WORD			13	.6	65			6	.3	60			8	.4	47
WPRM			2	.1	15			2	.1	9					15
WQBS			35	1.7	267			54	2.6	220			37	1.8	179
WQBS-FM			19	.9	93			26	1.3	112			19	.9	96
TOT			54	2.6	349										
WRAI			10	.5	68			17	.8	89			12	.6	77
WRSJ			8	.4	65			4	.2	48			9	.4	57
WUNO			70	3.4	371			72	3.5	288			42	2.1	302
WVOZ			14	.7	120			13	.6	103			15	.7	111
WZAR			2	.1	8			4	.2	19			7	.3	17
TOTAL			569	27.9	1781			467	22.9	1339			358	17.5	1286

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.5	240			11	.5	225			15	.7	215
WRMJ			38	1.9	461			47	2.3	447			34	1.7	404
WEYA			6	.3	32			3	.1	29			3	.1	27
WFID			13	.6	94			17	.8	78			12	.6	75
WHDG			5	.2	61			7	.3	61			7	.3	51
WIAC			5	.2	100			6	.3	93			8	.4	78
WIAC-FM			8	.4	116			9	.4	107			7	.3	99
WKAQ			64	3.1	816			82	4.0	792			102	5.0	762
WKAQ-FM			13	.6	256			17	.8	241			18	.9	210
WKVM			41	2.0	507			52	2.5	499			57	2.8	457
WKVM-FM			1		5			1		5					5
WLUZ			23	1.1	324			29	1.4	293			36	1.8	290
WOLA			3	.1	36			4	.2	33			5	.2	30
WORD			6	.3	102			9	.4	95			11	.5	82
WPRM			4	.2	40			1		29			1		25
WQBS			35	1.7	394			43	2.1	368			37	1.8	328
WQBS-FM			16	.8	169			22	1.1	162			20	1.0	137
TOT															
WRAI			12	.6	142			14	.7	134			11	.5	120
WRSJ			6	.3	123			7	.3	98			8	.4	95
WUNO			51	2.5	640			63	3.1	576			56	2.7	525
WVOZ			12	.6	204			13	.6	181			14	.7	166
WZAR			3	.1	28			4	.2	21			4	.2	21
TOTAL			379	18.6	2020			464	22.7	1982			463	22.7	1935



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	56
WBMJ			12	.6	119
WEYA			8	.4	19
WFID			2	.1	34
WHOA			1		14
WIAC			3	.1	33
WIAC-FM			10	.5	44
WKAQ			17	.8	128
WKAQ-FM			3	.1	55
WKVM			13	.6	81
WKVM-FM					
WLUZ			7	.3	71
WOLA			2	.1	21
WORD			2	.1	23
WPRM			12	.6	28
WQBS			16	.8	72
WQBS-FM			3	.1	40
TOT					
WRAI			9	.4	57
WRSJ			5	.2	31
WUND			24	1.2	128
WVQZ			5	.2	63
WZAR			1		15
TOTAL			157	7.7	753

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	11	.5	10	.5	11	.5	2	.1
WBMJ	28	1.4	87	4.3	46	2.3	15	.7
WEYA	3	.1	7	.3	8	.4		
WFID	6	.3	30	1.5	21	1.0	6	.3
WHOA	4	.2	3	.1	3	.1		
WIAC	5	.2	5	.2	3	.1	4	.2
WIAC-FM	4	.2	25	1.2	13	.6	7	.3
WKAQ	64	3.1	56	2.7	40	2.0	14	.7
WKAQ-FM	20	1.0	34	1.7	23	1.1	1	
WKVM	49	2.4	58	2.8	37	1.8	8	.4
WKVM-FM	1		2	.1				
WLUZ	15	.7	28	1.4	19	.9	13	.6
WOLA			1		3	.1	5	.2
WORD	6	.3	23	1.1	19	.9		
WPRM	1		3	.1				
WQBS	20	1.0	51	2.5	15	.7	6	.3
WQBS-FM	15	.7	43	2.1	25	1.2	4	.2
TOT	35	1.7						
WRAI	3	.1	29	1.4	24	1.2	14	.7
WRSJ	3	.1	11	.5	6	.3	5	.2
WUND	40	2.0	78	3.8	38	1.9	11	.5
WVQZ	8	.4	33	1.6	9	.4	4	.2
WZAR			5	.2			1	
TOTAL	314	15.4	635	31.1	369	18.1	122	6.0

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.3	127
WBMJ			21	1.0	257
WEYA			7	.3	24
WFID			9	.4	77
WHOA			3	.1	39
WIAC			5	.2	67
WIAC-FM			8	.4	97
WKAQ			36	1.8	349
WKAQ-FM			4	.2	131
WKVM			22	1.1	231
WKVM-FM					
WLUZ			10	.5	151
WOLA			4	.2	33
WORD			6	.3	55
WPRM			6	.3	28
WQBS			26	1.3	213
WQBS-FM			10	.5	109
TOT					
WRAI			9	.4	107
WRSJ			7	.3	84
WUND			32	1.6	380
WVQZ			9	.4	141
WZAR			4	.2	28
TOTAL			247	12.1	1458

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.2	7	.3	7	.3		
WBMJ	12	.6	51	2.5	35	1.7	12	.6
WEYA	1		2	.1	4	.2	2	.1
WFID	6	.3	26	1.3	19	.9	5	.2
WHOA	2	.1	4	.2	3	.1		
WIAC	4	.2	1				1	
WIAC-FM	6	.3	32	1.6	18	.9	2	.1
WKAQ	35	1.7	44	2.2	68	3.3	9	.4
WKAQ-FM	10	.5	66	3.2	42	2.1	5	.2
WKVM	15	.7	26	1.3	14	.7	7	.3
WKVM-FM	1		1					
WLUZ	9	.4	23	1.1	4	.2	3	.1
WOLA			1		5	.2		
WORD	1		20	1.0	15	.7	3	.1
WPRM	1		2	.1	1		1	
WQBS	12	.6	29	1.4	11	.5	4	.2
WQBS-FM	10	.5	28	1.4	22	1.1	5	.2
TOT	22	1.1						
WRAI	5	.2	28	1.4	16	.8	14	.7
WRSJ	1		3	.1	3	.1	4	.2
WUND	21	1.0	66	3.2	33	1.6	13	.6
WVQZ	5	.2	24	1.2	7	.3	3	.1
WZAR					7	.3	2	.1
TOTAL	162	7.9	492	24.1	341	16.7	98	4.8



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			15	1.1	142			6	.4	87			6	.4	84
WPMJ			21	1.5	129			30	2.1	115			15	1.1	94
WEYA					10			2	.1	14			4	.3	11
WF1D			6	.4	39			15	1.1	29			13	.9	41
WHOA			4	.3	22			4	.3	25			5	.4	22
WIAC			7	.5	37			4	.3	48			8	.6	57
WIAC-FM			3	.2	34			9	.6	34			7	.5	54
WKAO			132	9.3	529			43	3.0	278			47	3.3	214
WKAO-FM			26	1.8	126			15	1.1	98			7	.5	72
WKVM			63	4.4	278			25	1.8	156			18	1.3	128
WKVM-FM			1	.1	5			2	.1	5					
WLUZ			49	3.4	218			10	.7	70			12	.8	104
WOLA					3			1	.1	3			3	.2	10
WORD			13	.9	60			6	.4	55			5	.4	38
WPRM			2	.1	15			2	.1	9					15
WQBS			21	1.5	163			26	1.8	134			17	1.2	82
WQBS-FM			16	1.1	60			24	1.7	77			19	1.3	61
TOT			37	2.6	211										
WRAI			3	.2	16			7	.5	37			9	.6	31
WRSJ			7	.5	62			3	.2	45			9	.6	57
WUNO			48	3.4	214			44	3.1	180			28	2.0	187
WVOZ			8	.6	53			7	.5	43			4	.3	44
WZAR			2	.1	8			4	.3	15			3	.2	13
TOTAL			443	31.2	1283			293	20.6	902			245	17.2	862

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			8	.6	196			8	.6	185			11	.8	179
WPMJ			18	1.3	205			22	1.5	205			18	1.3	177
WEYA			4	.3	26			2	.1	23			2	.1	21
WF1D			9	.6	55			12	.8	51			10	.7	48
WHOA			3	.2	33			4	.3	33			4	.3	27
WIAC			5	.4	100			6	.4	93			8	.6	78
WIAC-FM			6	.4	79			6	.4	70			5	.4	62
WKAO			54	3.8	649			71	5.0	638			89	6.3	616
WKAO-FM			12	.8	195			16	1.1	191			16	1.1	160
WKVM			27	1.9	354			34	2.4	346			41	2.9	318
WKVM-FM			1	.1	5			1	.1	5					5
WLUZ			18	1.3	290			22	1.5	265			31	2.2	262
WOLA			1	.1	13			2	.1	10			2	.1	10
WORD			5	.4	88			8	.6	86			9	.6	73
WPRM			4	.3	37			1	.1	29			1	.1	25
WQBS			16	1.1	231			22	1.5	223			20	1.4	189
WQBS-FM			15	1.1	108			20	1.4	108			18	1.3	89
TOT															
WRAI			6	.4	60			7	.5	54			6	.4	46
WRSJ			6	.4	110			6	.4	95			8	.6	92
WUNO			31	2.2	356			41	2.9	345			38	2.7	309
WVOZ			5	.4	79			6	.4	79			6	.4	73
WZAR			2	.1	17			3	.2	17			2	.1	17
TOTAL			260	18.3	1400			324	22.8	1389			344	24.2	1363



**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	.4	47
WBMJ			5	.4	37
WEYA			5	.4	13
WFID			2	.1	22
WHOA					6
WIAC			3	.2	33
WIAC-FM			8	.6	35
WKAQ			11	.8	86
WKAQ-FM			3	.2	31
WKVM			10	.7	65
WKVM-FM					
WLUZ			6	.4	62
WOLA					8
WORD			2	.1	9
WPRM			11	.8	25
WOBS			1	.1	18
WOBS-FM			3	.2	11
TOT					
WRAI			7	.5	28
WRSJ			5	.4	22
WUNO			8	.6	32
WVOZ					14
WZAR			1	.1	8
TOTAL			93	6.5	424

**SATURDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	10	.7	9	.6	11	.8	1	.1
WBMJ	12	.8	36	2.5	21	1.5	3	.2
WEYA	3	.2	3	.2	4	.3		
WFID	6	.4	16	1.1	11	.8	3	.2
WHOA	2	.1	1	.1	1	.1		
WIAC	5	.4	5	.4	3	.2	4	.3
WIAC-FM	2	.1	12	.8	11	.8	7	.5
WKAQ	59	4.1	44	3.1	29	2.0	6	.4
WKAQ-FM	16	1.1	22	1.5	16	1.1	1	.1
WKVM	42	3.0	29	2.0	22	1.5	1	.1
WKVM-FM	1	.1	2	.1				
WLUZ	14	1.0	24	1.7	16	1.1	11	.8
WOLA			1	.1	3	.2		
WORD	6	.4	23	1.6	19	1.3		
WPRM	1	.1	3	.2				
WOBS	7	.5	25	1.8	7	.5	3	.2
WOBS-FM	13	.9	32	2.3	21	1.5	4	.3
TOT	20	1.4						
WRAI	1	.1	11	.8	15	1.1	6	.4
WRSJ	2	.1	10	.7	4	.3	4	.3
WUNO	26	1.8	32	2.3	19	1.3	4	.3
WVOZ	1	.1	5	.4	4	.3	1	.1
WZAR			5	.4			1	.1
TOTAL	238	16.7	362	25.5	240	16.9	62	4.4

**MONDAY-FRIDAY**

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.4	105
WBMJ			10	.7	100
WEYA			5	.4	18
WFID			8	.6	45
WHOA			2	.1	22
WIAC			5	.4	67
WIAC-FM			7	.5	63
WKAQ			27	1.9	256
WKAQ-FM			4	.3	86
WKVM			13	.9	155
WKVM-FM					
WLUZ			8	.6	131
WOLA			1	.1	13
WORD			4	.3	41
WPRM			5	.4	25
WOBS			9	.6	92
WOBS-FM			10	.7	67
TOT					
WRAI			7	.5	45
WRSJ			7	.5	75
WUNO			17	1.2	203
WVOZ			2	.1	44
WZAR			2	.1	17
TOTAL			161	11.3	958

**SUNDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.2	6	.4	5	.4		
WBMJ	8	.6	24	1.7	16	1.1	1	.1
WEYA	1	.1	2	.1	2	.1	2	.1
WFID	6	.4	20	1.4	12	.8	5	.4
WHOA	2	.1	3	.2	1	.1		
WIAC	4	.3	1	.1			1	.1
WIAC-FM	3	.2	17	1.2	12	.8	2	.1
WKAQ	32	2.3	39	2.7	52	3.7	6	.4
WKAQ-FM	9	.6	49	3.4	31	2.2	4	.3
WKVM	10	.7	8	.6	4	.3	3	.2
WKVM-FM	1	.1	1	.1				
WLUZ	9	.6	22	1.5	4	.3	3	.2
WOLA			1	.1	3	.2		
WORD	1	.1	20	1.4	13	.9	3	.2
WPRM							1	.1
WOBS	5	.4	11	.8	6	.4		
WOBS-FM	9	.6	21	1.5	15	1.1	2	.1
TOT	14	1.0						
WRAI	3	.2	11	.8	12	.8	8	.6
WRSJ	1	.1	3	.2	3	.2	4	.3
WUNO	12	.8	46	3.2	21	1.5	3	.2
WVOZ	3	.2	13	.9	4	.3	1	.1
WZAR					5	.4	1	.1
TOTAL	125	8.8	326	22.9	225	15.8	52	3.7



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	1.2	201			10	.5	118			10	.5	121
WBMJ			21	1.1	140			31	1.6	123			16	.8	97
WEYA					13			7	.4	35			11	.6	29
WFID			6	.3	42			16	.8	40			15	.8	55
WHOA			4	.2	28			4	.2	28			5	.3	22
WIAC			9	.5	67			8	.4	94			14	.7	97
WIAC-FM			3	.2	36			10	.5	39			10	.5	61
WKAO			219	11.1	799			60	3.1	411			69	3.5	334
WKAO-FM			37	1.9	168			19	1.0	122			8	.4	91
WKVM			96	4.9	419			38	1.9	228			27	1.4	168
WKVM-FM			1	.1	8			2	.1	8					
WLUZ			70	3.6	290			12	.6	95			16	.8	128
WOLA					6			1	.1	3			3	.2	10
WDRD			20	1.0	76			15	.8	72			12	.6	55
WPRM			3	.2	21			3	.2	12					18
WQBS			25	1.3	203			30	1.5	172			18	.9	89
WQBS-FM			16	.8	66			24	1.2	83			19	1.0	67
TOT			41	2.1	257										
WRAI			3	.2	24			7	.4	45			10	.5	37
WRSJ			11	.6	80			5	.3	56			11	.6	65
WUNO			61	3.1	266			55	2.8	216			33	1.7	218
WVOZ			9	.5	70			9	.5	54			4	.2	47
WZAR			2	.1	11			4	.2	15			3	.2	13
TOTAL			636	32.3	1782			377	19.2	1222			322	16.4	1151

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			13	.7	291			13	.7	274			17	.9	260
WBMJ			19	1.0	227			23	1.2	227			19	1.0	191
WEYA			8	.4	47			6	.3	44			6	.3	39
WFID			10	.5	74			13	.7	70			11	.6	64
WHOA			3	.2	39			4	.2	39			4	.2	33
WIAC			8	.4	174			10	.5	164			12	.6	131
WIAC-FM			8	.4	86			7	.4	77			7	.4	69
WKAO			84	4.3	973			111	5.6	962			143	7.3	926
WKAO-FM			16	.8	254			21	1.1	247			22	1.1	214
WKVM			41	2.1	517			52	2.6	509			62	3.2	465
WKVM-FM			1	.1	8			1	.1	8					8
WLUZ			24	1.2	379			30	1.5	354			43	2.2	342
WOLA			1	.1	16			2	.1	13			2	.1	13
WDRD			10	.5	110			16	.8	108			16	.8	95
WPRM			5	.3	43			2	.1	35			2	.1	31
WQBS			18	.9	286			25	1.3	278			23	1.2	232
WQBS-FM			15	.8	116			20	1.0	116			18	.9	97
TOT															
WRAI			7	.4	74			7	.4	65			7	.4	57
WRSJ			8	.4	140			9	.5	125			11	.6	118
WUNO			40	2.0	446			51	2.6	424			47	2.4	388
WVOZ			6	.3	99			7	.4	99			7	.4	90
WZAR			2	.1	20			3	.2	20			2	.1	20
TOTAL			352	17.9	1942			439	22.3	1931			479	24.4	1897



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			10	.5	76
WRMJ			5	.3	37
WEYA			10	.5	31
WFID			4	.2	30
WFOA					6
WIAC			3	.2	41
WIAC-FM			10	.5	37
WKAQ			15	.8	122
WKAQ-FM			3	.2	41
WKVM			13	.7	76
WKVM-FM					
WLUZ			6	.3	65
WOLA					8
WORD			2	.1	15
WPRM			11	.6	28
WOBS			1	.1	25
WOBS-FM			3	.2	11
TOT					
WRAI			11	.6	36
WRSJ			5	.3	26
WUND			14	.7	56
WVOZ					14
WZAR			1	.1	8
TOTAL			123	6.3	552

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	14	.7	12	.6	12	.6	2	.1
WRMJ	12	.6	40	2.0	22	1.1	3	.2
WEYA	5	.3	5	.3	8	.4	5	.3
WFID	7	.4	17	.9	13	.7	3	.2
WFOA	2	.1	1	.1	1	.1		
WIAC	7	.4	7	.4	7	.4	4	.2
WIAC-FM	2	.1	14	.7	12	.6	7	.4
WKAQ	107	5.4	56	2.8	34	1.7	6	.3
WKAQ-FM	23	1.2	30	1.5	23	1.2	3	.2
WKVM	68	3.5	37	1.9	27	1.4	3	.2
WKVM-FM	3	.2	3	.2				
WLUZ	26	1.3	31	1.6	21	1.1	11	.6
WOLA			1	.1	3	.2		
WORD	8	.4	30	1.5	21	1.1		
WPRM	2	.1	4	.2				
WOBS	8	.4	29	1.5	7	.4	3	.2
WOBS-FM	13	.7	32	1.6	21	1.1	4	.2
TOT	21	1.1						
WRAI	1	.1	12	.6	18	.9	12	.6
WRSJ	4	.2	14	.7	4	.2	4	.2
WUND	34	1.7	40	2.0	19	1.0	4	.2
WVOZ	1	.1	7	.4	4	.2	1	.1
WZAR			5	.3			1	.1
TOTAL	366	18.6	451	22.9	292	14.8	79	4.0

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			10	.5	154
WRMJ			11	.6	103
WEYA			11	.6	39
WFID			10	.5	61
WFOA			2	.1	22
WIAC			8	.4	109
WIAC-FM			10	.5	70
WKAQ			39	2.0	385
WKAQ-FM			4	.2	115
WKVM			19	1.0	197
WKVM-FM					
WLUZ			10	.5	155
WOLA			1	.1	13
WORD			8	.4	58
WPRM			5	.3	28
WOBS			10	.5	106
WOBS-FM			10	.5	73
TOT					
WRAI			10	.5	53
WRSJ			8	.4	87
WUND			23	1.2	251
WVOZ			2	.1	47
WZAR			2	.1	17
TOTAL			212	10.8	1277

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	.6	8	.4	6	.3		
WRMJ	8	.4	25	1.3	16	.8	1	.1
WEYA	2	.1	6	.3	5	.3	6	.3
WFID	6	.3	20	1.0	12	.6	5	.3
WFOA	2	.1	3	.2	1	.1		
WIAC	9	.5	5	.3	3	.2	1	.1
WIAC-FM	4	.2	20	1.0	12	.6	2	.1
WKAQ	45	2.3	50	2.5	79	4.0	6	.3
WKAQ-FM	12	.6	57	2.9	37	1.9	4	.2
WKVM	19	1.0	14	.7	5	.3	3	.2
WKVM-FM	1	.1	1	.1				
WLUZ	13	.7	25	1.3	4	.2	3	.2
WOLA			1	.1	3	.2		
WORD	4	.2	28	1.4	17	.9	3	.2
WPRM							1	.1
WOBS	7	.4	14	.7	9	.5		
WOBS-FM	10	.5	21	1.1	15	.8	2	.1
TOT	17	.9						
WRAI	3	.2	12	.6	15	.8	13	.7
WRSJ	5	.3	6	.3	3	.2	4	.2
WUND	13	.7	49	2.5	22	1.1	3	.2
WVOZ	5	.3	13	.7	4	.2	2	.1
WZAR					5	.3	1	.1
TOTAL	192	9.8	397	20.2	281	14.3	62	3.2



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	1.5	121			8	.6	70			10	.8	88
WBMJ			13	1.0	92			19	1.5	78			12	.9	63
WEYA					7			6	.5	23			9	.7	20
WFID			4	.3	24			14	1.1	35			11	.8	34
WHOA			2	.2	12			2	.2	9			3	.2	9
WIAC			8	.6	59			8	.6	73			10	.8	75
WIAC-FM			2	.2	20			5	.4	23			7	.5	36
WKAQ			160	12.3	545			43	3.3	286			54	4.2	231
WKAQ-FM			30	2.3	111			18	1.4	79			6	.5	53
WKVM			78	6.0	288			30	2.3	135			18	1.4	104
WKVM-FM			1	.1	8			2	.2	8					
WLUZ			51	3.9	197			5	.4	64			8	.6	64
WDLA					3										4
WORD			15	1.2	48			12	.9	38			11	.8	36
WPRM			1	.1	13			1	.1	5					18
WQBS			9	.7	102			12	.9	94			5	.4	33
WQBS-FM			7	.5	21			6	.5	37			6	.5	21
TOT			16	1.2	121										
WRAI			1	.1	14			2	.2	19			6	.5	21
WRSJ			8	.6	53			5	.4	31			10	.8	31
WUND			32	2.5	171			21	1.6	109			14	1.1	117
WVDZ			8	.6	48			8	.6	36			2	.2	13
WZAR					3					4					4
TOTAL			449	34.6	1199			232	17.9	785			208	16.0	740

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.8	191			11	.8	185			14	1.1	177
WBMJ			13	1.0	147			15	1.2	147			13	1.0	126
WEYA			6	.5	27			5	.4	27			5	.4	24
WFID			8	.6	49			10	.8	49			8	.6	43
WHOA			2	.2	17			2	.2	17			2	.2	17
WIAC			6	.5	134			8	.6	127			9	.7	103
WIAC-FM			5	.4	44			4	.3	44			5	.4	39
WKAQ			62	4.8	659			82	6.3	655			106	8.2	634
WKAQ-FM			14	1.1	161			18	1.4	154			18	1.4	135
WKVM			32	2.5	344			41	3.2	344			48	3.7	319
WKVM-FM			1	.1	8			1	.1	8					8
WLUZ			15	1.2	238			19	1.5	229			29	2.2	220
WDLA					7					7					7
WORD			8	.6	73			13	1.0	71			13	1.0	64
WPRM			3	.2	25			1	.1	23			1	.1	23
WQBS			6	.5	152			9	.7	147			8	.6	116
WQBS-FM			5	.4	39			6	.5	39			7	.5	28
TOT															
WRAI			3	.2	39			3	.2	36			4	.3	32
WRSJ			7	.5	89			8	.6	81			9	.7	74
WUND			18	1.4	258			23	1.8	239			23	1.8	225
WVDZ			5	.4	57			6	.5	57			6	.5	48
WZAR					7					7					7
TOTAL			232	17.9	1284			291	22.4	1284			328	25.3	1267



**MONDAY-FRIDAY**

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.5	54
WBMJ			4	.3	24
WEYA			7	.5	24
WFID			4	.3	21
WHOA					
WIAC			1	.1	35
WIAC-FM			4	.3	14
WKAQ			11	.8	83
WKAQ-FM			2	.2	31
WKVM			9	.7	38
WKVM-FM					
WLUZ			3	.2	19
WOLA					2
WORD			2	.2	12
WPRM			8	.6	20
WQBS					16
WQBS-FM			1	.1	4
TOT					
WRAI			6	.5	18
WRSJ			4	.3	19
WUNO			6	.5	40
WVOZ					
WZAR			1	.1	4
TOTAL			78	6.0	345

**SATURDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	8	.6			6	.5	1	.1
WBMJ	9	.7	23	1.8	7	.5	2	.2
WEYA	2	.2	3	.2	6	.5	5	.4
WFID	4	.3	8	.6	12	.9	2	.2
WHOA	1	.1	1	.1				
WIAC	7	.5	7	.5	7	.5	1	.1
WIAC-FM			6	.5	6	.5	4	.3
WKAQ	78	6.0	28	2.2	21	1.6	4	.3
WKAQ-FM	19	1.5	20	1.5	10	.8	2	.2
WKVM	56	4.3	15	1.2	11	.8	3	.2
WKVM-FM	3	.2	2	.2				
WLUZ	19	1.5	18	1.4	8	.6	1	.1
WOLA								
WORD	5	.4	23	1.8	14	1.1		
WPRM	1	.1	2	.2				
WQBS	4	.3	15	1.2	4	.3		
WQBS-FM	1	.1	7	.5	5	.4		
TOT	5	.4						
WRAI			4	.3	7	.5	6	.5
WRSJ	4	.3	11	.8	1	.1	3	.2
WUNO	18	1.4	23	1.8	7	.5	3	.2
WVOZ	1	.1	4	.3	2	.2	1	.1
WZAR								
TOTAL	256	19.7	248	19.1	149	11.5	39	3.0

**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			8	.6	103
WBMJ			9	.7	66
WEYA			8	.6	27
WFID			8	.6	36
WHOA			1	.1	9
WIAC			5	.4	81
WIAC-FM			6	.5	36
WKAQ			30	2.3	266
WKAQ-FM			3	.2	74
WKVM			13	1.0	117
WKVM-FM					
WLUZ			5	.4	73
WOLA					4
WORD			7	.5	39
WPRM			4	.3	20
WQBS			3	.2	44
WQBS-FM			3	.2	23
TOT					
WRAI			6	.5	27
WRSJ			7	.5	45
WUNO			10	.8	145
WVOZ			1	.1	13
WZAR			1	.1	4
TOTAL			136	10.5	803

**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	.7	3	.2	3	.2		
WBMJ	6	.5	13	1.0	7	.5	1	.1
WEYA	2	.2	5	.4	5	.4	6	.5
WFID	1	.1	10	.8	11	.8	2	.2
WHOA	1	.1	1	.1				
WIAC	6	.5	5	.4	3	.2		
WIAC-FM	2	.2	9	.7	5	.4	2	.2
WKAQ	25	1.9	24	1.8	55	4.2	4	.3
WKAQ-FM	7	.5	29	2.2	12	.9		
WKVM	17	1.3	11	.8	4	.3	2	.2
WKVM-FM	1	.1	1	.1				
WLUZ	10	.8	16	1.2				
WOLA								
WORD	4	.3	20	1.5	12	.9	3	.2
WPRM							1	.1
WQBS	6	.5	8	.6	4	.3		
WQBS-FM	2	.2	1	.1				
TOT	8	.6						
WRAI	1	.1	4	.3	6	.5	6	.5
WRSJ	4	.3	5	.4	3	.2	4	.3
WUNO	8	.6	22	1.7	9	.7	2	.2
WVOZ	4	.3	11	.8	4	.3	2	.2
WZAR					4	.3	1	.1
TOTAL	128	9.9	213	16.4	155	11.9	35	2.7



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			61	1.1	533			35	.6	311			45	.8	349
WUMJ			81	1.5	557			113	2.1	501			83	1.5	514
WEYA			2		31			17	.3	69			22	.4	79
WFID			21	.4	105			45	.8	99			32	.6	159
WHOA			16	.3	128			19	.3	93			12	.2	90
WTAC			25	.5	179			31	.6	333			38	.7	292
WTAC-FM			10	.2	102			19	.3	103			18	.3	158
WKAO			467	8.6	1973			156	2.9	1103			208	3.8	1031
WKAO-FM			64	1.2	349			30	.5	241			15	.3	235
WKVM			208	3.8	1033			103	1.9	543			86	1.6	479
WKVM-FM			9	.2	36			19	.3	34			2		12
WLUZ			162	3.0	634			63	1.2	241			40	.7	372
WOLA					38			12	.2	84			20	.4	96
WORD			26	.5	146			36	.7	151			25	.5	166
WPRM			3	.1	56			8	.1	48			4	.1	65
WQBS			90	1.6	604			93	1.7	452			60	1.1	390
WQBS-FM			22	.4	157			33	.6	199			28	.5	198
TOT			112	2.1	746										
WRAT			24	.4	170			36	.7	208			39	.7	229
WRSJ			35	.6	257			35	.6	176			33	.6	188
WUND			113	2.1	764			123	2.3	605			86	1.6	610
WVOZ			35	.6	397			42	.8	316			51	.9	368
WZAR			4	.1	23			5	.1	34			16	.3	37
TOTAL			1499	27.4	4768			1088	19.9	3340			983	18.0	3542

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			41	.8	842			45	.8	780			53	1.0	719
WRMJ			78	1.4	954			93	1.7	905			83	1.5	816
WEYA			19	.3	106			14	.3	97			12	.2	92
WFID			25	.5	229			33	.6	199			26	.5	191
WHOA			12	.2	183			16	.3	170			14	.3	144
WTAC			26	.5	575			31	.6	516			31	.6	385
WTAC-FM			16	.3	206			16	.3	191			15	.3	177
WKAO			203	3.7	2527			266	4.9	2469			336	6.2	2373
WKAO-FM			27	.5	544			35	.6	515			38	.7	463
WKVM			101	1.8	1323			130	2.4	1290			146	2.7	1198
WKVM-FM			8	.1	46			11	.2	46			5	.1	42
WLUZ			66	1.2	902			85	1.6	845			101	1.8	822
WOLA			12	.2	147			12	.2	138			12	.2	113
WORD			23	.4	317			30	.5	259			27	.5	234
WPRM			11	.2	137			6	.1	108			4	.1	92
WQBS			64	1.2	840			82	1.5	800			77	1.4	727
WQBS-FM			22	.4	333			29	.5	306			26	.5	268
TOT															
WRAT			31	.6	374			33	.6	343			33	.6	315
WRSJ			29	.5	443			35	.6	377			34	.6	338
WUND			92	1.7	1238			110	2.0	1130			100	1.8	1049
WVOZ			42	.8	647			42	.8	593			43	.8	554
WZAR			6	.1	64			7	.1	51			9	.2	46
TOTAL			978	17.9	5408			1180	21.6	5340			1241	22.7	5245



MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	.5	211
WBMJ			36	.7	314
WEYA			28	.5	84
WFID			5	.1	87
WHOA			2		49
WIAC			14	.3	138
WIAC-FM			19	.3	79
WKAQ			40	.7	329
WKAQ-FM			6	.1	109
WKVM			30	.5	224
WKVM-FM					6
WLUZ			13	.2	142
WOLA			19	.3	80
WORD			25	.5	133
WPRM			34	.6	70
WOBS			23	.4	175
WOBS-FM			6	.1	88
TOT					
WRAI			29	.5	168
WRSJ			12	.2	116
WUNO			51	.9	285
WVOZ			41	.8	213
WZAR			3	.1	32
TOTAL			452	8.3	2008

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.
26	.5	28	.5	26	.5	10	.2
48	.9	156	2.9	95	1.7	58	1.1
5	.1	15	.3	25	.5	12	.2
13	.2	51	.9	37	.7	6	.1
8	.1	6	.1	7	.1	3	.1
18	.3	26	.5	24	.4	13	.2
6	.1	27	.5	16	.3	7	.1
253	4.6	130	2.4	91	1.7	25	.5
34	.6	57	1.0	37	.7	6	.1
132	2.4	100	1.8	64	1.2	16	.3
5	.1	4	.1				
48	.9	67	1.2	51	.9	21	.4
1		13	.2	19	.3	13	.2
22	.4	60	1.1	32	.6	12	.2
2		4	.1			1	
43	.8	83	1.5	33	.6	22	.4
18	.3	56	1.0	29	.5	5	.1
61	1.1						
12	.2	61	1.1	49	.9	34	.6
5	.1	21	.4	9	.2	6	.1
74	1.4	114	2.1	58	1.1	22	.4
23	.4	82	1.5	50	.9	29	.5
1		9	.2	10	.2	1	
830	15.2	1209	22.1	791	14.5	332	6.1

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			38	.7	444
WBMJ			57	1.0	608
WEYA			25	.5	98
WFID			18	.3	194
WHOA			6	.1	120
WIAC			24	.4	363
WIAC-FM			18	.3	177
WKAQ			115	2.1	1157
WKAQ-FM			8	.1	291
WKVM			56	1.0	555
WKVM-FM			1		12
WLUZ			26	.5	444
WOLA			19	.3	115
WORD			25	.5	226
WPRM			18	.3	101
WOBS			41	.8	458
WOBS-FM			16	.3	239
TOT					
WRAI			33	.6	304
WRSJ			21	.4	267
WUNO			67	1.2	765
WVOZ			46	.8	442
WZAR			9	.2	59
TOTAL			687	12.6	3941

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	.3	16	.3	19	.3	6	.1
33	.6	118	2.2	79	1.4	27	.5
4	.1	17	.3	21	.4	18	.3
13	.2	43	.8	33	.6	8	.1
2		7	.1	7	.1	1	
18	.3	20	.4	18	.3	4	.1
13	.2	48	.9	20	.4	2	
95	1.7	128	2.3	275	5.0	10	.2
22	.4	103	1.9	65	1.2	8	.1
45	.8	55	1.0	28	.5	10	.2
1		2					
31	.6	70	1.3	11	.2	3	.1
5	.1	3	.1	11	.2	2	
23	.4	60	1.1	40	.7	18	.3
2		10	.2	3	.1	1	
39	.7	74	1.4	28	.5	8	.1
13	.2	38	.7	30	.5	5	.1
52	1.0						
18	.3	69	1.3	47	.9	32	.6
9	.2	12	.2	6	.1	10	.2
46	.8	113	2.1	45	.8	19	.3
18	.3	56	1.0	29	.5	16	.3
3	.1	8	.1	13	.2	5	.1
489	9.0	1131	20.7	854	15.6	215	3.9



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	.9	177			17	.7	121			12	.5	129
WRMJ			59	2.5	407			81	3.4	365			57	2.4	373
WEYA					9			3	.1	15			4	.2	24
WF1D			13	.5	71			28	1.2	44			20	.8	101
WHOA			13	.5	85			12	.5	71			5	.2	63
WIAC			5	.2	33			3	.1	79			8	.3	67
WIAC-FM			4	.2	64			13	.5	60			9	.4	99
WKAQ			115	4.8	586			58	2.4	396			73	3.0	399
WKAQ-FM			20	.8	152			6	.2	99			5	.2	123
WKVM			52	2.2	387			43	1.8	254			42	1.7	226
WKVM-FM			7	.3	24			17	.7	26			2	.1	9
WLUZ			54	2.2	205			37	1.5	92			16	.7	139
WOLA					30			10	.4	79			20	.8	87
WORD			7	.3	44			7	.3	53			5	.2	41
WPRM			2	.1	28			3	.1	22			2	.1	16
WQBS			60	2.5	392			73	3.0	284			54	2.2	295
WQBS-FM			13	.5	118			25	1.0	132			16	.7	146
TOT			73	3.0	497										
WRA1			19	.8	133			31	1.3	156			23	1.0	156
WRSJ			10	.4	84			16	.7	76			10	.4	69
WUND			59	2.5	418			79	3.3	379			53	2.2	375
WVOZ			18	.7	272			34	1.4	247			45	1.9	305
WZAR			3	.1	16			4	.2	26			16	.7	29
TOTAL			563	23.4	2001			607	25.2	1632			504	20.9	1723

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	.6	276			17	.7	257			17	.7	232
WRMJ			56	2.3	702			66	2.7	653			59	2.5	585
WEYA			5	.2	38			2	.1	35			2	.1	33
WF1D			15	.6	149			21	.9	119			16	.7	117
WHOA			7	.3	132			11	.5	119			10	.4	93
WIAC			7	.3	177			6	.2	125			7	.3	85
WIAC-FM			8	.3	127			10	.4	118			7	.3	115
WKAQ			62	2.6	866			80	3.3	828			94	3.9	781
WKAQ-FM			7	.3	263			10	.4	241			12	.5	219
WKVM			35	1.5	536			45	1.9	509			48	2.0	470
WKVM-FM			7	.3	31			10	.4	31			4	.2	27
WLUZ			27	1.1	305			36	1.5	271			36	1.5	263
WOLA			11	.5	135			11	.5	126			12	.5	101
WORD			5	.2	93			6	.2	73			7	.3	57
WPRM			4	.2	61			2	.1	43			2	.1	30
WQBS			52	2.2	549			63	2.6	514			58	2.4	486
WQBS-FM			14	.6	252			20	.8	225			15	.6	202
TOT															
WRA1			23	1.0	260			25	1.0	244			21	.9	227
WRSJ			10	.4	156			12	.5	129			10	.4	107
WUND			58	2.4	743			65	2.7	660			56	2.3	612
WVOZ			33	1.4	490			32	1.3	443			31	1.3	413
WZAR			6	.2	47			6	.2	40			8	.3	35
TOTAL			477	19.8	2396			561	23.3	2341			534	22.2	2281



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	.2	53
WBMJ			30	1.2	277
WEYA			10	.4	25
WFID			1		50
WHOA			1		45
WIAC			11	.5	76
WIAC-FM			9	.4	48
WKAQ			17	.7	163
WKAQ-FM			2	.1	59
WKVM			8	.3	124
WKVM-FM					6
WLUZ			4	.2	74
WOLA			19	.8	78
WORD			3	.1	38
WPRM			13	.5	27
WQBS			22	.9	137
WQBS-FM			3	.1	74
TOT					
WRAI			19	.8	127
WRSJ			3	.1	39
WUND			44	1.8	213
WVDZ			36	1.5	193
WZAR			2	.1	22
TOTAL			258	10.7	1170

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	7	.3	12	.5	8	.3	2	.1
WBMJ	39	1.6	127	5.3	83	3.4	49	2.0
WEYA	3	.1	7	.3	13	.5	4	.2
WFID	3	.1	34	1.4	25	1.0	4	.2
WHOA	3	.1	5	.2	4	.2	3	.1
WIAC	5	.2	7	.3	6	.2	11	.5
WIAC-FM	4	.2	21	.9	10	.4	3	.1
WKAQ	55	2.3	52	2.2	34	1.4	14	.6
WKAQ-FM	10	.4	28	1.2	25	1.0	1	
WKVM	30	1.2	58	2.4	41	1.7	7	.3
WKVM-FM			1					
WLUZ	12	.5	29	1.2	17	.7	14	.6
WOLA	1		13	.5	19	.8	13	.5
WORD	6	.2	18	.7	13	.5	5	.2
WPRM	1		2	.1				
WQBS	34	1.4	61	2.5	22	.9	16	.7
WQBS-FM	17	.7	48	2.0	24	1.0	5	.2
TOT	51	2.1						
WRAI	9	.4	46	1.9	30	1.2	24	1.0
WRSJ	1		6	.2	5	.2	2	.1
WUND	36	1.5	70	2.9	39	1.6	14	.6
WVDZ	18	.7	75	3.1	46	1.9	26	1.1
WZAR	1		9	.4	10	.4	1	
TOTAL	305	12.7	735	30.5	482	20.0	223	9.3

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			9	.4	158
WBMJ			41	1.7	464
WEYA			7	.3	30
WFID			10	.4	134
WHOA			3	.1	89
WIAC			10	.4	132
WIAC-FM			8	.3	112
WKAQ			42	1.7	455
WKAQ-FM			3	.1	147
WKVM			24	1.0	275
WKVM-FM			1		9
WLUZ			10	.4	176
WOLA			19	.8	106
WORD			4	.2	61
WPRM			7	.3	41
WQBS			37	1.5	352
WQBS-FM			9	.4	185
TOT					
WRAI			20	.8	213
WRSJ			6	.2	100
WUND			48	2.0	486
WVDZ			40	1.7	372
WZAR			8	.3	45
TOTAL			367	15.2	1974

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.1	7	.3	8	.3		
WBMJ	26	1.1	96	4.0	68	2.8	26	1.1
WEYA			1		3	.1		
WFID	7	.3	26	1.1	17	.7	5	.2
WHOA	1		5	.2	6	.2		
WIAC	4	.2	3	.1	5	.2	1	
WIAC-FM	6	.2	33	1.4	14	.6		
WKAQ	34	1.4	50	2.1	87	3.6	5	.2
WKAQ-FM	8	.3	66	2.7	45	1.9	6	.2
WKVM	9	.4	31	1.3	21	.9	5	.2
WKVM-FM								
WLUZ	11	.5	26	1.1	6	.2	3	.1
WOLA	5	.2	3	.1	11	.5	2	.1
WORD	1		14	.6	14	.6	2	.1
WPRM	2	.1	6	.2	2	.1		
WQBS	23	1.0	55	2.3	23	1.0	8	.3
WQBS-FM	10	.4	31	1.3	26	1.1	5	.2
TOT	33	1.4						
WRAI	9	.4	52	2.2	26	1.1	21	.9
WRSJ	2	.1	5	.2	1		3	.1
WUND	18	.7	59	2.5	31	1.3	17	.7
WVDZ	9	.4	36	1.5	22	.9	13	.5
WZAR	3	.1	8	.3	9	.4	4	.2
TOTAL	194	8.1	629	26.1	458	19.0	130	5.4



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	.9	324			22	.6	191			23	.6	214
WBMJ			78	2.0	520			106	2.8	467			76	2.0	482
WEYA					19			5	.1	32			8	.2	41
WFID			17	.4	92			41	1.1	73			30	.8	137
WHOA			16	.4	117			19	.5	87			12	.3	87
WIAC			11	.3	82			11	.3	155			13	.3	126
WIAC-FM			10	.3	91			17	.4	89			13	.3	142
WKAQ			246	6.4	1150			104	2.7	718			130	3.4	654
WKAQ-FM			45	1.2	259			23	.6	176			12	.3	177
WKVM			122	3.2	659			74	1.9	360			67	1.7	345
WKVM-FM			8	.2	29			19	.5	31			2	.1	12
WLUZ			112	2.9	447			51	1.3	167			30	.8	284
WOLA					30			10	.3	79			20	.5	91
WORD			15	.4	101			16	.4	91			14	.4	100
WPRM			2	.1	43			7	.2	38			2	.1	47
WQBS			74	1.9	518			85	2.2	367			58	1.5	358
WQBS-FM			22	.6	148			33	.9	177			28	.7	180
TOT			96	2.5	651										
WRAI			23	.6	155			36	.9	187			34	.9	204
WRSJ			21	.5	170			26	.7	129			25	.6	124
WUNO			86	2.2	588			102	2.6	519			75	1.9	527
WVDZ			33	.9	352			40	1.0	292			49	1.3	339
WZAR			4	.1	20			5	.1	34			16	.4	37
TOTAL			995	25.8	3346			864	22.4	2458			753	19.5	2641

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	.6	507			26	.7	465			29	.8	435
WBMJ			74	1.9	890			87	2.3	841			78	2.0	760
WEYA			8	.2	65			4	.1	56			4	.1	54
WFID			22	.6	195			30	.8	165			23	.6	160
WHOA			12	.3	169			16	.4	156			14	.4	130
WIAC			11	.3	303			12	.3	247			12	.3	175
WIAC-FM			13	.3	190			14	.4	175			12	.3	161
WKAQ			118	3.1	1541			155	4.0	1499			188	4.9	1424
WKAQ-FM			20	.5	414			27	.7	388			28	.7	349
WKVM			66	1.7	891			86	2.2	858			95	2.5	799
WKVM-FM			8	.2	39			11	.3	39			4	.1	35
WLUZ			48	1.2	637			63	1.6	589			72	1.9	581
WOLA			11	.3	139			11	.3	130			12	.3	105
WORD			13	.3	223			15	.4	182			16	.4	159
WPRM			8	.2	107			4	.1	87			2	.1	71
WQBS			59	1.5	722			74	1.9	682			68	1.8	635
WQBS-FM			22	.6	309			29	.8	282			26	.7	248
TOT															
WRAI			28	.7	328			32	.8	306			29	.8	281
WRSJ			21	.5	283			24	.6	242			23	.6	217
WUNO			76	2.0	1028			90	2.3	931			81	2.1	852
WVDZ			40	1.0	588			40	1.0	538			41	1.1	502
WZAR			6	.2	61			7	.2	48			9	.2	43
TOTAL			724	18.8	3820			869	22.6	3765			874	22.7	3696



MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.3	120
WBMJ			36	.9	314
WFYA			13	.3	48
WFID			3	.1	74
WHDG			2	.1	49
WIAC			12	.3	109
WIAC-FM			17	.4	77
WKAQ			24	.6	228
WKAQ-FM			6	.2	88
WKVM			16	.4	178
WKVM-FM					6
WLUZ			8	.2	101
WDLA			19	.5	80
WORD			19	.5	90
WPRM			25	.6	48
WQBS			22	.6	159
WQBS-FM			6	.2	83
TOT					
WRAT			21	.5	143
WRSJ			10	.3	72
WUND			45	1.2	248
WVOZ			40	1.0	206
WZAR			3	.1	32
TOTAL			348	9.0	1586

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	13	.3	14	.4	15	.4	2	.1
WBMJ	48	1.2	150	3.9	94	2.4	58	1.5
WFYA	3	.1	8	.2	16	.4	4	.1
WFID	6	.2	43	1.1	35	.9	6	.2
WHDG	7	.2	6	.2	6	.2	3	.1
WIAC	13	.3	13	.3	10	.3	12	.3
WIAC-FM	4	.1	25	.6	15	.4	7	.2
WKAQ	115	3.0	84	2.2	61	1.6	20	.5
WKAQ-FM	25	.6	44	1.1	30	.8	2	.1
WKVM	65	1.7	71	1.8	49	1.3	8	.2
WKVM-FM	3	.1	3	.1				
WLUZ	28	.7	48	1.2	29	.8	17	.4
WDLA	1		13	.3	19	.5	13	.3
WORD	14	.4	38	1.0	25	.6	8	.2
WPRM	1		3	.1				
WQBS	39	1.0	78	2.0	32	.8	22	.6
WQBS-FM	18	.5	56	1.5	29	.8	5	.1
TOT	57	1.5						
WRAT	11	.3	55	1.4	39	1.0	24	.6
WRSJ	3	.1	15	.4	9	.2	5	.1
WUND	57	1.5	99	2.6	51	1.3	20	.5
WVOZ	19	.5	78	2.0	49	1.3	28	.7
WZAR	1		9	.2	10	.3	1	
TOTAL	510	13.2	979	25.4	641	16.6	271	7.0

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			18	.5	274
WBMJ			54	1.4	576
WEYA			10	.3	57
WFID			16	.4	170
WHDG			6	.2	117
WIAC			12	.3	195
WIAC-FM			14	.4	161
WKAQ			71	1.8	742
WKAQ-FM			8	.2	217
WKVM			39	1.0	415
WKVM-FM			1		12
WLUZ			18	.5	336
WDLA			19	.5	110
WORD			16	.4	143
WPRM			13	.3	74
WQBS			39	1.0	419
WQBS-FM			16	.4	221
TOT					
WRAT			26	.7	271
WRSJ			17	.4	171
WUND			58	1.5	661
WVOZ			44	1.1	409
WZAR			9	.2	59
TOTAL			528	13.7	2959

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	9	.2	10	.3		
WBMJ	33	.9	114	3.0	79	2.1	27	.7
WEYA	1		6	.2	5	.1	3	.1
WFID	13	.3	40	1.0	31	.8	8	.2
WHDG	2	.1	7	.2	7	.2	1	
WIAC	8	.2	5	.1	5	.1	1	
WIAC-FM	12	.3	45	1.2	19	.5	2	.1
WKAQ	55	1.4	81	2.1	172	4.5	9	.2
WKAQ-FM	15	.4	91	2.4	56	1.5	8	.2
WKVM	18	.5	38	1.0	24	.6	7	.2
WKVM-FM	1		2	.1				
WLUZ	25	.6	55	1.4	8	.2	3	.1
WDLA	5	.1	3	.1	11	.3	2	.1
WORD	14	.4	44	1.1	35	.9	14	.4
WPRM	2	.1	10	.3	2	.1	1	
WQBS	31	.8	66	1.7	25	.6	8	.2
WQBS-FM	12	.3	38	1.0	30	.8	5	.1
TOT	43	1.1						
WRAT	16	.4	66	1.7	40	1.0	23	.6
WRSJ	5	.1	8	.2	4	.1	7	.2
WUND	36	.9	96	2.5	42	1.1	19	.5
WVOZ	12	.3	55	1.4	29	.8	15	.4
WZAR	3	.1	8	.2	13	.3	5	.1
TOTAL	331	8.6	923	24.0	666	17.3	172	4.5



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	287			21	.8	170			19	.7	170
WBMJ			38	1.4	203			39	1.4	164			29	1.1	197
WEYA					16			3	.1	29			6	.2	38
WFID			10	.4	56			21	.8	40			21	.8	90
WHDQ			10	.4	88			9	.3	50			9	.3	60
WTAC			11	.4	80			11	.4	139			13	.5	115
WTAC-FM			7	.3	61			12	.4	63			10	.4	95
WKAQ			220	8.1	963			88	3.3	575			110	4.1	497
WKAQ-FM			37	1.4	204			18	.7	124			10	.4	119
WKVM			93	3.4	482			48	1.8	242			44	1.6	236
WKVM-FM			1		19			15	.6	22			2	.1	12
WLU7			103	3.8	400			34	1.3	142			26	1.0	264
WOLA					3			1		3			3	.1	10
WORD			13	.5	92			12	.4	72			11	.4	91
WPRM			2	.1	43			7	.3	34			2	.1	45
WQBS			50	1.9	354			48	1.8	227			28	1.0	210
WQBS-FM			18	.7	96			26	1.0	108			27	1.0	119
TOT			68	2.5	434										
WRAI			10	.4	50			12	.4	72			21	.8	87
WRSJ			20	.7	159			25	.9	105			25	.9	116
WUND			61	2.3	364			67	2.5	347			57	2.1	352
WVOZ			20	.7	163			11	.4	96			22	.8	146
WZAR			3	.1	18			5	.2	30			8	.3	29
TOTAL			766	28.3	2441			542	20.1	1617			515	19.1	1800

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	.7	430			22	.8	396			24	.9	370
WBMJ			29	1.1	346			35	1.3	339			34	1.3	311
WEYA			6	.2	59			3	.1	50			3	.1	48
WFID			13	.5	118			17	.6	104			15	.6	101
WHDQ			7	.3	99			9	.3	99			9	.3	93
WIAC			9	.3	248			12	.4	222			12	.4	162
WIAC-FM			10	.4	136			9	.3	121			9	.3	107
WKAQ			101	3.7	1223			135	5.0	1200			165	6.1	1151
WKAQ-FM			16	.6	292			22	.8	288			23	.9	257
WKVM			46	1.7	651			60	2.2	624			69	2.6	579
WKVM-FM			5	.2	25			7	.3	25			1		25
WLUZ			40	1.5	570			52	1.9	534			65	2.4	531
WOLA			1		13			2	.1	10			2	.1	10
WORD			11	.4	186			12	.4	159			13	.5	146
WPRM			8	.3	94			4	.1	80			2	.1	69
WQBS			32	1.2	451			43	1.6	439			41	1.5	405
WQBS-FM			19	.7	192			24	.9	180			23	.9	161
TOT															
WRAI			12	.4	137			15	.6	125			16	.6	113
WRSJ			20	.7	236			23	.9	215			23	.9	206
WUND			50	1.9	627			63	2.3	596			60	2.2	537
WVOZ			19	.7	258			17	.6	245			21	.8	239
WZAR			4	.1	44			5	.2	38			5	.2	33
TOTAL			489	18.1	2669			602	22.3	2652			641	23.7	2626



SAN JUAN METROPOLITAN AREA  
JUL-AUG, 1975

ADULTS 25-49 (100)  
C.Z.= 2702  
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			10	.4	99
WBMJ			10	.4	92
WEYA			10	.4	42
WFID			3	.1	52
WHDG			1		16
WIAC			4	.1	62
WIAC-FM			15	.6	65
WKAQ			15	.6	137
WKAQ-FM			5	.2	47
WKVM			12	.4	124
WKVM-FM					6
WLUZ			7	.3	85
WOLA					8
WORD			18	.7	67
WPRM			22	.8	39
WOBS			4	.1	63
WOBS-FM			6	.2	37
TOT					
WRAI			9	.3	56
WRSJ			8	.3	44
WUND			19	.7	100
WVOZ			25	.9	81
WZAR			3	.1	25
TOTAL			196	7.3	891

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	12	.4	12	.4	14	.5	1	
WBMJ	19	.7	50	1.9	41	1.5	12	.4
WEYA	3	.1	4	.1	12	.4	4	.1
WFID	6	.2	21	.8	21	.8	3	.1
WHDG	5	.2	2	.1	3	.1		
WIAC	13	.5	13	.5	8	.3	7	.3
WIAC-FM	2	.1	12	.4	13	.5	7	.3
WKAQ	107	4.0	72	2.7	48	1.8	12	.4
WKAQ-FM	20	.7	31	1.1	18	.7	2	.1
WKVM	57	2.1	42	1.6	32	1.2	1	
WKVM-FM	3	.1	3	.1				
WLUZ	25	.9	43	1.6	26	1.0	13	.5
WOLA			1		3	.1		
WORD	14	.5	35	1.3	25	.9	8	.3
WPRM	1		3	.1				
WOBS	18	.7	38	1.4	21	.8	15	.6
WOBS-FM	13	.5	40	1.5	21	.8	4	.1
TOT	31	1.1						
WRAI	6	.2	31	1.1	23	.9	8	.3
WRSJ	2	.1	14	.5	7	.3	4	.1
WUND	40	1.5	48	1.8	26	1.0	9	.3
WVOZ	5	.2	21	.8	23	.9	18	.7
WZAR	1		9	.3	8	.3	1	
TOTAL	384	14.2	567	21.0	402	14.9	133	4.9

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			15	.6	219
WBMJ			19	.7	209
WEYA			8	.3	51
WFID			12	.4	108
WHDG			4	.1	69
WIAC			8	.3	144
WIAC-FM			12	.4	114
WKAQ			57	2.1	562
WKAQ-FM			7	.3	138
WKVM			26	1.0	288
WKVM-FM			1		12
WLUZ			15	.6	303
WOLA			1		13
WORD			14	.5	120
WPRM			11	.4	65
WOBS			16	.6	227
WOBS-FM			16	.6	136
TOT					
WRAI			14	.5	112
WRSJ			16	.6	140
WUND			36	1.3	402
WVOZ			24	.9	159
WZAR			5	.2	44
TOTAL			338	12.5	1974

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	3	.1	8	.3	5	.2		
WBMJ	9	.3	31	1.1	29	1.1	3	.1
WEYA	1		6	.2	3	.1	3	.1
WFID	12	.4	31	1.1	24	.9	6	.2
WHDG	2	.1	4	.1	2	.1	1	
WIAC	8	.3	3	.1	3	.1	1	
WIAC-FM	9	.3	30	1.1	13	.5	2	.1
WKAQ	51	1.9	72	2.7	149	5.5	6	.2
WKAQ-FM	13	.5	67	2.5	39	1.4	6	.2
WKVM	12	.4	13	.5	8	.3	3	.1
WKVM-FM	1		2	.1				
WLUZ	23	.9	47	1.7	7	.3	3	.1
WOLA	5	.2	1		3	.1		
WORD	14	.5	44	1.6	32	1.2	14	.5
WPRM	1		6	.2			1	
WOBS	13	.5	33	1.2	17	.6	4	.1
WOBS-FM	11	.4	31	1.1	23	.9	2	.1
TOT	24	.9						
WRAI	10	.4	31	1.1	24	.9	9	.3
WRSJ	4	.1	6	.2	4	.1	6	.2
WUND	23	.9	70	2.6	25	.9	5	.2
WVOZ	6	.2	23	.9	8	.3	5	.2
WZAR	2	.1	6	.2	10	.4	4	.1
TOTAL	241	8.9	595	22.0	442	16.4	89	3.3



STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			41	1.1	397			26	.7	240			36	1.0	275
WBMJ			38	1.0	225			41	1.1	180			35	.9	216
WEYA					19			10	.3	53			14	.4	63
WFID			10	.3	59			22	.6	56			23	.6	109
WHDG			10	.3	97			9	.2	56			9	.2	63
WIAC			21	.6	140			22	.6	234			29	.8	223
WIAC-FM			7	.2	69			14	.4	74			15	.4	108
WKAQ			387	10.3	1525			123	3.3	818			154	4.1	750
WKAQ-FM			50	1.3	279			23	.6	181			12	.3	170
WKVM			146	3.9	721			69	1.8	351			56	1.5	313
WKVM-FM			1		22			15	.4	25			2	.1	12
WLUZ			144	3.8	537			42	1.1	186			36	1.0	342
WDLA					11			3	.1	8			3	.1	15
WORD			23	.6	134			29	.8	123			20	.5	142
WPRM			3	.1	52			8	.2	40			4	.1	59
WQBS			59	1.6	413			52	1.4	279			29	.8	227
WQBS-FM			18	.5	105			26	.7	126			27	.7	137
TOT			77	2.0	502										
WRAI			10	.3	61			12	.3	86			26	.7	109
WRSJ			31	.8	212			32	.9	130			32	.9	165
WUND			79	2.1	482			83	2.2	406			66	1.8	422
WVOZ			22	.6	196			13	.3	107			24	.6	159
WZAR			3	.1	21			5	.1	30			8	.2	29
TOTAL			1117	29.7	3380			691	18.4	2173			676	18.0	2424

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	.8	644			32	.9	595			38	1.0	548
WBMJ			31	.8	390			38	1.0	383			38	1.0	347
WEYA			11	.3	87			8	.2	78			7	.2	73
WFID			14	.4	142			18	.5	128			16	.4	122
WHDG			7	.2	111			9	.2	111			9	.2	105
WIAC			18	.5	413			24	.6	384			25	.7	296
WIAC-FM			13	.3	149			11	.3	134			12	.3	120
WKAQ			160	4.3	1880			213	5.7	1853			270	7.2	1790
WKAQ-FM			21	.6	403			28	.7	396			30	.8	356
WKVM			68	1.8	924			88	2.3	897			101	2.7	828
WKVM-FM			5	.1	28			7	.2	28			1		28
WLUZ			55	1.5	770			70	1.9	730			90	2.4	718
WDLA			2	.1	21			3	.1	18			2	.1	18
WORD			20	.5	265			25	.7	221			23	.6	206
WPRM			11	.3	118			6	.2	97			4	.1	86
WQBS			35	.9	536			47	1.2	524			46	1.2	470
WQBS-FM			19	.5	212			24	.6	200			23	.6	181
TOT															
WRAI			15	.4	170			16	.4	155			19	.5	140
WRSJ			26	.7	331			32	.9	300			32	.9	284
WUND			62	1.6	777			78	2.1	735			73	1.9	676
WVOZ			21	.6	294			19	.5	281			23	.6	272
WZAR			4	.1	47			5	.1	41			5	.1	36
TOTAL			663	17.6	3717			816	21.7	3694			897	23.9	3654



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			21	.6	168
WRMJ			10	.3	92
WEYA			15	.4	65
WFID			5	.1	65
WHOA			1		16
WTAC			4	.1	79
WTAC-FM			17	.5	67
WKAQ			25	.7	206
WKAQ-FM			5	.1	68
WKVM			18	.5	154
WKVM-FM					6
WLUZ			12	.3	119
WOLA					8
WORD			24	.6	102
WPRM			29	.8	55
WQBS			5	.1	77
WQBS-FM			6	.2	42
TOT					
WRA1			17	.5	72
WRSJ			8	.2	66
WUNO			25	.7	130
WVQZ			25	.7	81
WZAR			3	.1	25
TOTAL			262	7.0	1182

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	16	.4	15	.4	18	.5	5	.1
WRMJ	19	.5	56	1.5	42	1.1	12	.3
WEYA	5	.1	8	.2	17	.5	9	.2
WFID	7	.2	25	.7	23	.6	3	.1
WHOA	5	.1	2	.1	4	.1		
WTAC	17	.5	19	.5	14	.4	8	.2
WTAC-FM	2	.1	14	.4	14	.4	7	.2
WKAQ	199	5.3	98	2.6	61	1.6	15	.4
WKAQ-FM	27	.7	42	1.1	25	.7	6	.2
WKVM	99	2.6	59	1.6	41	1.1	4	.1
WKVM-FM	5	.1	4	.1				
WLUZ	43	1.1	60	1.6	44	1.2	16	.4
WOLA			1		3	.1		
WORD	22	.6	56	1.5	31	.8	12	.3
WPRM	2	.1	4	.1			1	
WQBS	21	.6	42	1.1	21	.6	15	.4
WQBS-FM	13	.3	40	1.1	21	.6	4	.1
TOT	34	.9						
WRA1	6	.2	37	1.0	33	.9	17	.5
WRSJ	4	.1	20	.5	7	.2	4	.1
WUNO	51	1.4	59	1.6	27	.7	9	.2
WVQZ	5	.1	23	.6	24	.6	18	.5
WZAR	1		9	.2	8	.2	1	
TOTAL	595	15.8	727	19.3	498	13.2	173	4.6

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			29	.8	348
WBMJ			22	.6	228
WEYA			15	.4	79
WFID			14	.4	129
WHOA			4	.1	72
WTAC			15	.4	254
WTAC-FM			16	.4	127
WKAQ			83	2.2	835
WKAQ-FM			7	.2	205
WKVM			35	.9	373
WKVM-FM			1		12
WLUZ			23	.6	394
WOLA			1		18
WORD			22	.6	188
WPRM			15	.4	86
WQBS			18	.5	251
WQBS-FM			16	.4	154
TOT					
WRA1			21	.6	136
WRSJ			19	.5	206
WUNO			44	1.2	489
WVQZ			25	.7	172
WZAR			5	.1	44
TOTAL			446	11.9	2661

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	.3	11	.3	6	.2	2	.1
WBMJ	9	.2	35	.9	29	.8	3	.1
WEYA	4	.1	12	.3	11	.3	12	.3
WFID	12	.3	34	.9	26	.7	6	.2
WHOA	2	.1	4	.1	2	.1	1	
WTAC	14	.4	8	.2	8	.2	1	
WTAC-FM	10	.3	33	.9	14	.4	2	.1
WKAQ	71	1.9	100	2.7	220	5.8	6	.2
WKAQ-FM	19	.5	78	2.1	48	1.3	6	.2
WKVM	30	.8	22	.6	10	.3	6	.2
WKVM-FM	1		2	.1				
WLUZ	28	.7	57	1.5	9	.2	3	.1
WOLA	5	.1	1		3	.1		
WORD	22	.6	60	1.6	37	1.0	17	.5
WPRM	1		6	.2	1		1	
WQBS	21	.6	41	1.1	20	.5	4	.1
WQBS-FM	12	.3	31	.8	23	.6	2	.1
TOT	33	.9						
WRA1	11	.3	32	.9	28	.7	17	.5
WRSJ	8	.2	9	.2	6	.2	9	.2
WUNO	25	.7	81	2.2	27	.7	5	.1
WVQZ	9	.2	23	.6	8	.2	6	.2
WZAR	2	.1	6	.2	10	.3	4	.1
TOTAL	349	9.3	735	19.5	564	15.0	116	3.1



MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	1.0	257			10	.4	140			28	1.1	190
WBMJ			19	.8	135			27	1.1	118			25	1.0	128
WEYA					13			9	.4	41			12	.5	42
WFID			4	.2	24			14	.6	45			12	.5	55
WHOA			3	.1	41			7	.3	22			7	.3	27
WIAC			16	.6	109			19	.8	171			21	.8	167
WIAC-FM			6	.2	35			6	.2	40			9	.4	56
WKAQ			298	11.9	1126			81	3.2	565			101	4.0	508
WKAQ-FM			38	1.5	182			22	.9	134			9	.4	105
WKVM			123	4.9	511			52	2.1	215			37	1.5	200
WKVM-FM			1		8			2	.1	8					3
WLUZ			99	4.0	379			22	.9	119			24	1.0	223
WOLA					8			2	.1	5					9
WORO			18	.7	99			26	1.0	89			18	.7	110
WPRM			1		24			5	.2	22			2	.1	45
WQBS			23	.9	185			16	.6	135			5	.2	80
WQBS-FM			9	.4	39			8	.3	63			12	.5	52
TOT			32	1.3	222										
WRAI			4	.2	33			5	.2	45			16	.6	70
WRSJ			22	.9	139			17	.7	78			22	.9	104
WUND			45	1.8	288			39	1.6	199			31	1.2	222
WVOZ			17	.7	113			8	.3	56			6	.2	47
WZAR			1		7			1		8					8
TOTAL			783	31.3	2284			406	16.2	1382			410	16.4	1542

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			19	.8	445			19	.8	407			26	1.0	381
WBMJ			20	.8	232			24	1.0	232			23	.9	211
WEYA			8	.3	55			7	.3	49			6	.2	46
WFID			8	.3	70			10	.4	70			8	.3	64
WHOA			5	.2	49			5	.2	49			4	.2	49
WIAC			13	.5	291			18	.7	284			18	.7	224
WIAC-FM			8	.3	76			6	.2	70			8	.3	59
WKAQ			115	4.6	1332			153	6.1	1324			199	7.9	1282
WKAQ-FM			18	.7	262			23	.9	255			23	.9	229
WKVM			53	2.1	628			69	2.8	622			79	3.2	578
WKVM-FM			1		11			1		11					11
WLUZ			36	1.4	532			45	1.8	514			61	2.4	505
WOLA			1		12			1		12					12
WORO			17	.7	209			22	.9	171			19	.8	162
WPRM			7	.3	70			4	.2	61			2	.1	58
WQBS			10	.4	258			15	.6	253			15	.6	214
WQBS-FM			8	.3	77			9	.4	77			11	.4	66
TOT															
WRAI			8	.3	101			8	.3	92			11	.4	81
WRSJ			17	.7	222			21	.8	198			22	.9	188
WUND			30	1.2	435			40	1.6	410			38	1.5	379
WVOZ			9	.4	134			10	.4	131			12	.5	122
WZAR					17			1		11			1		11
TOTAL			421	16.8	2472			522	20.8	2466			596	23.8	2443



**MONDAY-FRIDAY**

**SATURDAY**

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	.7	136
WBMJ			6	.2	37
WFYA			8	.3	46
WFID			4	.2	37
WFOA			1		4
WIAC			1		50
WIAC-FM			10	.4	31
WKAQ			17	.7	134
WKAQ-FM			4	.2	50
WKVM			14	.6	84
WKVM-FM					
WLUZ			9	.4	61
WOLA					2
WORD			22	.9	87
WPRM			19	.8	37
WQBS			1		36
WQBS-FM			3	.1	14
TOT					
WRAI			10	.4	32
WRSJ			7	.3	55
WUND			7	.3	65
WVOZ			4	.2	13
WZAR			1		10
TOTAL			156	6.2	707

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
10	.4	5	.2	11	.4	4	.2
9	.4	29	1.2	12	.5	9	.4
		5	.2	8	.3	5	.2
4	.2	13	.5	12	.5	2	.1
4	.2	1		3	.1		
12	.5	12	.5	10	.4	2	.1
		6	.2	6	.2	4	.2
152	6.1	58	2.3	40	1.6	9	.4
22	.9	27	1.1	12	.5	5	.2
77	3.1	30	1.2	17	.7	4	.2
5	.2	3	.1				
34	1.4	36	1.4	30	1.2	6	.2
16	.6	41	1.6	18	.7	7	.3
1		2	.1			1	
8	.3	21	.8	10	.4	6	.2
1		8	.3	5	.2		
9	.4						
2	.1	15	.6	19	.8	9	.4
4	.2	15	.6	4	.2	3	.1
32	1.3	40	1.6	13	.5	6	.2
1		5	.2	4	.2	2	.1
416	16.6	404	16.1	255	10.2	88	3.5

**MONDAY-FRIDAY**

**SUNDAY**

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			23	.9	245
WBMJ			16	.6	131
WFYA			10	.4	55
WFID			8	.3	57
WFOA			3	.1	31
WIAC			9	.4	173
WIAC-FM			10	.4	62
WKAQ			55	2.2	560
WKAQ-FM			5	.2	137
WKVM			24	1.0	225
WKVM-FM					3
WLUZ			16	.6	251
WOLA					9
WORD			20	.8	150
WPRM			10	.4	54
WQBS			4	.2	91
WQBS-FM			7	.3	54
TOT					
WRAI			13	.5	82
WRSJ			14	.6	137
WUND			18	.7	262
WVOZ			5	.2	50
WZAR			1		14
TOTAL			269	10.7	1672

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
9	.4	5	.2	3	.1	2	.1
7	.3	22	.9	11	.4	1	
4	.2	11	.4	10	.4	12	.5
6	.2	17	.7	16	.6	3	.1
1		2	.1	1		1	
10	.4	7	.3	5	.2		
7	.3	15	.6	6	.2	2	.1
41	1.6	59	2.4	156	6.2	4	.2
13	.5	36	1.4	20	.8	2	.1
27	1.1	16	.6	5	.2	5	.2
1		2	.1				
19	.8	39	1.6	4	.2		
21	.8	46	1.8	26	1.0	15	.6
		4	.2	1		1	
16	.6	19	.8	5	.2		
3	.1	7	.3	4	.2		
19	.8						
8	.3	15	.6	18	.7	10	.4
7	.3	6	.2	5	.2	7	.3
20	.8	48	1.9	13	.5	2	.1
6	.2	19	.8	7	.3	3	.1
				4	.2	1	
245	9.8	434	17.3	330	13.2	69	2.8



MONDAY-FRIDAY

PERSONS 12-24 (00)  
C.Z.= 2296  
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			8	.3	69			7	.3	72			5	.2	85
WBMJ			73	3.2	592			159	6.9	677			137	6.0	717
WFYA					7			6	.3	19			6	.3	14
WFID			7	.3	49			21	.9	50			13	.6	61
WHDA			7	.3	38			12	.5	53			3	.1	52
WIAC					7					39			1		27
WIAC-FM			4	.2	40			14	.6	54			11	.5	77
WKAQ			42	1.8	391			48	2.1	334			45	2.0	328
WKAQ-FM			12	.5	105			9	.4	104			5	.2	111
WKVM			42	1.8	313			47	2.0	275			50	2.2	273
WKVM-FM			7	.3	10			4	.2	9					
WLUZ			11	.5	82			17	.7	29			4	.2	24
WOLA			3	.1	65			22	1.0	122			24	1.0	125
WORD			2	.1	9			4	.2	21			3	.1	9
WPRM			1		2			2	.1	23			2	.1	24
WQBS			32	1.4	275			53	2.3	302			47	2.0	278
WQBS-FM			4	.2	61			11	.5	99			2	.1	86
TOT			36	1.6	337										
WRAI			24	1.0	174			41	1.8	183			30	1.3	230
WRSJ			5	.2	31			7	.3	30			1		14
WUNO			42	1.8	417			72	3.1	430			43	1.9	416
WVOZ			21	.9	276			48	2.1	320			48	2.1	339
WZAR			1		2					4			8	.3	8
TOTAL			353	15.4	1661			609	26.5	1696			492	21.4	1737

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			5	.2	162			7	.3	146			6	.3	127
WBMJ			109	4.7	1186			125	5.4	1087			106	4.6	977
WEYA			5	.2	22			4	.2	22			3	.1	22
WFID			10	.4	112			15	.7	88			10	.4	86
WHDA			6	.3	99			8	.3	82			6	.3	62
WIAC			4	.2	121					48					29
WIAC-FM			7	.3	104			12	.5	99			8	.3	91
WKAQ			40	1.7	735			45	2.0	648			44	1.9	572
WKAQ-FM			7	.3	251			9	.4	218			8	.3	189
WKVM			38	1.7	519			46	2.0	484			46	2.0	440
WKVM-FM			3	.1	17			4	.2	14			3	.1	10
WLUZ			9	.4	116			12	.5	98			8	.3	89
WOLA			17	.7	209			18	.8	190			15	.7	157
WORD			2	.1	47			3	.1	25			3	.1	13
WPRM			2	.1	39			1		29			1		24
WQBS			41	1.8	551			45	2.0	497			40	1.7	417
WQBS-FM			5	.2	173			7	.3	152			3	.1	118
TOT															
WRAI			31	1.4	350			32	1.4	317			27	1.2	296
WRSJ			4	.2	67			5	.2	47			3	.1	31
WUNO			50	2.2	848			54	2.4	720			42	1.8	640
WVOZ			37	1.6	560			39	1.7	501			35	1.5	450
WZAR			2	.1	17			2	.1	10			4	.2	10
TOTAL			441	19.2	2289			493	21.5	2212			422	18.4	2135



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			3	.1	53
WPMJ			64	2.8	497
WEYA			7	.3	12
WFID					33
WHDG			1		46
WTAC			15	.7	98
WTAC-FM			2	.1	33
WKAQ			27	1.2	273
WKAQ-FM			3	.1	84
WKVM			16	.7	162
WKVM-FM					3
WLUZ			2	.1	23
WOLA			24	1.0	107
WORD			1		30
WPRM			6	.3	23
WQBS			33	1.4	197
WQBS-FM			1		55
TOT					
WRA1			27	1.2	176
WRSJ			2	.1	28
WUNO			43	1.9	287
WVOZ			32	1.4	237
WZAR					7
TOTAL			305	13.3	1383

SATURDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
3	.1	2	.1	2	.1	2	.1				
53	2.3	190	8.3	128	5.6	78	3.4				
		6	.3	7	.3						
2	.1	26	1.1	19	.8	4	.2				
2	.1	4	.2	3	.1	3	.1				
2	.1	6	.3	4	.2	8	.3				
3	.1	19	.8	9	.4	2	.1				
22	1.0	39	1.7	35	1.5	18	.8				
11	.5	18	.8	22	1.0						
14	.6	48	2.1	35	1.5	15	.7				
3	.1	5	.2	4	.2	4	.2				
3	.1	18	.8	28	1.2	18	.8				
		10	.4								
				1		1					
28	1.2	67	2.9	28	1.2	12	.5				
6	.3	22	1.0	10	.4	2	.1				
34	1.5										
8	.3	44	1.9	25	1.1	27	1.2				
1		1		2	.1	1					
32	1.4	100	4.4	52	2.3	19	.8				
16	.7	73	3.2	40	1.7	20	.9				
2	.1	2	.1	2	.1						
214	9.3	706	30.7	464	20.2	243	10.6				

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			4	.2	111					
WPMJ			97	4.2	897						
WEYA			6	.3	17						
WFID			6	.3	85						
WHDG			2	.1	77						
WTAC			8	.3	110						
WTAC-FM			6	.3	86						
WKAQ			35	1.5	455						
WKAQ-FM			3	.1	155						
WKVM			32	1.4	323						
WKVM-FM					3						
WLUZ			4	.2	44						
WOLA			24	1.0	158						
WORD			2	.1	30						
WPRM			4	.2	35						
WQBS			39	1.7	369						
WQBS-FM			1		116						
TOT											
WRA1			28	1.2	299						
WRSJ			1		37						
WUNO			43	1.9	585						
WVOZ			39	1.7	430						
WZAR			4	.2	15						
TOTAL			388	16.9	1997						

SUNDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
3	.1	3	.1	5	.2						
37	1.6	146	6.4	108	4.7	46	2.0				
1		6	.3	5	.2	3	.1				
1		12	.5	8	.3	4	.2				
		3	.1	7	.3						
1		2	.1	2	.1	3	.1				
5	.2	19	.8	12	.5	3	.1				
9	.4	21	.9	40	1.7	4	.2				
4	.2	35	1.5	32	1.4	2	.1				
10	.4	37	1.6	24	1.0	7	.3				
2	.1	8	.3	1		1					
2	.1	6	.3	14	.6	4	.2				
		3	.1	5	.2	1					
1		4	.2	4	.2						
19	.8	43	1.9	17	.7	8	.3				
1		8	.3	9	.4	5	.2				
20	.9										
12	.5	71	3.1	40	1.7	20	.9				
1		2	.1			1					
30	1.3	67	2.9	43	1.9	25	1.1				
7	.3	38	1.7	37	1.6	15	.7				
1		5	.2	7	.3	1					
146	6.4	546	23.8	432	18.8	159	6.9				



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			2	.2	32			6	.5	51			1	.1	41
WBMJ			33	2.9	275			92	8.0	374			90	7.9	432
WEYA					4			4	.3	16			4	.3	11
WFID					13			1	.1	17			4	.3	14
WHDG			1	.1	9			2	.2	16					25
WIAC					5					23			1	.1	16
WIAC-FM			1	.1	10			9	.8	28			8	.7	30
WKAQ			16	1.4	204			32	2.8	191			25	2.2	171
WKAQ-FM			4	.3	50			4	.3	52			3	.3	53
WKVM			13	1.1	136			21	1.8	157			27	2.4	160
WKVM-FM															
WLUZ			2	.2	35					4					4
WOLA			3	.3	38			13	1.1	46			7	.6	44
WORD										2					
WPRM			1	.1	2			2	.2	19			2	.2	22
WOBS			8	.7	111			16	1.4	162			17	1.5	130
WOBS-FM					9			4	.3	30			1	.1	25
TOT			8	.7	120										
WRAI			11	1.0	69			17	1.5	68			17	1.5	113
WRSJ			4	.3	20			6	.5	6			1	.1	6
WUNO			17	1.5	193			37	3.2	258			25	2.2	241
WVOZ			8	.7	87			19	1.7	124			21	1.8	146
WZAR															
TOTAL			124	10.8	756			287	25.1	855			254	22.2	896

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	.2	85			3	.3	77			1	.1	62
WBMJ			64	5.6	642			73	6.4	585			62	5.4	528
WEYA			3	.3	16			3	.3	16			2	.2	16
WFID			1	.1	35			2	.2	27			2	.2	27
WHDG			1	.1	29			1	.1	25			1	.1	25
WIAC			2	.2	66					23					16
WIAC-FM			4	.3	50			7	.6	45			5	.4	37
WKAQ			23	2.0	417			25	2.2	349			21	1.8	299
WKAQ-FM			3	.3	129			4	.3	118			3	.3	97
WKVM			18	1.6	279			20	1.7	250			20	1.7	220
WKVM-FM					3										
WLUZ			1	.1	49			1	.1	43			1	.1	39
WOLA			7	.6	83			9	.8	70			5	.4	62
WORD					10					2					
WPRM			2	.2	26			1	.1	22			1	.1	22
WOBS			14	1.2	280			14	1.2	254			13	1.1	187
WOBS-FM			2	.2	56			2	.2	50					31
TOT															
WRAI			15	1.3	159			15	1.3	136			14	1.2	128
WRSJ			3	.3	20			4	.3	20			3	.3	20
WUNO			24	2.1	447			27	2.4	385			21	1.8	325
WVOZ			16	1.4	230			16	1.4	208			15	1.3	187
WZAR															
TOTAL			206	18.0	1138			226	19.7	1099			189	16.5	1065



**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					32
WBMJ			38	3.3	275
WEYA			4	.3	6
WFID					11
WHOA					13
WIAC			7	.6	51
WIAC-FM					21
WKAQ			18	1.6	182
WKAQ-FM			2	.2	43
WKVM			12	1.0	108
WKVM-FM					3
WLUZ			1	.1	7
WOLA			5	.4	35
WORD					7
WPRM			3	.3	14
WOBS			15	1.3	101
WOBS-FM			1	.1	9
TOT					
WRAI			15	1.3	89
WRSJ					
WUND			17	1.5	139
WVOZ			17	1.5	112
WZAR					
TOTAL			153	13.4	688

**SATURDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.2			1	.1	1	.1
WBMJ	24	2.1	90	7.9	75	6.6	32	2.8
WEYA			2	.2	3	.3		
WFID	2	.2	4	.3	5	.4	1	.1
WHOA								
WIAC	2	.2	6	.5	2	.2	3	.3
WIAC-FM	1	.1	6	.5	7	.6	2	.2
WKAQ	14	1.2	27	2.4	22	1.9	10	.9
WKAQ-FM	6	.5	5	.4	10	.9		
WKVM	6	.5	19	1.7	18	1.6	8	.7
WKVM-FM								
WLUZ					1	.1		
WOLA	2	.2	6	.5	12	1.0	5	.4
WORD			7	.6				
WPRM					1	.1	1	.1
WOBS	7	.6	27	2.4	17	1.5	5	.4
WOBS-FM	1	.1	6	.5	2	.2	1	.1
TOT	8	.7						
WRAI	3	.3	20	1.7	9	.8	11	1.0
WRSJ								
WUND	15	1.3	49	4.3	27	2.4	8	.7
WVOZ	2	.2	16	1.4	14	1.2	10	.9
WZAR	2	.2	2	.2				
TOTAL	88	7.7	294	25.7	225	19.7	105	9.2

**MONDAY-FRIDAY**

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			1	.1	56
WBMJ			62	5.4	530
WEYA			4	.3	11
WFID			2	.2	23
WHOA					29
WIAC			4	.3	59
WIAC-FM			4	.3	39
WKAQ			21	1.8	275
WKAQ-FM			2	.2	76
WKVM			19	1.7	196
WKVM-FM					3
WLUZ			1	.1	11
WOLA			6	.5	61
WORD					7
WPRM			2	.2	26
WOBS			16	1.4	177
WOBS-FM			1	.1	31
TOT					
WRAI			16	1.4	140
WRSJ					6
WUND			21	1.8	326
WVOZ			19	1.7	180
WZAR					
TOTAL			198	17.3	1012

**SUNDAY**

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.2	2	.2				
WBMJ	13	1.1	63	5.5	58	5.1	22	1.9
WEYA	1	.1	6	.5	3	.3	3	.3
WFID			3	.3	1	.1	2	.2
WHOA					2	.2		
WIAC	1	.1					3	.3
WIAC-FM	2	.2	4	.3	6	.5	3	.3
WKAQ	5	.4	12	1.0	17	1.5	1	.1
WKAQ-FM	2	.2	11	1.0	15	1.3		
WKVM	4	.3	12	1.0	8	.7	3	.3
WKVM-FM								
WLUZ							1	.1
WOLA	2	.2	4	.3	6	.5	2	.2
WORD			3	.3	2	.2	1	.1
WPRM					2	.2		
WOBS	1	.1	10	.9	9	.8	4	.3
WOBS-FM	1	.1	1	.1	2	.2	2	.2
TOT	1	.1						
WRAI	6	.5	36	3.1	24	2.1	6	.5
WRSJ								
WUND	17	1.5	41	3.6	26	2.3	11	1.0
WVOZ	1	.1	6	.5	16	1.4	5	.4
WZAR			3	.3	4	.3		
TOTAL	56	4.9	218	19.0	208	18.2	76	6.6

# PROGRAMMER'S GUIDE

## SECTIONS

- 1..... Shares
- 2..... Ratings, Projections and Cumes
- 3..... Ratings by Hours
- 4..... Additional Time Period Combinations



SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA JUL-AUG. 1975

M-F  
6A.M.-12MID

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	5	4	1	4	1	7	3	7	2	3	4	5
WRMJ	8	8	31	12	22	4	6	1	17	5	9	1
WFYA	1	3	1	2		1	1	1	2	2	1	4
WFID @	2	3		2	4	3			3	2	5	1
WHOA	2	1		1	3	1	3		2	1	1	
WIAC	3	2	1	2	2	2	1	7	2	2	2	3
WIAC-FM @	1	2	2	2	1	2	2	1	2	3	2	2
WKAQ	21	21	11	19	6	19	22	35	8	18	23	33
WKAQ-FM	2	3	1	3	3	1	3	1	1	2	7	4
WKVM	8	12	9	10	5	5	12	10	12	8	13	15
WKVM-FM	2			1	3	3					1	
WLUZ	7	6		6	3	8	11	11	4	8	6	7
WOLA @	2	1	3	2	7			1	2	1		
WORD @	3	2		2	1	1	5	5	1	2	2	5
WPRM @	1	1	1	1		2	2	2		2	1	1
WOBS	6	7	7	7	7	11	3	1	16	10	3	2
WOBS-FM @	1	3	1	2	2	1	3		1	8	4	
TOT												
WRAI	4	3	7	4	9	2	3	2	5	3	1	1
WRSJ	5	2	1	3	1	7	6	5		1	4	2
WUNO	7	12	12	10	5	8	8	4	17	18	6	10
WVJZ	6	3	8	5	12	9	3	1	6	1	3	1
WZAR	1	1		1	1	2			1	2		
TOT (00)	460	518	206	1184	116	122	107	82	119	120	140	92

SHARE OF AUDIENCE ESTIMATES

MON-SUN  
6A.M.-12MID

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	4	4	1	3	1	6	2	7	2	3	3	5
WBMJ	9	8	31	13	25	5	5	1	17	5	9	1
WEYA	1	3	2	2		1	1	1	2	2	2	5
WFID @	2	3	1	2	4	4			3	3	6	1
WHOA	1	1	1	1	3	1	2		2	1	2	
WIAC	3	2	1	2	2	3	1	7		2	2	4
WIAC-FM @	1	2	2	2	1	2	2	1	3	3	2	2
WKAQ	20	19	10	18	5	18	22	34	8	18	21	30
WKAQ-FM	2	5	2	3	3	2	3	1	3	4	7	5
WKVM	8	11	8	9	5	5	10	10	11	7	12	14
WKVM-FM	1			1	2	3					1	
WLUZ	7	6	1	5	3	7	11	11	3	8	6	6
WOLA @	2		3	1	6			1	2	1		
WORD @	3	2	1	2	1	2	6	7	1	2	3	6
WPRM @	1	1	1	1		2	2	1		2	1	1
WOBS	6	7	7	6	7	11	3	1	14	8	3	2
WOBS-FM @	1	3	1	2	2	1	3		2	9	3	
TOT												
WRAI	5	3	8	4	9	3	4	3	6	4	2	1
WRSJ	4	2	1	2	1	6	5	4		1	3	2
WUNO	6	11	12	10	5	7	9	4	16	16	7	8
WVJZ	7	3	7	5	13	9	3	1	6	1	3	1
WZAP	1	1		1	1	2			1	2		
TOT (00)	419	488	193	1100	110	109	98	73	118	118	126	83



SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA  
JUL-AUG. 1975

MON-FRI  
6A.M.-10A.M.

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	4	4	2	4		7	2	2	5	3	4	5
WBMJ	6	5	27	7	22	7	3		13	4	5	
WEYA												
WFID	1	1		1	5	3			2	1	2	
WHOA	1	1	1	1	2	3	1		3	1	1	
WIAC	2	1		2		3		5		1	2	1
WIAC-FM	1	1	1	1			2		2	1	1	
WKAQ	31	31	13	30	11	20	33	51	12	32	29	45
WKAQ-FM	4	5	3	4	5	3	3	1	2	4	7	6
WKVM	12	15	10	14	13	3	14	13	13	10	18	17
WKVM-FM	1			1	7							
WLUZ	12	10	2	10	2	18	16	13	6	10	12	11
WOLA			2									
WORD	1	2		2	2			2		3	3	4
WPRM			1							1		1
WOBS	7	5	6	6	10	14	5	3	11	9	2	2
WOBS-FM		2		1	1		1		2	5	3	2
TOT	8	7	6	7	11	14	6	3	13	13	5	2
WRA1	2	1	9	2	6	3	2		6	1		
WPSJ	4	1	3	2		4	4	4	1	2	2	2
WUND	4	10	14	8	3	3	5	3	17	16	7	7
WVOZ	3	2	6	3	7	3	5	1	5	1	3	1
WZAR					1		1			1		
TOT (00)	649	850	124	1623	103	147	176	158	126	187	256	193

SHARE OF AUDIENCE ESTIMATES

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

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	4	3	2	3		10	1	2	1	1	3	5
WBMJ	7	13	32	15	18	1	6	2	24	8	12	1
WEYA	1	2	1	2			1	3	1	1	1	6
WFID	3	5		3	7	4			6	1	9	1
WHOA	2	1	1	2	5		5		2	1	1	
WIAC	4	2		2		2	4	11			3	5
WIAC-FM	1	2	3	2	1	2		2	2	3	3	1
WKAQ	16	13	11	14	5	18	18	28	5	12	18	20
WKAQ-FM	2	4	1	2	3		3	2		1	9	5
WKVM	8	10	7	9	3	6	13	12	12	6	11	15
WKVM-FM	3			1	3	9					1	
WLUZ	8	4		5	5	9	10	9	6	5	2	2
WOLA	2	1	5	2	5			3	1	1		
WORD	4	3		3	3			6	12		2	11
WPRM	1	1	1	1		1	4			1		1
WOBS	7	10	6	8	6	13	4		16	12	5	5
WOBS-FM	1	4	1	3	3		2		1	12	4	
TOT												
WRA1	4	3	6	4	9	1	3		6	3	1	
WRSJ	6	1	2	3		11	6	8	1		2	2
WUND	8	14	13	12	5	7	12	8	16	23	7	13
WVOZ	5	3	7	4	16	3			3	1	4	2
WZAR		1								3		
TOT (00)	491	597	287	1375	148	140	109	65	174	145	148	84



SHARE OF AUDIENCE ESTIMATES

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

MON-FRI

3P.M.-7P.M.

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	6	3		4	2	5	4	15	1		5	5
WBMJ	10	7	35	14	26	4	7	6	13	4	8	1
WEYA	1	4	2	2			2	1	2	2	2	9
WF1D	3	4	2	3	6	5	1		2	4	7	3
WHDA	1	1		1	2		3		1	2	2	
WIAC	4	4		3		3	1	12		4	3	8
WIAC-FM	1	2	3	2	2	2		2	1	3	3	4
WKAQ	22	21	10	19	6	25	21	26	11	13	24	29
WKAQ-FM	1	2	1	1	2	1	2	1		2	4	1
WKVM	8	10	11	9	6	7	14	4	14	8	7	12
WKVM-FM						1						
WLUZ	4	4		3	2	3	8	7	2	7	3	5
WOLA	2	2	3	2	10				4	3		
WORD	2	3		2			1	4	2	3	1	3
WPRM	1		1			1		2				
WOBS	4	8	7	6	8	7			18	11	3	1
WOBS-FM	2	4		2	1	1	5			11	5	
TOT												
WRAI	5	3	7	5	8	4	5	5	3	4	4	1
WRSJ	4	2		3		6	6	6		1	6	3
WUNC	8	10	10	9	3	11	11	5	12	17	7	6
WVOZ	7	3	8	6	13	11	2	2	10	2	2	
WZAR	2	1		1	3	3			4	3		
TOT (00)	512	471	254	1237	125	152	118	84	113	114	131	77

SHARE OF AUDIENCE ESTIMATES

MON-FRI  
7P.M.-12MTD

STATION	MEN %	WOMEN %	TEENS %	TOTAL %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %
WAPA	7	7		5	3		10	19		7	6	13
WBMJ	10	6	25	12	22	5	5		11	2	8	
WEYA	2	11	3	5		7	2		5	7	4	17
WF1D		2		1		2					4	7
WHDA							2		2			
WIAC	4	2	5	3	9	2				4	2	
WIAC-FM	3	6		3		2	14		3	13	4	7
WKAQ	6	12	12	10	3	7		17	9	9	15	13
WKAQ-FM	1	1	1	1	1		5			2	4	
WKVM	4	10	8	7	1		5	8	5	9	13	10
WKVM-FM												
WLUZ	3	3	1	2			2	14	2	7	6	
WOLA	7	1	3	4	19				3			
WORD	10	1		4	1	3	33	17			4	
WPRM	9	6	2	6	2	11	10	19	2	7	17	
WOBS	3	8	10	6	3	5		3	23	2		
WOBS-FM	1	1	1	1		2	5		4	2		
TOT												
WRAI	7	6	10	7	11	3		11	3	11	4	13
WRSJ	3	2		2	2		7			2	8	
WUNC	9	14	11	11	11	16	2		25	18		20
WVOZ	15	2	11	10	11	34	10		8			
WZAR	1					3					2	
TOT (00)	239	213	153	605	88	61	42	36	64	45	48	30

**SHARE OF AUDIENCE ESTIMATES**

SAN JUAN METROPOLITAN AREA

SAT  
JUL-AUG. 1975

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	4	2	3
WBMJ	6	6	27	8
WEYA		1		1
WFID @	1	2	2	2
WHDG	1	1		1
WIAC	3	1	2	2
WIAC-FM @	1	1	1	1
WKAQ	36	27	16	29
WKAQ-FM	2	5	7	4
WKVM	13	18	7	15
WKVM-FM	1	1		1
WLUZ	6	6		5
WDLA @			2	
WORD @	4	2		2
WPRM				
WOBS	7	4	8	5
WOBS-FM	1	3	1	2
TOT	8	7	9	7
WRAI	2	1	3	2
WPSJ		1		1
WUND	7	10	17	10
WVOZ	4	2	2	3
WZAR			2	
TOT(00)	333	497	88	918

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	3		2
WBMJ	15	12	31	16
WEYA	1	2	1	1
WFID	4	4	1	4
WHDG	1			1
WIAC	3	1	2	2
WIAC-FM		4	2	2
WKAQ	12	10	9	10
WKAQ-FM	3	6	2	4
WKVM	5	10	6	8
WKVM-FM				
WLUZ	7	5		4
WDLA	3		2	1
WORD	7	4	2	4
WPRM		1		
WOBS	6	7	9	7
WOBS-FM	3	6	2	4
TOT				
WRAI	7	4	7	5
WRSJ	1	2		1
WUND	5	12	17	11
WVOZ	10	5	5	7
WZAR	1	1	1	1
TOT(00)	440	769	294	1503

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	4		3
WBMJ	15	10	33	17
WEYA	3	3	1	3
WFID	4	5	2	4
WHDG	1	1		1
WIAC	3	3	1	3
WIAC-FM	1	3	3	2
WKAQ	12	11	10	11
WKAQ-FM	2	7	4	5
WKVM	5	10	8	8
WKVM-FM				
WLUZ	7	6		5
WDLA	5	1	5	3
WORD	3	5		3
WPRM				
WOBS	5	3	8	5
WOBS-FM	1	5	1	3
TOT				
WRAI	7	6	4	6
WRSJ	1	1		1
WUND	4	10	12	8
WVOZ	12	2	6	6
WZAR	3			1
TOT(00)	330	461	225	1016

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	5	1	3
WBMJ	24	10	30	21
WEYA	2	5		3
WFID @		4	1	2
WHDG	2			1
WIAC	5	3	3	4
WIAC-FM @		5	2	2
WKAQ	5	10	10	8
WKAQ-FM	2	2		1
WKVM	1	9	8	5
WKVM-FM				
WLUZ	5	8		5
WDLA @	5	3	5	4
WORD @	7			3
WPPM @	1		1	
WOBS	9	4	5	6
WOBS-FM @	1	3	1	1
TOT				
WRAI	8	13	10	10
WRSJ		4		1
WUND	5	8	8	7
WVOZ	14	3	10	9
WZAR		1		
TOT(00)	177	155	105	437



SHARE OF AUDIENCE ESTIMATES

SUN

SAN JUAN METROPOLITAN AREA

JUL-AUG. 1975

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA		6	4	3
WBMJ	9	5	23	8
WEYA	1	1	2	1
WFID @	3	2		2
WFOA		1		
WIAC	3	5	2	3
WIAC-FM @	3	3	4	3
WKAQ	16	22	9	18
WKAQ-FM	4	5	4	4
WKVM	6	12	7	9
WKVM-FM				
WLUZ	7	5		6
WOLA @	2		4	1
WORD @	8	2		4
WPRM				
WOBS	11	5	2	7
WOBS-FM	1	4		2
TOT	12	9	2	9
WRAI	5	2	11	4
WRSJ	2	2		2
WUND	7	11	30	12
WVOZ	4	3	2	3
WZAR	1			1
TOT (00)	227	262	56	545

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	2	1	1
WBMJ	13	9	29	13
WEYA	1	2	3	2
WFID @	3	4	1	3
WFOA	1	1		1
WIAC	2	2		1
WIAC-FM	2	6	2	4
WKAQ	12	11	6	10
WKAQ-FM	6	12	5	8
WKVM	4	6	6	5
WKVM-FM				
WLUZ	7	5		5
WOLA			2	1
WORD	6	5	1	5
WPRM	2			1
WOBS	8	5	5	6
WOBS-FM	2	5		3
TOT				
WRAI	8	5	17	8
WRSJ	1	1		1
WUND	8	12	19	11
WVOZ	6	4	3	5
WZAR	2		1	1
TOT (00)	524	607	218	1349

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	1	4		2
WBMJ	11	8	28	13
WEYA	1	3	1	2
WFID @	3	4		3
WFOA	1	1	1	1
WIAC	2	3		2
WIAC-FM		4	3	2
WKAQ	40	25	8	27
WKAQ-FM	4	11	7	8
WKVM	3	3	4	3
WKVM-FM				
WLUZ	1	1		1
WOLA @	1	1	3	2
WORD @	5	4	1	4
WPRM @			1	
WOBS	3	3	4	3
WOBS-FM	2	5	1	3
TOT				
WRAI	7	4	12	7
WRSJ	1	1		1
WUND	2	8	13	7
WVOZ	5	2	8	4
WZAR	1	2	2	2
TOT (00)	417	437	208	1062

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	2	3		2
WBMJ	16	10	29	17
WEYA	6	10	4	7
WFID @	3	4	3	3
WFOA	1			
WIAC		3	4	2
WIAC-FM @		2	4	2
WKAQ	1	7	1	4
WKAQ-FM	3	4		3
WKVM	3	6	4	4
WKVM-FM				
WLUZ		2	1	1
WOLA @	2		3	1
WORD @	16	2	1	7
WPRM @		1		
WOBS	4	3	5	4
WOBS-FM @		4	3	2
TOT				
WRAI	14	16	8	13
WRSJ	6	3		3
WUND	6	11	14	10
WVOZ	13	3	7	7
WZAR	3	2		2
TOT (00)	94	121	76	291



AVEPAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

6A.M. - 10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.9	24	1.3	37	.2	2	1.0	63		11	3	3	6	5	10	9
WBMJ	1.6	41	1.4	40	2.9	33	1.7	114	23	11	6		17	8	13	
WFYA			.1	2				2								
WFID	.4	9	.4	12			.3	21	5	4			2	2	4	
WHDN	.3	8	.3	8	.1	1	.3	17	2	5	1		4	2	2	
WIAC	.5	13	.4	12			.4	25		4		8		1	6	2
WIAC-FM	.2	4	.2	6	.1	1	.2	11			4		3	1	2	
WKAQ	7.9	202	9.2	265	1.4	16	7.3	483	11	30	58	80	15	59	73	87
WKAQ-FM	.9	23	1.4	41	.3	4	1.0	69	5	5	6	2	3	7	19	11
WKVM	3.0	77	4.5	131	1.1	13	3.3	221	13	5	25	20	16	18	45	33
WKVM-FM	.3	7	.1	2			.1	9	7						1	
WLUZ	3.0	76	3.0	86	.2	2	2.5	164	2	26	28	20	7	19	30	21
WOLA					.3	3		3								
WOPR	.2	6	.7	20			.4	26	2			3		5	8	7
WOPR-FM			.1	3	.1	1	.1	4						2		1
WORS	1.8	47	1.5	43	.7	8	1.5	98	10	20	9	5	14	16	5	4
WORS-FM	.1	3	.7	19			.3	22	1		2		3	9	7	
TOT	1.9	50	2.1	62	.7	8	1.8	120	11	20	11	5	17	25	12	4
WRAJ	.5	13	.4	11	1.0	11	.5	35	6	4	3		7	2	1	
WRSJ	.9	23	.4	12	.3	4	.6	39		6	7	7	1	3	4	4
WUND	1.1	27	2.0	84	1.5	17	2.0	130	3	5	8	5	22	29	19	13
WVOZ	.8	20	.5	15	.7	8	.7	43	7	4	8	1	6	1	7	1
WZLW	.1	2	.1	2			.1	4	1		1			2		
TOTAL	25.3	649	29.4	850	10.8	124	24.6	1623	103	147	176	158	126	187	256	193



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

6A.M.-10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	10.1	258	9.5	275	2.8	32	8.6	565	10	60	85	51	27	80	62	59
WBMJ	9.1	233	11.2	324	24.0	275	12.6	832	146	42	32	11	171	48	81	11
WFYA	.2	6	.9	25	.3	4	.5	35			6		3	6	4	3
WFID	1.6	41	2.2	64	1.1	13	1.8	118	21	17			15	18	21	3
WHOA	3.1	80	1.7	48	.8	9	2.1	137	9	40	26	3	20	16	6	6
WIAC	3.6	92	3.0	87	.4	5	2.8	184	2	23	20	30		8	29	30
WIAC-FM	1.7	43	2.0	59	.9	10	1.7	112	7	18	9	6	23	16	18	2
WKAQ	36.2	929	36.0	1044	17.8	204	33.0	2177	85	145	289	292	102	254	275	270
WKAQ-FM	5.5	141	7.2	208	4.4	50	6.0	399	24	40	38	33	31	57	69	42
WKVM	16.2	416	21.3	617	11.9	136	17.7	1169	61	79	125	98	116	131	147	141
WKVM-FM	.9	24	.4	12			.5	36	10	14					5	3
WLUZ	11.0	281	12.2	353	3.1	35	10.1	669	22	65	117	65	25	93	125	72
WDLA	.9	24	.5	14	3.3	38	1.2	76	19			5	8	3		3
WORD	2.5	65	2.8	81			2.2	146	4	7	25	26	5	28	32	16
WPRM	1.2	31	.9	25	.2	2	.9	58		20	8	3		8	7	6
WQBS	10.9	279	11.2	325	9.7	111	10.8	715	60	127	64	19	104	101	62	40
WQBS-FM	2.3	58	3.4	99	.8	9	2.5	166	19	21	15	3	33	45	15	6
TOT	13.0	333	14.3	413	10.5	120	13.1	866	79	144	79	22	138	136	75	46
WRAI	3.5	90	2.8	80	6.0	69	3.6	239	53	18	16	3	52	10	6	8
WRSJ	6.3	161	3.3	96	1.7	20	4.2	277	8	46	51	35	3	27	35	18
WUNO	11.9	304	15.9	460	16.9	193	14.5	957	67	79	71	46	157	115	99	72
WVNZ	9.8	251	5.0	146	7.6	87	7.3	484	122	61	49	16	67	22	31	17
WZAR	.5	12	.4	11			.3	23	2	6	4			8		3
TOTAL	86.1	2209	88.4	2559	66.0	756	83.6	5524	407	513	645	440	498	583	700	499



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

10A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.7	18	.6	17	.5	6	.6	41		14	1	1	1	2	4	4
WBMJ	1.4	36	2.7	77	8.0	92	3.1	205	26	2	7	1	41	12	18	1
WEYA	.1	3	.5	14	.3	4	.3	21			1	2	2	1	1	5
WFID	.6	16	1.0	29	.1	1	.7	46	10	6			10	2	13	1
WHDA	.5	12	.2	7	.2	2	.3	21	7		5		3	2	2	
WIAC	.8	20	.4	11			.5	31		3	4	7			4	4
WIAC-FM	.2	6	.4	13	.8	9	.4	28	2	3		1	3	5	4	1
WKAQ	3.0	78	2.7	78	2.8	32	2.8	188	8	25	20	18	8	17	26	17
WKAQ-FM	.4	9	.7	21	.3	4	.5	34	5		3	1		1	14	4
WKVM	1.6	41	2.1	62	1.8	21	1.9	124	5	9	14	8	21	8	17	13
WKVM-FM	.7	17	.1	2			.3	19	4	13					2	
WLUZ	1.4	37	.9	26			1.0	63	7	13	11	6	10	7	3	2
WOLA	.4	9	.1	3	1.1	13	.4	25	7			2	2	1		
WORD	.8	21	.5	15			.5	36	4		6	8		3	3	9
WPRM	.2	5	.1	3	.2	2	.2	10		1	4			2		1
WOBS	1.3	33	2.1	60	1.4	16	1.7	109	9	18	4		28	18	8	4
WOBS-FM	.3	7	.9	26	.3	4	.6	37	5		2		2	18	6	
TOT																
WRAI	.7	19	.6	17	1.5	17	.8	53	14	2	3		10	5	2	
WPSJ	1.1	29	.2	6	.5	6	.6	41		15	7	5	1		3	2
WUND	1.5	38	2.9	85	3.2	37	2.4	160	7	10	13	5	28	34	10	11
WVOZ	1.1	27	.5	15	1.7	19	.9	61	23	4			6	1	6	2
WZAR		1	.1	4			.1	5			1			4		
TOTAL	19.1	491	20.6	597	25.1	287	20.8	1375	148	140	109	65	174	145	148	84



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

10A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	6.0	153	5.5	158	4.5	51	5.5	362	3	52	31	39	18	48	39	31
WBMJ	8.7	224	9.6	277	32.7	374	13.2	875	167	17	32	8	136	45	70	8
WEYA	.7	18	1.8	51	1.4	16	1.3	85			15	3	3	12	2	21
WFID	1.6	42	2.0	57	1.5	17	1.8	116	23	6	5	5	10	5	24	11
WHOA	1.9	50	1.5	43	1.4	16	1.7	109	22	15	10	3	15	19	6	3
WIAC	8.0	206	4.4	127	2.0	23	5.4	356	16	42	49	49		21	27	46
WIAC-FM	1.8	45	2.0	58	2.4	28	2.0	131	7	18	11	6	19	16	18	5
WKAQ	21.3	546	19.2	557	16.7	191	19.6	1294	66	128	169	110	77	125	153	133
WKAQ-FM	3.3	84	5.4	157	4.5	52	4.4	293	25	4	22	33	27	43	55	24
WKVM	7.0	179	12.6	364	13.7	157	10.6	700	27	43	43	37	91	93	63	72
WKVM-FM	1.0	26	.3	8			.5	34	9	17					5	3
WLUZ	4.2	109	4.6	132	.3	4	3.7	245	10	36	36	19	15	31	39	25
WOLA	2.7	68	.6	16	4.0	46	2.0	130	63			5	13	3		
WORD	2.9	74	2.7	77	.2	2	2.3	153	14		17	34	5	34	21	17
WPRM	1.2	32	.6	16	1.7	19	1.0	67	4	11	14	3		7	2	3
WQBS	6.7	172	9.7	280	14.1	162	9.3	614	54	66	27	14	86	78	56	38
WQBS-FM TOT	3.0	77	4.2	122	2.6	30	3.5	229	34	17	14	12	35	46	31	6
WRAI	4.2	107	3.5	101	5.9	68	4.2	276	63	15	20	6	52	26	11	8
WRSJ	4.4	114	2.1	62	.5	6	2.8	182	21	27	33	14	3	25	20	11
WUND	10.6	272	11.5	333	22.5	258	13.1	863	64	100	67	23	108	107	73	36
WVGZ	7.4	189	4.4	127	10.8	124	6.7	440	136	33	20		60	18	25	11
WZAR	.6	15	.7	19			.5	34		11	4		4	11	4	
TOTAL	58.4	1499	63.6	1841	74.7	855	63.5	4195	404	354	361	236	437	437	465	320



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F C Z

SAN JUAN METROPOLITAN AREA

JUL-AUG. 1975

3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	1.2	30	.5	15	.1	1	.7	46	3	8	5	13	1			6	4
WBMJ	2.0	51	1.1	32	7.9	90	2.6	173	32	6	8	5	15	4	11	1	1
WEYA	.1	3	.7	19	.3	4	.4	26				1	2	2	2	7	
WFID	.6	15	.6	17	.3	4	.5	36	7	7	1		2	4	9	2	
WHDG	.2	6	.2	6			.2	12	2		4		1	2	3		
WIAC	.7	19	.7	19	.1	1	.6	39		4	1	10		4	4	6	
WIAC-FM	.3	7	.4	11	.7	8	.4	26	2	3		2	1	3	4	3	
WKAQ	4.3	111	3.3	97	2.2	25	3.5	233	8	38	25	22	12	15	32	22	
WKAQ-FM	.2	6	.3	9	.3	3	.3	18	2	1	2	1		2	5	1	
WKVM	1.6	41	1.6	45	2.4	27	1.7	113	7	10	16	3	16	9	9	9	
WKVM-FM	.1	2						2		2							
WLUZ	.9	22	.6	18			.6	40	2	4	10	6	2	8	4	4	
WDLA	.5	12	.3	8	.6	7	.4	27	12				5	3			
WORD	.4	10	.5	15			.4	25		1	5	2	3	1	4	7	
WPRM	.2	4			.2	2	.1	6		2		2					
WQBS	.9	22	1.3	38	1.5	17	1.2	77	10	11			20	13	4	1	
WQBS-FM TOT	.4	9	.7	19	.1	1	.4	29	1	2	6			13	6		
WRAI	1.0	26	.4	13	1.5	17	.8	56	10	6	6	4	3	4	5	1	
WRSJ	.9	22	.4	11	.1	1	.5	34		9	7	5		1	8	2	
WUND	1.5	35	1.6	47	2.2	25	1.7	111	4	16	13	4	14	19	9	5	
WVQZ	1.4	36	.5	15	1.8	21	1.1	72	16	16	2	2	11	2	2		
WZAR	.4	9	.2	7			.2	16	4	5			4	3			
TOTAL	20.0	512	16.3	471	22.2	254	18.7	1237	125	152	118	84	113	114	131	77	



CUMULATIVE AUDIENCE ESTIMATES  
 SAN JUAN METROPOLITAN AREA  
 JUL-AUG, 1975

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

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	7.8	201	5.1	148	3.6	41	5.9	390	26	52	34	68	18	33	51	37
WBMJ	10.8	277	8.2	237	37.7	432	14.3	946	158	54	49	16	127	34	60	3
WEYA	1.3	34	1.6	45	1.0	11	1.4	90		12	15	7	3	9	2	18
WFID	3.2	83	2.6	76	1.2	14	2.6	173	26	33	16	5	21	21	20	14
WHDA	2.1	54	1.2	36	2.2	25	1.7	115	13	23	15	3	14	13	9	
WTAC	6.2	152	4.6	134	1.4	16	4.7	308	11	34	24	68		22	35	40
WTAC-FM	2.5	63	3.3	95	2.6	30	2.8	188	13	27	14	6	34	25	29	7
WKAQ	21.9	562	16.2	469	14.9	171	18.2	1202	77	139	144	133	80	103	111	120
WKAQ-FM	4.1	105	4.5	130	4.6	53	4.4	288	23	27	20	32	35	38	34	19
WKVM	7.8	201	9.6	278	14.0	160	9.7	639	40	49	59	37	73	64	64	40
WKVM-FM	.5	12					.2	12		9	3					
WLUZ	8.8	226	5.0	146	.3	4	5.7	376	6	55	105	54	14	64	40	24
WOLA	2.8	71	.9	25	3.8	44	2.1	140	66			5	15	6	4	
WORD	4.0	102	2.2	64			2.5	166		13	40	34	9	19	19	17
WPRM	1.7	43	.8	22	1.9	22	1.3	87	2	14	16	11			15	3
WOHS	7.4	191	6.9	199	11.4	130	7.9	520	51	91	37	10	97	56	26	7
WOHS-FM TOT	3.7	96	3.5	102	2.2	25	3.4	223	26	39	19	12	35	46	15	6
WRAI	5.7	146	2.9	83	9.9	113	5.2	342	71	23	33	16	46	16	15	6
WRSJ	4.8	123	2.2	65	.5	6	2.9	194	8	27	32	41		34	23	8
WUND	10.6	273	11.6	337	21.0	241	12.9	851	60	99	66	39	115	101	86	31
WVDZ	9.4	241	4.4	127	12.8	146	7.8	514	126	78	24	10	67	34	10	3
WZAR	.8	20	.6	17			.6	37	4	12	4		4	9	4	
TOTAL	71.3	1828	59.2	1714	78.3	896	67.2	4438	417	471	467	335	424	411	451	289



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

7P.M.-12 MID

JUL-AUG. 1975

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)	
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)									
WAPA	.6	16	.5	14			.5	30	3		4	7			3	3	4
WBMJ	.9	24	.4	12	3.3	38	1.1	74	19	3	2		7	1		4	
WEYA	.2	5	.8	23	.3	4	.5	32		4	1		3	3		2	5
WFID +		1	.1	4			.1	5		1						2	2
WHQA		1		1				2			1		1				
WIAC	.4	10	.1	4	.6	7	.3	21	8	1					2	1	
WIAC-FM +	.3	7	.4	12			.3	19		1	6		2	6		2	2
WKAQ	.6	15	.9	25	1.6	18	.9	58	3	4		6	6	4	7	4	
WKAQ-FM	.1	3	.1	3	.2	2	.1	8	1		2				1	2	
WKVM	.4	9	.7	21	1.0	12	.6	42	1		2	3	3	4	6	3	
WKVM-FM																	
WLUZ	.2	6	.2	7	.1	1	.2	14			1	5	1	3	3		
WDLA +	.7	17	.1	2	.4	5	.4	24	17				2				
WURD +	.9	23	.1	2			.4	25	1	2	14					2	
WPRM +	.9	22	.4	12	.3	3	.6	37	2	7	4	7	1	3	8		
WORS	.3	7	.6	16	1.3	15	.6	38	3	3		1	15	1			
WORS-FM + TOT	.1	3	.1	3	.1	1	.1	7		1	2			2	1		
WRAI	.6	16	.4	13	1.3	15	.7	44	10	2		4	2	5	2	4	
WRSJ	.3	7	.2	5			.2	12	2		3				1	4	
WUNO	.8	21	1.0	30	1.5	17	1.0	68	10	10	1		16	8			6
WVQZ	1.4	36	.2	5	1.5	17	.9	58	10	21	4		5				
WZAR	.1	2		1				3			2					1	
TOTAL	9.3	239	7.4	213	13.4	153	9.2	605	88	61	42	36	64	45	48	30	



CUMULATIVE AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

7P.M.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	4.8	122	3.1	89	2.8	32	3.7	243	12	10	42	40	9	22	25	29
WRMJ	7.6	195	4.1	119	24.0	275	8.9	589	140	42	13		82	13	24	
WEYA	1.3	34	1.7	50	.5	6	1.4	90		12	17	5	6	7	6	18
WFID	1.8	45	1.5	42	1.0	11	1.5	98	10	19	11	5	12	9	13	8
WHOA	1.4	35	.5	14	1.1	13	.9	62	25	6	4		8	6		
WIAC	3.6	93	1.6	45	4.5	51	2.9	189	47	23	6	9		6	27	8
WIAC-FM	1.3	33	1.6	46	1.8	21	1.5	100	3	13	17		9	23	12	2
WKAQ	5.8	149	6.2	180	15.9	182	7.7	511	49	33	18	33	42	39	47	36
WKAQ-FM	1.7	44	2.2	65	3.8	43	2.3	152	17	8	8	11	24	10	21	10
WKVM	4.8	124	3.5	100	9.4	108	5.0	332	38	32	27	19	16	38	27	11
WKVM-FM	.2	6			.3	3	.1	9		6						
WLUZ	2.7	68	2.6	74	.6	7	2.3	149	7	12	11	31	9	46	16	3
WOLA	2.3	59	.7	21	3.1	35	1.7	115	59				13	6	2	
WORD	4.1	104	1.0	29	.6	7	2.1	140	9	12	46	29	14	3	6	6
WPRM	1.4	35	1.2	35	1.2	14	1.3	84	6	10	4	13	3	8	17	3
WQBS	3.7	96	2.7	79	8.8	101	4.2	276	42	32	13	7	54	9	9	7
WQBS-FM TDT	1.9	48	1.4	40	.8	9	1.5	97	17	21	5	5	29	7	4	
WRAI	4.0	103	2.2	65	7.8	89	3.9	257	58	22	6	8	29	18	10	8
WRSJ	2.8	72	1.5	44			1.8	116	19	4	18	18	9	7	15	4
WUND	5.0	129	5.4	156	12.1	139	6.4	424	52	49	19	6	96	16	16	24
WVOZ	5.7	146	2.3	67	9.8	112	4.9	325	76	54	13		49	14		
WZAR	.7	17	.5	15			.5	32		11	6		7	4	4	
TOTAL	41.6	1068	32.5	940	60.1	688	40.8	2696	366	268	199	163	329	207	217	128



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SAT JUL - AUG. 1975

6A.M. - 10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.2	4	.8	22	.2	2	.4	28			2		1	6	4	4
WRMJ	.8	20	1.0	28	2.1	24	1.1	72	13	7			16	3	9	
WEYA			.2	5			.1	5						3		2
WFID	.1	2	.4	11	.2	2	.2	15						3	3	1
WHDG	.2	4	.1	4			.1	8			3		2	1	1	
WTAC	.4	11	.2	7	.2	2	.3	20		5	3	2			5	2
WTAC-FM	.1	2	.1	4	.1	1	.1	7					2	2		
WKAQ	4.7	120	4.6	133	1.2	14	4.0	267	3	18	30	44	5	29	30	48
WKAQ-FM	.3	7	.9	27	.5	6	.6	40	1	1	3		4	4	12	7
WKVM	1.7	44	3.0	88	.5	6	2.1	138	1	10	5	16	7	12	30	26
WKVM-FM	.1	2	.1	3			.1	5			2				1	2
WLUZ	.7	19	1.0	29			.7	48	2	2	9	6	1	7	7	12
WOLA		1			.2	2		3	1							
WORD	.5	14	.3	8			.3	22		3	5	6		3	3	2
WPRM			.1	2				2						1		1
WOBS	.9	22	.7	21	.6	7	.8	50	8	9	2	2	13	4	3	1
WOBS-FM	.1	3	.5	15	.1	1	.3	19	3				2	12	1	
TOT	1.0	25	1.2	36	.7	8	1.0	69	11	9	2	2	15	16	4	1
WRAI	.3	8	.1	4	.3	3	.2	15	3	3	2		2	1		
WRSJ			.2	5			.1	5					1		2	2
WUNO	.9	24	1.7	50	1.3	15	1.3	89	3	3	11	3	14	16	10	8
WVOZ	.5	13	.3	10	.2	2	.4	25	7	4			7		1	
WZAR		1			.2	2		3		1						
TOTAL	13.0	333	17.2	497	7.7	88	13.9	918	50	69	77	83	76	110	128	128

SAT

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

JUL - AUG. 1975

10A.M. - 3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.3	7	.7	21			.4	28	1	3			1	7	2	3
WRMJ	2.5	65	3.1	91	7.9	90	3.7	246	49	10	4	2	51	17	19	4
WEYA	.1	3	.4	12	.2	2	.3	17		1		2	4	2	1	2
WFID	.7	17	1.2	34	.3	4	.8	55	8	3	2	3	14	9	7	1
WHDG	.1	3	.1	3			.1	6	2	1			2		1	
WTAC	.6	15	.4	11	.5	6	.5	32		7	1	4			5	2
WTAC-FM			.9	27	.5	6	.5	33					13	8	4	2
WKAQ	2.1	54	2.6	76	2.4	27	2.4	157		12	16	14	12	28	16	12
WKAQ-FM	.5	14	1.5	43	.4	5	.9	62	1	5	4	3	12	10	12	8
WKVM	.9	24	2.6	76	1.7	19	1.8	119		7	6	9	29	22	7	8
WKVM-FM		1	.1	3			.1	4			1			1	1	1
WLUZ	1.2	31	1.2	36			1.0	67	1	11	8	10	4	13	11	7
WOLA	.5	12		1	.5	6	.3	19	12					1		
WORD	1.2	30	1.0	30	.6	7	1.0	67	3	8	4	14		7	16	7
WPRM			.1	4			.1	4						2	1	1
WOBS	1.1	28	1.9	55	2.4	27	1.7	110	14	7	6		26	14	11	4
WOBS-FM	.5	13	1.5	43	.5	6	.9	62	5	7	1		11	25	7	
TOT	1.2	31	1.0	30	1.7	20	1.2	81	6	14	6	5	18	8	3	1
WRAI	.2	6	.5	15			.3	21		2	2	2	1	3	7	4
WUNO	.9	24	3.1	90	4.3	49	2.5	163	5	2	14	3	46	17	15	8
WVOZ	1.8	45	1.3	37	1.4	16	1.5	98	29	15	1		28	3	2	2
WZAR	.2	4	.2	5	.2	2	.2	11		4				5		
TOTAL	17.2	440	26.6	769	25.7	294	22.8	1503	139	120	85	71	273	203	159	99



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SAT JUL-AUG. 1975

3P.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.3	8	.6	18	.1	1	.4	27	1	1	2	3		6	5	1
WBMJ	1.9	48	1.6	47	6.6	75	2.6	170	28	15	5		25	15	6	1
WEYA	.4	9	.6	16	.3	3	.4	28		7	1	1	4	2	2	4
WFID	.5	14	.8	23	.4	5	.6	42	4	10			10	1	10	2
WHDQ	.2	4	.1	3			.1	7	1		2	1	2	1		
WIAC	.4	9	.5	15	.2	2	.4	26	2	4	1	2			3	4
WIAC-FM	.1	2	.5	14	.6	7	.3	23		2			2	6	5	1
WKAQ	1.5	38	1.8	53	1.9	22	1.7	113	2	8	11	8	11	13	16	5
WKAQ-FM	.3	7	1.0	30	.9	10	.7	47	5		2		7	13	3	7
WKVM	.7	18	1.6	46	1.6	18	1.2	82	2	8	2	4	15	16	6	5
WKVM-FM																
WLUZ	.9	23	1.0	28	.1	1	.8	52		1	9	13	3	13	3	5
WOLA	.6	16	.1	3	1.0	12	.5	31	16					3		
WORD	.4	11	.7	21			.5	32		6		4		7	12	2
WPRM					.1	1		1								
WQBS	.7	18	.5	15	1.5	17	.8	50	3	8	6		8	3	4	
WQBS-FM	.2	4	.9	25	.2	2	.5	31	4				4	16	5	
TOT																
WRAI	.9	22	.9	27	.8	9	.9	58	7	3	5	7	9	11	4	3
WRSJ	.1	3	.2	6			.1	9			3		2	3	1	
WUNO	.5	14	1.5	44	2.4	27	1.3	85	6	2	5	1	19	12	7	
WVOZ	1.5	41	.3	9	1.2	14	1.0	64	21	18	1	1	5	2	2	
WZAR	.4	10					.2	10	2	8						
TOTAL	12.9	330	15.9	461	19.7	225	15.4	1016	110	100	62	44	129	143	97	52

SAT

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

JUL-AUG. 1975

7P.M.-12MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.1	3	.2	7	.1	1	.2	11				3	1	1		1
WBMJ	1.7	43	.5	15	2.8	32	1.4	90	34	2	7		12	1	2	
WEYA	.2	4	.3	8			.2	12		4						5
WFID	.2	4	.2	6	.1	1	.1	7					3	1	2	
WHDQ	.1	3						3	3							
WIAC	.4	9	.1	4	.3	3	.2	16	5	3		1		3	1	
WIAC-FM			.2	7	.2	2	.1	9						3	4	
WKAQ	.4	9	.6	16	.9	10	.5	35		4	2	3	8	2	4	
WKAQ-FM	.1	3	.1	3			.1	6			1	2		1		2
WKVM	.1	2	.5	14	.7	8	.4	24				1	7		1	2
WKVM-FM																
WLUZ	.3	8	.4	13			.3	21	2		2	3	2	10	1	
WOLA	.3	8	.2	5	.4	5	.3	18	8				5			
WORD	.5	12					.2	12		5	3	4				
WPRM		1			.1	1		2				1				
WQBS	.6	16	.2	6	.4	5	.4	27	4	6	6		3	3		
WQBS-FM	.1	1	.1	4	.1	1	.1	6	1				4	4		
TOT																
WRAI	.5	14	.7	20	1.0	11	.7	45	8	2		3	8	6		6
WRSJ			.2	6			.1	6					1	1	3	
WUNO	.4	9	.4	13	.7	8	.5	30	4	2	3		7	1	3	
WVOZ	1.0	25	.1	4	.9	10	.6	39	7	16	1		3		1	
WZAR				1				1						1		
TOTAL	6.9	177	5.4	155	9.2	105	6.6	437	78	45	26	23	60	40	22	17



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN  
JUL-AUG, 1975  
6A.M.-10A.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA			.5	15	.2	2	.3	17					1	2	1	8
WBMJ	.8	21	.4	12	1.1	13	.7	46	20		1		4	2	6	
WEYA	.1	2	.1	2	.1	1	.1	5				2		1	1	
WFID @	.3	7	.2	6			.2	13	1	1	5			5	1	
WHQA			.1	2				2					1	1		
WIAC	.2	6	.4	12	.1	1	.3	19		1	3	1		3	1	5
WIAC-FM @	.2	6	.2	7	.2	2	.2	15		1	5		3	2	1	1
WKAQ	1.4	37	2.0	58	.4	5	1.5	100	1	10	9	7	3	20	12	13
WKAQ-FM	.4	9	.4	13	.2	2	.4	24	1	1	3	3	1	5	4	3
WKVM	.5	14	1.1	31	.3	4	.7	49	1	1	1	9	5	2	8	9
WKVM-FM				1				1							1	
WLUZ	.7	17	.5	14			.5	31	2	6	8	1		3	6	4
WDLA @	.2	5			.2	2	.1	7		5						
WORD @	.7	19	.1	4			.3	23		1	12	5			1	3
WPRM		1		1				2		1			1			
WQBS	1.0	25	.5	14	.1	1	.6	40	11	4	4	6	7	1	4	2
WQBS-FM	.1	2	.4	11			.2	13		1	1	1	1	8	1	1
TOT	1.1	27	.9	25	.1	1	.8	53	11	5	5	6	8	9	5	3
WRAI	.5	12	.2	6	.5	6	.4	24	4	1	6	1	2	2	1	
WRSJ	.2	4	.2	5			.1	9	1		3			1		4
WUNO	.6	16	1.0	30	1.5	17	1.0	63	4		11	1	9	5	7	1
WVOZ	.4	10	.3	8	.1	1	.3	19	4	2	1	1	2	1	2	2
WZAR	.1	3						3	1	2						
TOTAL	8.8	227	9.0	262	4.9	56	8.3	545	53	40	76	41	37	64	61	67

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN  
JUL-AUG, 1975  
10A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.1	3	.4	13	.2	2	.3	18		1	1	1	1	5	1	2
WBMJ	2.6	66	1.8	52	5.5	63	2.7	181	56	1	6	3	27	12	12	1
WEYA	.2	6	.4	11	.5	6	.3	23			4	2		1	1	4
WFID	.7	17	.9	26	.3	3	.7	46	3	7	4	3	6	10	10	
WHQA	.1	3	.1	4			.1	7	2		1		1	2	1	
WIAC	.3	8	.4	12			.3	20	2	1	1	1			1	4
WIAC-FM	.5	13	1.2	35	.3	4	.8	52		7	6		15	11	6	3
WKAQ	2.4	62	2.3	66	1.0	12	2.1	140	4	15	18	17	5	26	13	11
WKAQ-FM	1.1	29	2.6	74	1.0	11	1.7	114	7	14	4	3	17	28	21	8
WKVM	.7	19	1.2	36	1.0	12	1.0	67	7	3	2	3	18	3	5	6
WKVM-FM		1		1				2			1				1	
WLUZ	1.5	39	1.1	31			1.1	70	7	9	16	7	1	9	13	3
WDLA	.1	2		1	.3	4	.1	7	2							
WORD	1.2	32	1.0	28	.3	3	1.0	63		6	18	8		8	12	8
WPRM	.3	8	.1	2			.2	10	2	2	4		2			
WQBS	1.6	42	1.1	32	.9	10	1.3	84	15	16	6	5	18	6	5	3
WQBS-FM	.4	10	1.0	28	.1	1	.6	39		4	6		7	20	1	
TOT																
WRAI	1.6	40	1.0	29	3.1	36	1.6	105	18	9	11		17	8	3	1
WRSJ	.2	6	.2	6			.2	12	2	2	1			1	2	3
WUNO	1.6	40	2.5	73	3.6	41	2.3	154	6	6	18	8	20	27	19	3
WVOZ	1.2	32	.8	24	.5	6	.9	62	21	2	8		11	2	11	
WZAR	.3	8			.3	3	.2	11	2	6						
TOTAL	20.4	524	21.0	607	19.0	218	20.4	1349	162	117	152	69	166	184	142	71



SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

SUN

JUL-AUG. 1975

3P.M. - 7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.1	3	.6	16			.3	19	3				2	3	2	1
WBMJ	1.7	44	1.2	35	5.1	58	2.1	137	31	9	4		19	9	7	
WEYA	.2	6	.5	15	.3	3	.4	24		1		5	2		2	3
WFID	.5	14	.7	19	.1	1	.5	34		9	3	2	7	1	11	
WHDQ	.2	4	.1	3	.2	2	.1	9	3		1		2	1		
WIAC	.3	7	.4	11			.3	18	2	3		2				3
WIAC-FM	.1	2	.6	18	.5	6	.4	26		1		1	6	7	5	
WKAQ	6.5	167	3.7	108	1.5	17	4.4	292	7	40	57	44	16	24	28	27
WKAQ-FM	.7	17	1.7	48	1.3	15	1.2	80	6	3	5	3	11	25	6	6
WKVM	.5	13	.5	15	.7	8	.5	36	6	4		1	10	1	3	1
WKVM-FM																
WLUZ	.2	6	.2	5			.2	11	1	1	2	2		4		
WOLA	.2	6	.2	5	.5	6	.3	17	6				2	3		
WORD	.9	21	.7	19	.2	2	.6	42	1	6	13	1	2	5	8	4
WPRM	.1	2		1	.2	2	.1	5	1			1	1			
WQBS	.5	14	.5	14	.8	9	.6	37	3	10	1		5	5	1	3
WQBS-FM	.3	8	.8	22	.2	2	.5	32		4	4		7	15		
TOT																
WRAI	1.1	28	.7	19	2.1	24	1.1	71	12	1	11	1	4	9	3	3
WRSJ	.1	3	.1	3			.1	6		1		2			3	
WUND	.4	10	1.2	35	2.3	26	1.1	71	5	1	3	1	12	13	8	1
WVOZ	.9	22	.2	7	1.4	16	.7	45	18	1	3		3		4	
WZAR	.2	6	.2	7	.3	4	.3	17	1	5			2	1	4	
TOTAL	16.3	417	15.1	437	18.2	208	16.1	1062	108	108	109	66	116	126	99	56

SUN

SAN JUAN METROPOLITAN AREA

AVERAGE 1/4 HOUR ESTIMATES

JUL-AUG. 1975

7P.M. - 12MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.1	2	.1	4			.1	6				2				
WBMJ	.6	15	.4	12	1.9	22	.7	49	13	2			11		1	
WEYA	.2	6	.4	12	.3	3	.3	21			1	5			2	4
WFID @	.1	3	.2	5	.2	2	.2	10	2		1			3	2	
WHDQ		1						1			1					
WIAC			.1	4	.3	3	.1	7						1		
WIAC-FM @			.1	2	.3	3	.1	5							2	
WKAQ		1	.3	9	.1	1	.2	11					3	2	4	
WKAQ-FM	.1	3	.2	5			.1	8	1		2		1	4		
WKVM	.1	3	.2	7	.3	3	.2	13				3	4	1	2	
WKVM-FM																
WLUZ			.1	3	.1	1	.1	4						3		
WOLA @	.1	2			.2	2	.1	4	2							
WORD @	.6	15	.1	3	.1	1	.3	19		2	9	3			3	
WPRM @				1				1							1	
WQBS	.2	4	.1	4	.3	4	.2	12		4			4	3	2	
WQBS-FM @			.2	5	.2	2	.1	7					3			
TOT																
WRAI	.5	13	.7	19	.5	6	.6	38	8		1	3	6	7	1	5
WRSJ	.2	6	.1	4			.2	10	1	2		3			4	
WUND	.2	6	.4	13	1.0	11	.5	30	4	2			10	1	2	
WVOZ	.5	12	.1	4	.4	5	.3	21	8	3	1		2		1	1
WZAR	.1	3	.1	2			.1	5		3			1		1	
TOTAL	3.7	94	4.2	121	6.6	76	4.4	291	37	20	17	17	46	27	25	10



SAN JUAN METROPOLITAN AREA

JUL-AUG. 1975

AVERAGE 1/4 HOUR ESTIMATES

M-F RATINGS

STATION	5.00 AM				6.00 AM				7.00 AM				8.00 AM				9.00 AM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.7	.3		.4	1.0	1.7		1.1	1.7	1.4		1.3	.5	.9	.3	.7	.5	1.1	.4	.7
WBMJ					.7	1.1	2.1	1.1	1.9	1.3	1.5	1.6	1.7	.9	3.6	1.7	2.1	2.3	4.3	2.5
WFYA						.1				.1		.1								
WFID						.2		.1	.3	.3		.3	.4	.5		.4	.7	.7		.6
WHOA					.1				.4	.3		.3	.4	.4		.3	.4	.4	.3	.4
WIAC					.6	.7		.5	.7	.7		.6	.4			.2	.4	.2		.2
WIAC-FM													.2	.3		.2	.2	.3	.3	.2
WKAQ	4.2	1.7	.9	2.5	11.4	9.8	.4	8.8	11.7	12.6	1.1	10.2	5.8	8.7	1.2	6.3	2.7	5.5	2.9	3.9
WKAQ-FM		.1		.1	.8	1.1		.8	1.1	1.7	.3	1.3	1.1	1.5	.3	1.1	.6	1.3	.7	.9
WKVM	2.0	1.5		1.5	4.3	4.5	.3	3.7	4.5	6.0	1.0	4.6	1.8	3.8	1.4	2.6	1.6	3.9	1.7	2.6
WKVM-FM					.1			.1	.2	.2		.2	.4			.2	.4			.2
WLUZ					.7	.6		.6	3.2	3.2	.3	2.7	3.9	4.1		3.3	4.1	3.9	.3	3.4
WOLA																			.9	.2
WORD										.5		.2	.2	.7		.3	.5	.9		.6
WPRM										.1		.1		.1		.1		.2	.2	.1
WQBS					.7	.8	.5	.7	1.3	.6	.5	.9	2.2	1.9	.7	1.8	3.0	2.6	1.0	2.5
WQBS-FM					.3	.2		.2	.1	.7		.3	.1	.8	.1	.4	.2	1.1		.5
TOT					1.0	1.0	.5	.9	1.3	1.3	.5	1.2	2.3	2.7	.8	2.2				
WRAI	.1				.5	.1	.3	.3	.7	.2	1.0	.6	.5	.6	.6	.6	.1	.6	1.9	.6
WRSJ	.2	.2		.2	.6	.4		.4	.9	.7	.3	.7	.8	.3	.8	.6	1.4	.3	.5	.8
WUND	.4	.6		.4	.9	1.5	.3	1.0	1.2	2.8	.3	1.8	1.2	3.5	1.4	2.3	1.1	3.8	3.8	2.8
WVOZ					.5	.2		.3	.7	.3	.8	.5	.8	.7	1.0	.8	1.0	.9	1.0	1.0
WZAR														.1			.2	.1		.1
TOTAL	8.0	4.6	.9	5.2	24.4	23.0	3.8	20.2	32.0	34.1	7.4	28.7	22.9	30.0	11.4	24.0	21.9	30.2	20.5	25.3

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	.5	1.0	.6	.7	.4	.8	.6	.6	.5	.4	.6	.5	.9	.4	.3	.6	1.1	.4	.4	.7
WBMJ	2.1	3.2	7.7	3.6	.9	3.3	8.0	3.2	1.0	3.1	8.3	3.2	1.3	1.9	7.5	2.7	1.6	1.8	8.7	2.9
WEYA					.2			.1	.1	.8	.3	.4	.1	.9	.5	.5	.1	.8	1.0	.5
WFID	.5	1.1		.7	.5	1.1		.7	.5	.8		.6	.7	.9		.7	.8	.9	.5	.8
WHOA	.9	.3	.3	.5	.7	.3	.2	.5	.5	.2		.3	.1	.2	.2	.2	.1	.2	.2	.2
WIAC	.4	.2		.2	.7	.5		.5	2.2	1.0		1.3	.3			.1	.3		.1	.2
WIAC-FM		.4	.4	.3		.5	.9	.4	.1	.3	.7	.3	.5	.5	1.0	.6	.5	.5	.8	.5
WKAQ	2.7	3.5	2.8	3.1	2.4	2.3	3.1	2.5	2.5	1.7	3.7	2.4	2.5	2.1	2.4	2.3	5.0	3.7	1.8	3.9
WKAQ-FM	.4	1.4	1.0	.9	.5	.7	.4	.6	.4	.6		.4	.4	.6	.1	.4	.1	.4	.3	.3
WKVM	1.7	3.3	2.4	2.5	2.4	2.5	2.0	2.4	1.7	1.4	1.7	1.6	1.2	1.6	1.4	1.4	1.2	1.9	1.7	1.6
WKVM-FM	.7	.1		.3	.5	.1		.3	.7	.1		.3	.9	.1		.4	.4	.1		.2
WLUZ	2.1	1.5		1.5	2.0	1.1		1.3	1.4	.8		.9	1.1	.6		.7	.7	.4		.5
WOLA	.4	.1	.9	.3	.5	.1	.7	.3	.4	.2	1.1	.5	.3	.1	1.7	.5	.1		1.3	.3
WORD	.8	.8		.7	.7	.4		.5	.9	.4		.5	.9	.4		.5	.7	.4		.4
WPRM		.3	.2	.2	.2	.2		.2	.2	.1		.1	.5		.2	.2		.8		.2
WQBS	2.6	2.8	1.1	2.4	1.4	2.2	1.3	1.7	.6	1.4	1.2	1.1	.9	2.0	1.4	1.4	1.0	2.0	1.8	1.6
WQBS-FM		1.2	.3	.6	.5	.9	.7	.7	.8	.8	.5	.8	.2	.8		.4		.8	.3	.4
TOT																				
WRAI	.8	.6	1.6	.8	.9	.4	1.5	.8	.5	.6	1.1	.7	.8	.7	1.8	.9	.7	.7	1.7	.8
WRSJ	1.3	.2	.5	.7	1.2	.2	.5	.7	.9	.2	.5	.5	1.1	.2	.5	.6	1.1	.2	.5	.6
WUND	1.8	4.1	4.5	3.3	1.9	3.5	4.7	3.1	1.4	2.5	2.1	2.0	1.4	2.3	2.4	2.0	1.1	2.5	2.5	2.0
WVOZ	1.1	.8	2.2	1.2	1.3	.7	1.7	1.1	.9	.4	1.6	.8	.7	.5	1.5	.7	1.3	.4	1.5	1.0
WZAR	.2	.1		.1		.1		.1				.1		.1		.1		.1		.1
TOTAL	21.6	27.1	26.9	24.9	20.6	21.9	26.5	22.2	18.9	18.5	23.3	19.5	16.6	17.1	22.7	17.9	18.0	18.5	25.8	19.6



SAN JUAN METROPOLITAN AREA

JUL-AUG. 1975

AVERAGE 1/4 HOUR ESTIMATES  
M-F RATINGS

STATION	3:00 PM				4:00 PM				5:00 PM				6:00 PM				7:00 PM				
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	
WAPA	.4	.3	.2	.4	1.4	.4		.7	1.5	.6		.8	1.3	.9		.9	1.6	.8	.2	1.0	
WBMJ	2.3	1.3	10.6	3.3	2.0	.9	10.0	3.0	2.1	1.3	6.0	2.4	1.6	1.0	5.0	1.9	1.5	.7	5.0	1.7	
WFYA	.1	.8	.7	.5	.1	.8	.3	.5		.6	.3	.3	.1	.6	.3	.3	.1	.8	.3	.4	
WFID	1.0	.8	.8	.9	.4	.8	.5	.6	.4	.7	.1	.5	.4	.4		.3		.3		.1	
WHOA	.4	.1		.2	.4	.2		.2	.2	.3		.2		.2		.1					
WIAC	.2	.1	.2	.2	.8	1.1		.8	1.2	.8		.8	.5	.6		.5	.2	.4	.3	.3	
WIAC-FM	.4	.3	.9	.4	.1	.2	.7	.2	.4	.4	.9	.5	.2	.5	.3	.3	.2	.3		.2	
WKAQ	5.7	4.4	2.4	4.5	5.1	3.6	3.1	4.1	5.1	3.6	2.4	4.0	1.4	1.8	.8	1.5	.9	1.4	2.0	1.3	
WKAQ-FM	.1	.4	.6	.3	.5	.2		.3	.2	.4	.2	.3	.1	.1	.2	.1	.1	.2	.3	.2	
WKVM	1.2	2.0	2.3	1.7	1.6	1.6	3.1	1.9	2.1	1.4	2.6	1.9	1.4	1.3	1.3	1.4	.9	1.3	1.7	1.3	
WKVM-FM	.1				.1				.1												
WLUZ	.8	.6		.5	1.2	.7		.8	.4	.9		.5	1.1	.3	.1	.6	.5	.3		.3	
WDLA	.1	.2	.9	.3	.3	.2	.5	.3	.5	.2	.5	.4	.9	.4	.4	.6	.9	.2	.8	.6	
WORD	.9	.5		.6	.4	.8		.5		.6		.3	.3	.2		.2	1.2	.1		.5	
WPRM			.5	.1									.5			.2	1.0	.4	.3	.7	
WOBS	1.2	1.9	1.7	1.7	1.1	1.2	1.7	1.2	.7	1.1	1.5	1.0	.4	1.1	1.3	.9	.6	.8	1.7	.9	
WOBS-FM	.4	1.0		.6	.3	.7		.4	.3	.7		.4	.4	.3	.3	.3	.3	.1	.3	.2	
TOT																					
WRAI	.9	.6	2.2	1.0	1.3	.5	1.0	.9	1.1	.3	1.1	.7	.8	.3	1.6	.7	1.0	.4	1.7	.9	
WRSJ	1.1	.1	.3	.5	1.4	.4		.7	.6	.6		.5	.4	.4		.3	.2	.2		.2	
WUND	2.5	2.3	1.6	2.3	1.1	1.8	2.4	1.6	1.2	1.7	2.3	1.6	1.2	.7	2.7	1.2	1.1	1.2	1.7	1.3	
WVOZ	1.2	.7	2.6	1.2	1.4	.5	2.4	1.2	1.4	.6	1.1	1.0	1.5	.3	1.3	1.0	1.3	.1	1.4	.8	
WZAR	.1	.3		.2	.4	.3		.3	.4	.2		.3	.4	.1		.2	.4	.1		.2	
TOTAL	21.4	18.8	28.3	21.5	21.9	17.2	25.7	20.5	20.8	17.1	19.0	18.8	15.6	11.8	15.7	14.0	14.4	10.7	17.8	13.4	

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	.6	.3		.3	.6	.5		.5	.4	.3		.3		.4		.2					
WBMJ	1.6	.9	4.3	1.7	1.0	.4	3.1	1.1	.4	.1	2.5	.6	.2	.1	1.9	.5	.5	.2	1.7	.6	
WEYA	.1	1.0	.3	.5	.2	.8	.3	.5	.4	.8	.3	.5	.2	.5	.5	.4					
WFID		.1			.2	.2		.2													
WHOA		.1							.2			.1	.1								
WIAC	.2		.2	.1	.5	.1	.9	.4	.5	.1	.9	.4	.4	.1	.9	.3					
WIAC-FM	.2	.5		.3	.2	.4		.3	.4	.4		.3									
WKAQ	.7	1.3	2.0	1.2	.5	.6	1.7	.8	.4	.3	1.1	.5	.5	.4	.8	.5	.7	.2	.3	.4	
WKAQ-FM	.2	.1		.1	.3			.1	.1	.1		.1		.2	.4	.1		.1			
WKVM	.2	.9	1.3	.7	.2	.6	1.1	.5	.2	.4	1.1	.5		.2		.1					
WKVM-FM														.2		.1					
WLUZ	.7	.2	.3	.4	.1	.3	.2	.2		.2		.1		.1							
WDLA	.8	.2	.3	.4	.7		.3	.3	.3		.3	.2									
WORD	1.1	.1		.4	.3	.1		.2													
WPRM	1.2	.7	.3	.8	.8	.5	.3	.6	.3	.1		.2									
WOBS	.5	.6	1.5	.7	.2	.6	1.6	.6	.3	.6	1.3	.6		.2	.7	.2					
WOBS-FM	.4	.2		.2		.1		.1		.1											
TOT																					
WRAI	.8	.3	1.5	.7	.4	.4	1.2	.6	.4	.5	1.5	.6	.5	.5	.4	.5					
WRSJ	.4	.2		.2	.4	.2		.3	.2	.3		.2	.2	.1		.1					
WUND	.5	.9	1.0	.8	.8	.9	.9	.8	1.2	1.3	1.7	1.3	.5	.9	1.8	.9		.4	.6	.3	
WVOZ	1.2	.2	1.7	.8	1.5	.3	1.7	1.0	2.0	.2	1.8	1.2	1.1		.6	.5	.4		.6	.3	
WZAP		.1																			
TOTAL	11.6	9.3	14.8	11.1	9.2	7.2	13.4	9.1	7.6	5.9	12.6	7.7	3.7	3.8	8.1	4.5	1.6	.9	3.2	1.5	



CUMULATIVE AUDIENCE ESTIMATES

M-F C2

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

6A.M.-3P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	13.1	335	11.1	321	5.5	63	10.9	719	10	99	96	70	35	89	74	72
WRMJ	12.7	326	14.7	426	41.7	478	18.6	1239	222	48	40	14	206	69	114	19
WEYA	.7	18	2.2	63	1.4	16	1.5	97			15	3	6	17	6	21
WFID	2.1	53	3.2	94	1.8	21	2.5	168	23	17	5	5	22	21	30	14
WIDA	3.7	95	2.0	57	1.4	16	2.5	168	24	40	26	3	23	22	6	6
WIAC	10.1	260	5.5	158	2.0	23	6.7	441	19	52	60	72		27	39	59
WIAC-FM	2.2	56	2.8	80	2.8	32	2.5	168	7	25	15	6	27	23	25	5
WKAO	43.3	1111	42.1	1218	25.9	297	39.8	2626	123	198	340	306	128	289	321	316
WKAO-FM	7.0	179	9.5	276	7.0	80	8.1	535	35	40	46	52	39	79	95	50
WKVM	18.8	481	24.4	708	18.4	211	21.2	1400	65	100	141	110	141	154	169	157
WKVM-FM	1.2	31	.4	12			.7	43	14	17					5	3
WLUZ	12.5	320	13.0	377	3.3	38	11.1	735	27	79	128	72	28	98	126	83
WOLA	3.1	79	.8	24	5.2	59	2.5	162	74			5	18	3		3
WDR1	4.1	104	3.5	100	.2	2	3.1	206	14	7	36	38	5	37	39	19
WPRM	2.1	53	1.0	29	1.7	19	1.5	101	4	24	22	3		12	7	6
WQBS	12.4	318	14.4	416	18.2	208	14.3	942	86	127	64	30	127	127	85	55
WQBS-FM	3.9	99	5.4	156	3.1	36	4.4	291	38	28	21	12	49	64	31	8
TOT																
WRAI	5.6	144	4.5	130	8.1	93	5.6	367	85	24	26	6	73	26	16	11
WRSJ	7.9	202	3.9	114	1.7	20	5.1	336	24	52	57	38	3	35	40	23
WUND	15.6	399	19.1	554	28.0	321	19.3	1274	93	118	99	46	194	149	120	74
WVQZ	11.8	303	6.3	181	13.7	157	9.7	641	165	67	52	16	84	27	37	20
WZAR	.7	17	.8	22			.6	39	2	11	4		4	11	4	3
TOTAL	93.1	2387	95.0	2752	88.7	1016	93.2	6155	489	532	661	471	567	627	731	532



CUMULATIVE AUDIENCE ESTIMATES

M-F CZ

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

10A.M.-7P.M.

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	10.8	277	7.7	223	5.7	65	8.6	565	29	67	53	95	28	55	67	51
WBMJ	13.8	353	12.9	374	47.5	544	19.2	1271	229	54	54	16	196	60	89	11
WFYA	1.3	34	1.8	51	1.4	16	1.5	101		12	15	7	3	12	2	21
WFID	3.5	91	3.2	92	2.0	23	3.1	206	34	33	16	5	21	21	27	16
WHDA	3.3	85	2.1	60	2.2	25	2.6	170	29	28	22	6	24	22	11	3
WIAC	10.4	266	6.5	189	2.0	23	7.2	478	22	60	54	77		35	44	63
WIAC-FM	3.0	77	3.7	106	3.6	41	3.4	224	17	31	20	6	34	30	35	7
WKAO	28.7	735	24.6	712	23.8	272	26.0	1719	106	166	210	172	110	167	180	174
WKAO-FM	5.5	140	7.0	203	8.1	93	6.6	436	40	30	25	42	38	62	62	33
WKVM	11.1	285	16.5	477	18.8	215	14.8	977	51	59	81	55	117	124	88	89
WKVM-FM	1.1	29	.3	8			.6	37	9	17	3				5	3
WLWZ	9.7	249	8.0	232	.7	8	7.4	489	10	59	115	57	20	77	69	41
WOLA	3.6	93	1.0	28	5.3	61	2.8	182	88			5	18	6	4	
WORD	4.8	124	3.3	96	.2	2	3.4	222	14	13	46	36	9	34	33	20
WPRM	2.3	60	1.1	31	1.9	22	1.7	113	7	24	18	11		7	17	3
WQBS	10.1	260	11.8	341	19.3	221	12.4	822	70	108	50	21	125	93	63	38
WQBS-FM	4.4	114	5.2	150	4.1	47	4.7	311	44	39	19	12	44	63	31	8
TOT																
WRA1	6.7	173	4.3	125	11.4	131	6.5	429	86	28	37	19	65	29	19	8
WRSJ	6.4	165	3.3	97	.5	6	4.1	268	24	33	38	44	3	37	35	19
WUND	14.6	374	17.3	502	30.7	352	18.6	1228	82	127	100	47	168	147	129	49
WVQZ	12.0	308	6.5	187	16.0	183	10.3	678	170	90	35	10	94	37	29	14
WZAR	1.0	25	.7	21			.7	46	4	17	4		4	13	4	
TOTAL	80.8	2073	78.1	2262	91.7	1050	81.5	5385	471	518	540	369	540	531	585	397



CUMULATIVE AUDIENCE ESTIMATES

CZ

SAN JUAN METROPOLITAN AREA

JUL-AUG. 1975

MON-SUN 24HR

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	18.1	464	14.4	416	7.9	91	14.7	971	33	99	140	119	50	100	103	112
WRMJ	18.6	477	17.9	519	57.6	659	25.1	1655	307	78	63	27	266	85	128	22
WEYA	2.1	55	2.3	66	1.8	21	2.1	142		15	29	11	6	20	6	21
WFID	5.1	132	5.2	150	4.6	53	5.1	335	38	54	21	16	44	48	32	19
WHDA	4.5	116	2.4	70	2.5	29	3.3	215	42	40	26	6	28	25	11	6
WIAC	14.7	378	5.0	260	6.6	75	10.8	713	55	94	74	91		46	72	91
WIAC-FM	3.4	87	4.9	142	4.4	50	4.2	279	17	31	26	10	40	44	43	15
WKAO	48.6	1246	46.9	1358	37.9	434	46.0	3038	154	242	352	343	178	325	346	329
WKAO-FM	9.6	247	14.7	425	14.3	164	12.7	836	65	52	58	66	80	143	126	63
WKVM	22.5	578	26.8	775	25.2	289	24.9	1642	87	128	179	113	153	173	190	168
WKVM-FM	1.6	40	.6	18	.3	3	.9	61	14	17	9			4	5	5
WLUZ	20.0	514	17.2	497	5.0	57	16.2	1068	39	115	206	135	37	146	169	99
WOLA	5.3	136	1.3	39	7.7	88	4.0	263	124	7		5	23	9	4	3
WORD	11.0	281	5.8	167	1.2	14	7.0	462	23	48	107	88	17	45	63	42
WPPM	3.8	98	1.8	53	2.7	31	2.8	182	13	30	35	18	6	18	19	6
WQRS	16.0	411	17.1	495	25.2	289	18.1	1195	112	162	88	38	169	141	103	60
WQRS-FM TOT	6.1	157	7.7	222	5.6	64	6.7	443	56	58	31	12	72	97	35	14
WRAI	8.8	226	5.8	168	14.7	168	8.5	562	109	40	43	25	82	38	30	14
WRSJ	11.1	284	6.4	186	1.7	20	7.4	490	34	63	68	71	16	53	62	33
WUND	20.3	521	27.5	796	40.1	459	26.9	1776	132	154	124	68	287	205	180	96
WVQZ	16.8	431	9.5	276	21.4	245	14.4	952	214	121	61	24	132	51	45	27
WZAF	1.7	44	1.2	34	.4	5	1.3	83	17	17	10		11	16	4	3
TOTAL	100.0	2565	99.9	2893	99.7	1141	99.9	6599	531	587	693	514	620	666	753	545



CUMULATIVE AUDIENCE ESTIMATES

C.2

SAN JUAN METROPOLITAN AREA

JUL-AUG, 1975

SA T-SUN

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	3.7	96	5.7	166	2.4	27	4.4	289	6	19	30	10	27	31	32	55
WBMJ	11.3	289	7.9	230	34.5	395	13.8	914	228	23	29	9	133	39	52	6
WEYA	1.6	40	1.4	41	1.1	13	1.4	94		15	14	11	6	8	6	13
WFID	3.2	81	3.3	95	3.4	39	3.3	215	22	30	16	10	23	38	20	7
WHDA	1.6	41	.8	22	1.0	12	1.1	75	19	5	12	3	9	8	2	3
WJAC	6.8	174	5.3	153	3.2	37	5.5	364	26	52	35	40		12	38	59
WIAC-FM	1.2	30	2.9	84	3.1	36	2.3	150		14	9	4	32	25	14	13
WKAO	24.0	615	21.5	622	19.4	222	22.1	1459	42	116	192	166	73	151	145	175
WKAQ-FM	4.6	119	8.9	259	8.5	97	7.2	475	33	17	30	33	62	97	59	37
WKVM	7.9	203	11.6	335	11.8	135	10.2	673	22	43	44	47	61	54	93	84
WKVM-FM	.4	9	.4	12			.3	21		6	3			4	5	3
WLUZ	9.9	254	6.3	181	1.0	12	6.8	447	16	58	91	81	6	56	58	48
WCLA	2.8	73	.5	15	3.9	45	2.0	133	66	7			10	3	2	
WQRQ	6.2	159	3.2	93	1.0	11	4.0	263	4	40	54	50	3	20	41	29
WPRM	1.5	38	.6	16	1.4	16	1.1	70	9	5	14	8	6	5	2	3
WQPS	7.3	188	6.6	190	13.5	155	8.1	533	47	78	41	20	85	36	43	26
WQPS-FM	1.8	46	3.9	113	2.3	26	2.8	185	12	18	16		37	54	16	6
TOT																
WPAI	5.3	135	3.1	90	11.4	130	5.4	355	65	27	26	14	42	24	14	6
WRSJ	4.1	106	2.4	69			2.6	175	19	24	27	24	7	13	25	14
WUND	6.9	176	12.3	355	19.0	218	11.3	749	62	31	44	28	142	75	76	34
WVOZ	8.2	211	4.5	131	10.1	116	6.9	458	111	58	16	15	79	22	16	10
WZAR	1.2	30	.8	24	.4	5	.9	59	13	17			7	13	4	
TOTAL	75.0	1923	74.2	2150	86.6	992	76.7	5065	447	447	493	361	516	513	520	410



CUMULATIVE AUDIENCE ESTIMATES

M-1 CZ

SAN JUAN METROPOLITAN AREA

JUL -AUG, 1975

POST-MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	1.4	35	.7	20			.8	55		10	17	8			7	9
WBMJ	1.0	26	.3	10	3.7	42	1.2	78	26				10			
WEYA																
WFID																
WHOA																
WIAAC																
WIAAC-FM																
WKAQ	7.9	202	3.9	113	1.4	16	5.0	331	11	30	56	89	11	27	28	39
WKAQ-FM	.2	5	.3	9			.2	14			5		3		3	3
WKVM	3.7	95	2.8	80			2.6	175	3	20	31	34	13	11	32	15
WKVM-FM	.2	6	.1	2			.1	8			6					2
WLUZ																
WDLA																
WORD																
WPRM																
WQBS	.1	3	.3	9	.3	4	.2	16			3		5			4
WQBS-FM			.1	3				3						3		
TOT																
WRAI	.5	13	.1	4	.3	4	.3	21		6	7		4			
WRSJ	.5	14	.3	10			.4	24		7		5			6	4
WUNO	1.4	37	2.0	57	1.4	16	1.7	110	9	7	12	9	13	17	5	14
WVZZ	.7	19	.1	3	.6	7	.4	29	16		3		3			
WZAR																
TOTAL	16.5	424	10.4	300	7.0	80	12.2	804	71	78	122	128	53	59	77	81



4VERAGE 1/4 HOUR AUDIENCE ESTIMATES

MON-SUN

SAN JUAN METROPOLITAN AREA

JUL-AUG. 1975

6A.M.-12 MID

STATION	MEN		WOMEN		TEENS		TOTAL		MEN 18-24 (00)	MEN 25-34 (00)	MEN 35-49 (00)	MEN 50-64 (00)	WOMEN 18-24 (00)	WOMEN 25-34 (00)	WOMEN 35-49 (00)	WOMEN 50-64 (00)
	RTG	(00)	RTG	(00)	RTG	(00)	RTG	(00)								
WAPA	.6	16	.6	18	.2	2	.5	36	1	6	2	5	2	3	4	4
WBMJ	1.5	38	1.4	40	5.2	59	2.1	137	27	5	5	1	20	6	11	1
WFYA	.1	3	.5	15	.3	3	.3	21		1	1	1	2	2	2	4
WFID @	.4	9	.6	16	.1	1	.4	26	4	4			4	3	7	1
WHOA	.2	6	.1	4	.1	1	.2	11	3	1	2		2	1	2	
WIAC	.5	13	.4	11	.2	2	.4	26	2	3	1	5		2	3	3
WIAC-FM @	.2	5	.4	12	.3	4	.3	21	1	2	2	1	3	4	3	2
WKAQ	3.3	84	3.3	95	1.7	20	3.0	199	6	20	22	25	9	21	27	25
WKAQ-FM	.4	10	.8	22	.3	4	.5	36	3	2	3	1	3	5	9	4
WKVM	1.3	33	1.9	55	1.4	16	1.6	104	5	5	10	7	13	8	15	12
WKVM-FM	.2	5		1			.1	6	2	3					1	
WLUZ	1.2	30	1.0	29	.1	1	.9	60	3	8	11		4	9	8	5
WOLA @	.3	8	.1	2	.5	6	.2	16	7			1	2	1		
WORD @	.5	14	.4	12	.1	1	.4	27	1	2	6	5	1	2	4	5
WPRM @	.2	5	.1	4	.2	2	.2	11		2	2	1		2	1	1
WQBS	1.0	25	1.1	33	1.1	13	1.1	71	8	12	3	1	17	10	4	2
WQBS-FM @	.2	6	.6	17	.2	2	.4	25	2	1	3		2	11	4	
TOT																
WRA1	.7	19	.5	15	1.3	15	.7	49	10	3	4	2	7	5	2	1
WRSJ	.6	16	.3	8	.2	2	.4	26	1	6	5	3		1	4	2
WUND	1.1	27	1.9	56	2.1	24	1.6	107	6	8	9	3	19	19	9	7
WVO7	1.1	28	.4	13	1.2	14	.8	55	14	10	3	1	7	1	4	1
WZAR	.1	3	.1	3			.1	6	1	2			1	2		
TOTAL	16.3	419	16.9	488	16.9	193	16.7	1100	110	109	98	73	118	118	126	83

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

#### Sampling Frame II

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

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

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

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

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

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

#### Acceptance of Interviewing

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

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

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

#### Data Processing

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

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

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

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

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

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

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

#### Sample Size and Weighting Procedures

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

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

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

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

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

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

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

#### Cut Off Levels and Stations Listed

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

MONDAY-FRIDAY

SHARE OF AUDIENCE

	<u>MEN</u>	<u>WOMEN</u>	<u>TEENS</u>	<u>TOTAL</u>
6AM-10AM			2	
10AM-3PM				
3PM-7PM	1		1	
7PM-12Mid				
6AM-12Mid				

TOTAL PERSONS ESTIMATES-BY HOURS

	<u>Ave 1/4 Hr. Rating</u>				<u>Ave 1/4 Hr. Rating</u>				<u>Ave 1/4 Hr. Rating</u>			
	<u>MEN</u>	<u>WOMEN</u>	<u>TEENS</u>	<u>TOTAL</u>	<u>MEN</u>	<u>WOMEN</u>	<u>TEENS</u>	<u>TOTAL</u>	<u>MEN</u>	<u>WOMEN</u>	<u>TEENS</u>	<u>TOTAL</u>
6AM	.1				12Noon				6PM			
7AM		.1			1PM		.3		7PM			
8AM		.1			2PM		.4	.1	8PM			
9AM		.1			3PM		.3	.1	9PM			
10AM		.1			4PM	.2	.2	.3	10PM		.1	
11AM		.1			5PM		.2	.2	11PM			

PERSONS ESTIMATES-AVERAGE 1/4 HOUR

	<u>MEN</u>				<u>WOMEN</u>			
	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>
6AM-10AM		1	.1	2				3
10AM-3PM				1	.2	2		3
3PM-7PM		1	.1	3	.2	2	.1	6
7PM-12Mid				1				1
6-10AM & 3-7PM		1	.1	3	.1	1	.1	5
12Mid, -6AM								

  

	<u>MEN</u>				<u>WOMEN</u>			
	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>
6AM-10AM	.2	1			.3	2		
10AM-3PM					.2	1		
3PM-7PM	.2	1			.5	3		
7PM-12Mid						.1	1	
6-10AM & 3-7PM		1				3		

CUMULATIVE AUDIENCE ESTIMATES

	<u>MEN</u>		<u>WOMEN</u>		<u>TEENS</u>		<u>TOTAL</u>		<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>	
	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>RTG. (00)</u>	<u>(00)</u>	<u>(00)</u>	<u>(00)</u>	<u>(00)</u>	
MON-SUN 24 HOURS	.7	19	.7	20	1.6	18	.9	57	9	7	3	14	6
SAT-SUN	.3	7	.6	17	1.2	14	.6	38	4	3	11	6	6
MONDAY-FRIDAY													
6AM-12Mid	.6	16	.6	17	1.2	14	.7	47	9	7	14	3	
6AM-7PM	.6	16	.6	17	1.2	14	.7	47	9	7	14	3	
6-10AM & 3PM	.6	16	.6	17	.7	8	.6	41	9	7	14	3	
6AM-10AM	.4	11	.4	12			.3	23	4	7	9	3	
10AM-3PM	.2	4	.2	6	1.2	14	.4	24	4		3	3	
3PM-7PM	.2	4	.4	11	.7	8	.3	23	4		11		
7PM-12Mid			.2	6	.3	4	.2	10			3	3	
12Mid, -6AM													

These data are a supplement to the survey noted above.

PRIVILEGES OF SURVEY USE AND CONDITIONS

The conditions of the survey and use privileges as described in the basic survey reports from which these data are obtained are applicable here. Please refer to the basic reports.

This station did not achieve the required cut-off level for listing in the regular ratings report.

x Does not broadcast independent programming for this time segment, or station broadcasts daytime only.

a Does not broadcast for complete period due to limited broadcast hours and / or AM-FM duplication.

- Indicates less than 1/2 of one percent.

+ Station adjusted for actual broadcast hours.

REPORT ISSUED:



OCTOBER-NOVEMBER, 1975

TOTAL AUDIENCE ESTIMATES  
IN-HOME & OUT-OF-HOME

WQII  
SAN JUAN, PUERTO RICO  
CENTRAL ZONE

SATURDAY

SHARE OF AUDIENCE

	<u>MEN</u>	<u>WOMEN</u>	<u>TEENS</u>	<u>TOTAL</u>
6AM-10AM				
10AM-3PM			1	
3PM-7PM	1		2	1
7PM-12Mid.			2	

PERSONS ESTIMATES-AVERAGE 1/4 HOUR:

	<u>MEN</u>		<u>WOMEN</u>		<u>TEENS</u>		<u>TOTAL</u>	
	<u>RTG.</u>	<u>(00)</u>	<u>RTG.</u>	<u>(00)</u>	<u>RTG.</u>	<u>(00)</u>	<u>RTG.</u>	<u>(00)</u>
6AM-10AM			.1	2				2
10AM-3PM		1		1	.3	4	.1	6
3PM-7PM	.1	2		1	.3	4	.1	7
7PM-12Mid.					.2	2		2

SUNDAY

SHARE OF AUDIENCE

	<u>MEN</u>	<u>WOMEN</u>	<u>TEENS</u>	<u>TOTAL</u>
6AM-10AM			3	
10AM-3PM		1	1	1
3PM-7PM		1	3	1
7PM-12Mid.			1	

PERSONS ESTIMATES-AVERAGE 1/4 HOUR:

	<u>MEN</u>		<u>WOMEN</u>		<u>TEENS</u>		<u>TOTAL</u>	
	<u>RTG.</u>	<u>(00)</u>	<u>RTG.</u>	<u>(00)</u>	<u>RTG.</u>	<u>(00)</u>	<u>RTG.</u>	<u>(00)</u>
6AM-10AM					.2	2		2
10AM-3PM		1	.1	4	.3	3	.1	8
3PM-7PM			.1	3	.4	5	.1	8
7PM-12Mid.					.1	1		1



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

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

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

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

#### Ratings Estimates

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

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

#### Share of Audience Estimates

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

#### Persons Reached Estimates

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

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

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

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

#### FM Audience

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

#### Daily and Weekly Cume Estimates

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

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

#### Survey Area Definitions

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

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

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

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

#### Standard Error Measurement

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

#### Possible Survey Errors

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

#### Privileges

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

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

#### Explanation of Special Notations

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

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

SAN JUAN, PUERTO RICO  
METROPOLITAN AREA

JULY-AUGUST, 1975

RESTAURANT DATA - (SEE LAST TABLE)

**The Folbe, Inc.**