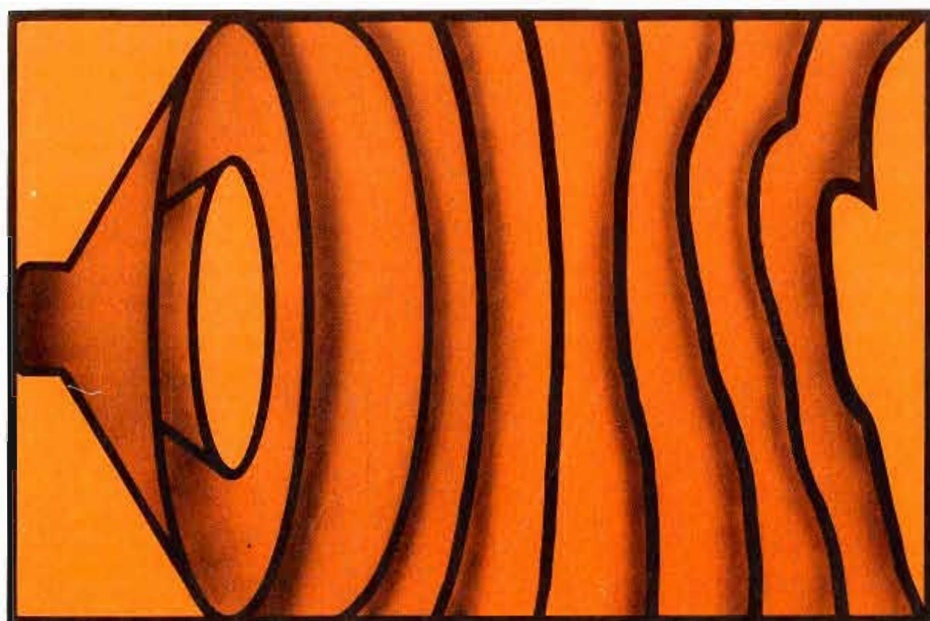


November 1978  
January 1979  
March 1979

**SAN JUAN**  
**November 1978**  
**January 1979**  
**March 1979**

# Summary Report



# Mediatrend Radio Audience Report

San Juan MEDIATREND



Media Statistics, Inc.  
8120 Fenton Street  
Silver Spring, Maryland 20910

## MEDIATREND RADIO AUDIENCE MEASUREMENT

The radio audience totals contained in this report represent estimates of the amount and kind of radio listening in the area surveyed through the use of advanced survey techniques especially designed for today's media buying and selling requirements.

In the case of radio, these requirements would certainly include the following information obtained by survey methods statistically reliable enough to permit intelligent business decisions:

1. Estimates of the total number of persons (12+) listening both at home and away from home.
2. A breakdown of the listeners to stations by sex and basic age groups.
3. Cumulative (net unduplicated) audience totals for day parts and the entire week.
4. Very frequent reports delivered within one week after field work for up-to-date information and for tracking. Most large markets are surveyed monthly.
5. Special questions on any subject which may be included at the end of the interview by clients on a confidential basis.

The MEDIATREND report has been designed to meet all of these criteria. Essentially it is produced by attempting to secure records for an average day and for the past week by telephone interviews with a large number of carefully selected persons covering their own radio listening no matter where or when it is done. Data are also taken on the characteristics of the persons interviewed, so that audiences may be examined by demographic groups.

The standard MEDIATREND sample is drawn by selecting enough persons within the survey unit to yield data from at least 500 completed interviews. In survey units with the largest populations, these samples are 1000. Exact sample size is always shown in each report in terms of completed and tabulated interviews. Under close supervision, the interviewers contact each home by telephone and attempt to speak individually with a selected person aged 12 and over living in the house. (Up to five callbacks are made to contact the sample household.)

Unclustered sampling from all telephone directories within each survey unit is carried out by the MEDIASTAT headquarters staff and the telephone numbers assigned to interviewers in the field. Validation of each interviewer's work is done by supervisors from our home office with direct calls to respondents.

Population figures and sex/age breakouts for this Radio Audience report are taken from the most recent issue of Sales Management's Survey of Buying Power Data Service; further reproduction is forbidden. Sex/age breakouts of the population are also obtained from Bureau of Census publications PC(1), PHC(1), P-25, P-26, or other appropriate Census sources.

MEDIASTAT retains original field material and other raw data for two years from the survey period.

Reproduction or use in any way of the material contained in this report is specifically forbidden to all non-subscribers; however, the unauthorized possession or use of this report in any way by a non-subscriber shall create liability to pay the subscription rate in full without becoming a subscriber and without changing the status of the user as a non-subscriber making an unauthorized use. Use of the material by subscribers and their authorized representatives is permitted for all business purposes except that any printed advertising or promotion material must refer to all stations other than the subscriber's own by a neutral code, all figures must be credited and fully quoted, and the date of the report must be identified. No implications may be drawn from figures in the report and attributed to Media Statistics, Inc. without prior clearance in writing.

SUMMARY REPORT

SAN JUAN METROPOLITAN AREA

MEDIATREND SUMMARY REPORT

NOVEMBER, 1978-JANUARY-MARCH, 1979\*

\*Survey Dates: 11/6-10 & 13-17, 1978  
1/8-12 & 15-19, 1979  
3/6-9 & 12-16, 1979

**MEDIASTAT**

INFORMATION ABOUT THIS REPORT

This survey was conducted within the San Juan, Puerto Rico, Standard Metropolitan Statistical Area. Random sampling was done from the complete 1978-1979 San Juan telephone directory, which includes the following Municipalities:

San Juan  
Bayamón  
Canóvanas  
Carolina  
Cataño

Guaynabo  
Loíza  
Toa Baja  
Trujillo Alto

Special tabulations and extra copies are available from Media Statistics, Inc.

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA

<u>STATION</u>	<u>LOCATION</u>	<u>POPULATION ESTIMATES</u>	
WAPA	San Juan, Puerto Rico	Men 18+	377,900
WBMJ	San Juan, Puerto Rico		
WFID-FM	San Juan, Puerto Rico	Men 18-24	81,100
WHOA	San Juan, Puerto Rico		
WIAC	San Juan, Puerto Rico	Men 25-34	85,900
WIAC-FM	San Juan, Puerto Rico		
WIOB-FM	San Juan, Puerto Rico	Men 35-49	103,100
WKAQ	San Juan, Puerto Rico		
WKAQ-FM	San Juan, Puerto Rico	Men 50+	107,800
WKVM	San Juan, Puerto Rico		
WKVM-FM	San Juan, Puerto Rico		
WLUZ	Bayamon, Puerto Rico	Women 18+	415,900
WOLA-FM	Carolina, Puerto Rico		
WORO-FM	Corozal, Puerto Rico	Women 18-24	83,100
WOSO	San Juan, Puerto Rico		
WPRM-FM	San Juan, Puerto Rico	Women 25-34	101,100
WQBS	San Juan, Puerto Rico		
WQII	San Juan, Puerto Rico	Women 35-49	118,000
WRAI	San Juan, Puerto Rico		
WRSJ	Bayamon, Puerto Rico	Women 50+	113,700
WUNO	San Juan, Puerto Rico		
WVOZ	Carolina, Puerto Rico		
WZNT-FM	San Juan, Puerto Rico	Total Adults 18+	793,800
		Teens 12-17	160,500
		Total 12+	954,300

Source: Standard Rate and Data Service (1/1/78)

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA

TOP RANKING AREA RADIO STATIONS  
NOVEMBER, 1978, JANUARY, MARCH, 1979

BY 6AM-12M SHARE  
 %

WZNT-FM	20.9
WKAQ	11.9
WQII	9.5
WBMJ	9.1
WKVM	4.9
WLUZ	4.2
WIAC	3.5
WKAQ-FM	3.2
WQBS	2.6
WIAC-FM	2.5
WPRM-FM	2.4
WAPA	2.3
WKVM-FM	2.3
WUNO	2.2
WORO-FM	2.0
WOLA-FM	1.7
WIOB-FM	1.6
WVOZ	1.1
WFID-FM	0.7
WFOA	0.6
WOSO	0.6

BY WEEKLY CUMULATIVE

WKAQ	362,600
WZNT-FM	284,300
WBMJ	248,500
WQII	214,400
WKVM	143,000
WLUZ	127,200
WIAC	112,700
WKAQ-FM	109,900
WPRM-FM	104,400
WAPA	102,900
WQBS	92,500
WUNO	86,000
WKVM-FM	64,500
WORO-FM	57,400
WOLA-FM	52,900
WIAC-FM	51,200
WVOZ	51,200
WIOB-FM	24,600
WFOA	24,300
WRAI	21,200

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA

STATION	SHARE 6AM-12M (Mon-Fri)				DAY CUME 6AM-7PM (000)			
	NOVEMBER 1978	JANUARY 1979	MARCH 1979	SUMMARY (N-J-M)	NOVEMBER 1978	JANUARY 1979	MARCH 1979	SUMMARY (N-J-M)
WAPA	2.4	2.7	1.7	2.3	49	42	20	37
WBMJ	14.8	9.3	4.2	9.1	206	158	80	148
WFID-FM	1.0	0.4	0.9	0.7	6	4	11	7
WHOA	0.8	0.6	0.6	0.6	14	8	10	10
WIAC	3.8	3.6	3.3	3.5	63	75	55	64
WIAC-FM	1.7	2.3	3.4	2.5	25	23	30	26
WIOB-FM	1.7	2.5	0.6	1.6	14	18	5	12
WKAQ	12.4	13.1	10.1	11.9	241	245	211	232
WKAQ-FM	5.5	2.5	2.0	3.2	60	50	47	53
WKVM	6.7	5.2	3.0	4.9	79	60	66	69
WKVM-FM	1.7	1.7	3.6	2.3	25	25	57	36
WLUZ	3.5	4.9	4.0	4.2	53	85	78	72
WOLA-FM	2.6	1.9	0.8	1.7	34	33	13	26
WORO-FM	1.2	1.6	3.1	2.0	14	15	36	21
WOSO	0.7	0.6	0.6	0.6	13	7	6	9
WPRM-FM	5.3	1.7	0.8	2.4	69	20	15	34
WQBS	2.6	2.7	2.7	2.6	45	43	54	47
WQ11	12.2	8.5	8.2	9.5	146	114	97	119
WRAI	0.4	0.7	0.6	0.6	11	6	17	11
WRSJ	1.1	0.2	0.2	0.5	13	4	3	7
WSRA-FM/WZNT-FM†	4.0	22.5	33.5	20.9	42	233	288	188
WUNO	3.6	2.1	1.1	2.2	56	25	23	34
WVOZ	1.5	1.2	0.6	1.1	29	24	13	22

†Radio Station WSRA-FM changed call letters  
to WZNT-FM on December 29, 1978

MEDIATREND SUMMARY REPORT

SAN JUAN METROPOLITAN AREA

OVERALL WEEKLY CUME & AVERAGE DAILY CUME

Total 12+

# People 12+ Surveyed: 1530

November, 1978, January, March, 1979

Station	(MON-SUN) Weekly Cume Persons	(MONDAY THRU FRIDAY)				(MON-THURS) 7PM-12M Daily Cume Persons
		6AM-7PM Daily Cume Persons	6AM-10AM Daily Cume Persons	10AM-3PM Daily Cume Persons	3PM-7PM Daily Cume Persons	
WAPA	102900	36600	23100	15600	14100	10800
WBMJ	248500	148200	107700	51500	71300	37700
WFID-FM	13700	7000	6400	5000	5200	700
WHOA	24300	10400	6700	3000	6300	3000
WIAC	112700	64100	42200	25700	23500	9600
WIAC-FM	51200	25600	12800	14400	14400	4100
WIOB-FM	24600	12200	10400	6100	9300	5000
WKAQ	362600	232400	193200	59400	67100	24000
WKAQ-FM	109900	52500	32500	21400	27300	18800
WKVM	143000	68500	56100	25900	21800	11700
WKVM-FM	64500	35700	18500	14000	24900	12300
WLUZ	127200	71900	59400	11200	18300	9300
WOLA-FM	52900	26400	9300	11300	20700	9200
WORO-FM	57400	21400	10000	12900	11700	4800
WOSO	19600	8600	7900	2800	4500	2300
WPRM-FM	104400	34400	20500	16300	15000	8600
WQBS	92500	47100	36600	16700	17700	7000
WQII	214400	119200	83600	55700	60400	29100
WRAI	21200	11000	7200	1700	4300	3800
WRSJ	19700	6700	4400	3200	2000	2500
WUNO	86000	34400	24900	14400	14600	5300
WVOZ	51200	21900	10800	9700	9900	3900
WZNT-FM	284300	187700	126300	103300	122300	71000



MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 AVERAGE ¼ HOUR PERSONS & SHARES

# People 12+ Surveyed: 1530

Total 12+  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	5300	( 1.9)	6900	( 2.1)	5100	( 2.0)	3800	( 1.5)	5200	( 4.0)
WBMJ	24500	( 9.0)	31400	( 9.7)	18900	( 7.6)	24300	( 9.7)	13100	(10.0)
WFID-FM	2300	( 0.8)	1700	( 0.5)	3000	( 1.2)	2000	( 0.8)	300	( 0.2)
WHOA	1700	( 0.6)	2400	( 0.7)	400	( 0.2)	2700	( 1.1)	800	( 0.6)
WIAC	9700	( 3.6)	13700	( 4.2)	9000	( 3.6)	6700	( 2.7)	4500	( 3.4)
WIAC-FM	7500	( 2.8)	5500	( 1.7)	10400	( 4.2)	5900	( 2.4)	1500	( 1.1)
WIOB-FM	4600	( 1.7)	3800	( 1.2)	4900	( 2.0)	4800	( 1.9)	1700	( 1.3)
WKAQ	35900	(13.2)	61200	(18.9)	25300	(10.2)	24000	( 9.6)	6200	( 4.8)
WKAQ-FM	8200	( 3.0)	8400	( 2.6)	7800	( 3.1)	8400	( 3.4)	5500	( 4.2)
WKVM	14300	( 5.3)	20500	( 6.3)	13700	( 5.5)	9000	( 3.6)	3600	( 2.8)
WKVM-FM	6200	( 2.3)	4900	( 1.5)	5100	( 2.0)	8900	( 3.6)	3500	( 2.7)
WLUZ	12000	( 4.4)	27400	( 8.4)	5000	( 2.0)	5400	( 2.2)	3700	( 2.8)
WOLA-FM	4500	( 1.6)	2400	( 0.8)	3900	( 1.6)	7200	( 2.9)	2800	( 2.1)
WORO-FM	5500	( 2.0)	2900	( 0.9)	7200	( 2.9)	6200	( 2.5)	2100	( 1.6)
WOSO	1800	( 0.7)	2200	( 0.7)	1500	( 0.6)	2000	( 0.8)	600	( 0.5)
WPRM-FM	6400	( 2.3)	6100	( 1.9)	6900	( 2.8)	6100	( 2.4)	3700	( 2.8)
WQBS	7700	( 2.8)	10400	( 3.2)	6300	( 2.5)	6800	( 2.7)	2200	( 1.7)
WQII	26500	( 9.7)	27800	( 8.6)	24500	( 9.8)	27500	(11.0)	10600	( 8.1)
WRAI	1200	( 0.4)	1500	( 0.5)	500	( 0.2)	1600	( 0.6)	2000	( 1.5)
WRSJ	1300	( 0.5)	1400	( 0.4)	1700	( 0.7)	600	( 0.2)	600	( 0.5)
WUNO	6400	( 2.4)	7900	( 2.4)	6200	( 2.5)	5300	( 2.1)	1600	( 1.2)
WVOZ	3000	( 1.1)	3200	( 1.0)	2800	( 1.1)	3000	( 1.2)	1400	( 1.1)
WZNT-FM	55300	(20.3)	46000	(14.2)	58900	(23.7)	60100	(24.1)	31600	(24.1)
OTHERS		( 7.6)		( 7.6)		( 8.0)		( 7.0)		(16.9)

AVERAGE PERSONS

USING RADIO

(Per ¼ Hr.): 272400

324300

248800

249700

131000

SPECIAL NOTE: Due to rounding, the total Average Persons Using Radio figures may be inconsistent with the sum of the individual stations Average Persons.

MEDIATREND SUMMARY REPORT

SAN JUAN METROPOLITAN AREA

OVERALL WEEKLY CUME & AVERAGE DAILY CUME

Men 18-24

# Men 18-24 Surveyed: 128

November, 1978, January, March, 1979

Station	(MON-SUN)	(MONDAY THRU FRIDAY)				(MON-THURS)
	Weekly Cume Persons	6AM-7PM Daily Cume Persons	6AM-10AM Daily Cume Persons	10AM-3PM Daily Cume Persons	3PM-7PM Daily Cume Persons	7PM-12M Daily Cume Persons
WAPA	3100	600	-	600	600	900
WBMJ	30400	20600	18100	7200	8100	4000
WFID-FM	600	600	600	600	600	-
WHOA	2800	1100	600	-	600	900
WIAC	3700	1100	600	600	1100	700
WIAC-FM	3400	1100	1100	1100	1100	-
WIOB-FM	2600	1400	1400	600	600	700
WKAQ	15800	7900	5600	2600	4300	1300
WKAQ-FM	15100	4800	3900	2800	3300	4300
WKVM	12800	3600	2800	800	2200	2000
WKVM-FM	11000	5900	3100	3100	4200	1900
WLUZ	4000	1100	1100	-	600	600
WOLA-FM	15300	8400	3100	2300	6700	1600
WORO-FM	1400	600	-	600	-	-
WOSO	1400	800	800	800	-	-
WPRM-FM	20700	6000	4100	3800	2200	1900
WQBS	12300	4500	4500	800	2200	900
WQII	17400	9500	7300	5300	6100	3500
WRAI	2000	600	600	-	-	-
WRSJ	-	-	-	-	-	-
WUNO	4200	2200	2200	800	800	700
WVOZ	12000	4700	2800	2300	2000	-
WZNT-FM	35700	23900	13700	13100	17700	14500

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 AVERAGE ¼ HOUR PERSONS & SHARES

# Men 18-24 Surveyed: 128

Men 18-24  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	-100	( 0.2)	-	( - )	100	( 0.2)	100	( 0.3)	400	( 2.1)
WBMJ	3800	(14.6)	5500	(21.0)	3100	(12.8)	2800	(10.4)	1300	( 7.2)
WFID-FM	200	( 0.9)	200	( 0.8)	300	( 1.2)	200	( 0.8)	-	( - )
WHOA	-100	( 0.2)	100	( 0.3)	-	( - )	100	( 0.5)	200	( 1.1)
WIAC	200	( 0.9)	-100	( 0.1)	300	( 1.2)	400	( 1.3)	700	( 3.8)
WIAC-FM	800	( 3.2)	800	( 3.2)	1100	( 4.7)	400	( 1.6)	-	( - )
WIOB-FM	600	( 2.2)	700	( 2.6)	600	( 2.4)	400	( 1.6)	500	( 3.1)
WKAQ	1200	( 4.9)	1800	( 6.9)	800	( 3.3)	1200	( 4.6)	200	( 0.9)
WKAQ-FM	900	( 3.3)	900	( 3.3)	800	( 3.3)	900	( 3.3)	1300	( 7.6)
WKVM	400	( 1.5)	600	( 2.1)	200	( 1.0)	400	( 1.5)	400	( 2.3)
WKVM-FM	1100	( 4.3)	700	( 2.5)	1200	( 5.1)	1400	( 5.2)	500	( 2.9)
WLUZ	100	( 0.5)	300	( 1.1)	-	( - )	100	( 0.5)	400	( 2.4)
WOLA-FM	1400	( 5.6)	1100	( 4.0)	1200	( 4.9)	2200	( 8.0)	300	( 1.8)
WORO-FM	200	( 0.8)	-	( - )	500	( 2.2)	-	( - )	-	( - )
WOSO	100	( 0.5)	200	( 0.8)	200	( 0.7)	-	( - )	-	( - )
WPRM-FM	1000	( 4.0)	1100	( 4.1)	1200	( 5.2)	700	( 2.5)	600	( 3.5)
WQBS	700	( 2.6)	1500	( 5.5)	200	( 0.7)	500	( 1.8)	300	( 1.6)
WQII	2700	(10.4)	3000	(11.5)	2100	( 8.5)	3000	(11.3)	1700	( 9.4)
WRAI	-100	( 0.2)	100	( 0.5)	-	( - )	-	( - )	-	( - )
WRSJ	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WUNO	200	( 0.9)	300	( 1.1)	300	( 1.2)	100	( 0.4)	300	( 1.7)
WVOZ	800	( 3.0)	1100	( 4.2)	700	( 3.1)	500	( 1.7)	-	( - )
WZNT-FM	7200	(28.0)	4800	(18.1)	7300	(30.3)	9500	(35.3)	6600	(37.3)
OTHERS		( 7.3)		( 6.3)		( 8.0)		( 7.4)		(11.3)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	25700		26400		24100		26900		17600	

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Men 25-34 Surveyed: 147

Men 25-34  
 November, 1978, January, March, 1979

Station	(MON-SUN)	(MONDAY THRU FRIDAY)				(MON-THURS)
	Weekly Cume Persons	6AM-7PM Daily Cume Persons	6AM-10AM Daily Cume Persons	10AM-3PM Daily Cume Persons	3PM-7PM Daily Cume Persons	7PM-12M Daily Cume Persons
WAPA	11200	3600	3000	1800	600	1300
WBMJ	16600	10200	7100	3600	5900	1900
WFID-FM	2800	1100	1100	1100	1100	-
WHOA	3600	1200	-	600	1200	800
WIAC	6100	3000	1200	600	1200	-
WIAC-FM	9400	3000	1200	500	1800	1300
WIOB-FM	4700	3000	2400	1200	2400	600
WKAQ	29600	22100	19100	5900	5900	2200
WKAQ-FM	9600	3600	2400	1100	1200	600
WKVM	12300	6400	3500	3500	2900	800
WKVM-FM	5300	4100	1100	1200	2900	700
WLUZ	11600	7400	6400	600	2300	1500
WOLA-FM	4700	3000	2400	1100	2400	800
WORO-FM	5300	2300	500	1700	2300	-
WOSO	1200	600	600	-	600	-
WPRM-FM	11800	5400	1800	3000	3000	800
WQBS	15300	10000	7100	3600	4700	1400
WQII	14400	9900	7600	4700	4500	-
WRAI	4800	2900	1700	1100	1100	-
WRSJ	3500	1100	1100	500	600	-
WUNO	5300	1100	600	600	500	700
WVOZ	7700	4800	1100	1800	3000	700
WZNT-FM	30800	20200	11400	8100	12200	6700

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Men 25-34 Surveyed: 147

Men 25-34  
November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	500	( 1.7)	700	( 2.2)	400	( 1.5)	400	( 1.4)	900	( 7.4)
WBMJ	1600	( 5.7)	2100	( 7.0)	1100	( 4.0)	1700	( 6.5)	500	( 4.2)
WFID-FM	600	( 2.0)	300	( 1.2)	800	( 2.7)	500	( 1.9)	-	( - )
WHOA	100	( 0.6)	-	( - )	100	( 0.4)	400	( 1.4)	300	( 2.6)
WIAC	300	( 0.9)	400	( 1.3)	200	( 0.9)	200	( 0.6)	-	( - )
WIAC-FM	400	( 1.5)	200	( 0.6)	500	( 1.9)	500	( 2.0)	300	( 2.6)
WIOB-FM	900	( 3.3)	800	( 2.7)	1200	( 4.4)	700	( 2.5)	300	( 2.1)
WKAQ	3400	(12.4)	6000	(20.6)	2400	( 8.6)	2100	( 8.1)	800	( 6.4)
WKAQ-FM	700	( 2.7)	900	( 2.9)	700	( 2.5)	700	( 2.6)	100	( 1.0)
WKVM	1500	( 5.5)	1400	( 4.6)	1800	( 6.5)	1400	( 5.2)	200	( 1.9)
WKVM-FM	900	( 3.1)	300	( 1.0)	1200	( 4.4)	1000	( 3.8)	300	( 2.1)
WLUZ	900	( 3.2)	1900	( 6.6)	300	( 1.1)	600	( 2.3)	400	( 3.2)
WOLA-FM	800	( 2.8)	600	( 2.2)	900	( 3.1)	700	( 2.9)	700	( 5.7)
WORO-FM	700	( 2.7)	100	( 0.5)	1100	( 3.7)	1000	( 3.8)	-	( - )
WOSO	100	( 0.5)	100	( 0.5)	-	( - )	300	( 1.2)	-	( - )
WPRM-FM	1500	( 5.4)	1200	( 4.2)	1500	( 5.4)	1800	( 6.7)	500	( 3.8)
WQBS	1700	( 6.1)	1900	( 6.6)	1400	( 5.1)	1800	( 6.8)	900	( 7.0)
WQII	2700	( 9.8)	3100	(10.7)	2900	(10.3)	2100	( 8.0)	-	( - )
WRAI	300	( 1.1)	200	( 0.6)	400	( 1.5)	300	( 1.3)	-	( - )
WRSJ	200	( 0.7)	300	( 1.0)	200	( 0.8)	100	( 0.3)	-	( - )
WUNO	100	( 0.2)	100	( 0.3)	-100	( 0.2)	100	( 0.3)	100	( 1.1)
WVOZ	700	( 2.4)	200	( 0.7)	600	( 2.3)	1200	( 4.4)	400	( 3.2)
WZNT-FM	4400	(15.8)	3400	(11.8)	4600	(16.5)	5100	(19.5)	3900	(32.5)
OTHERS		( 9.9)		(10.2)		(12.2)		( 6.5)		(13.2)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	27800		29200		28000		26300		12200	

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 OVERALL WEEKLY CUME & AVERAGE DAILY CUME

Men 35-49

# Men 35-49 Surveyed: 141

November, 1978, January, March, 1979

<u>Station</u>	<u>(MON-SUN)</u> Weekly Cume Persons	<u>(MONDAY THRU FRIDAY)</u>				<u>(MON-THURS)</u>
		<u>6AM-7PM</u> Daily Cume Persons	<u>6AM-10AM</u> Daily Cume Persons	<u>10AM-3PM</u> Daily Cume Persons	<u>3PM-7PM</u> Daily Cume Persons	<u>7PM-12M</u> Daily Cume Persons
WAPA	18900	8700	6500	4300	2900	1700
WBMJ	12200	9400	5100	3600	5800	-
WFID-FM	800	800	800	-	800	-
WHOA	4400	2200	800	-	2200	-
WIAC	19800	11900	8300	2300	5100	2500
WIAC-FM	6500	2900	2200	2200	2200	-
WIOB-FM	3600	2200	2200	1400	2200	900
WKAQ	45500	32800	28400	6500	8100	4200
WKAQ-FM	5700	4300	3600	700	4300	3400
WKVM	12500	8800	8800	1500	2900	800
WKVM-FM	1400	-	-	-	-	-
WLUZ	21800	16600	10800	3600	6500	3400
WOLA-FM	-	-	-	-	-	-
WORO-FM	11700	2200	700	800	700	-
WOSO	5900	2900	2200	800	2200	1700
WPRM-FM	4300	1400	700	1400	700	800
WQBS	8100	5900	3000	2200	2200	900
WQII	18700	9300	6500	5700	5800	900
WRAI	5900	3700	2200	-	1500	2500
WRSJ	5000	2900	2200	-	1400	1800
WUNO	13900	5800	2200	3700	4300	-
WVOZ	4400	2200	2200	800	-	-
WZNT-FM	18300	8800	5900	5200	4500	1700

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 AVERAGE ¼ HOUR PERSONS & SHARES

# Men 35-49 Surveyed: 141

Men 35-49  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	1200	( 4.0)	1600	( 4.4)	1300	( 4.9)	600	( 2.4)	900	( 6.7)
WBMJ	1700	( 5.8)	1500	( 4.0)	1700	( 6.7)	1900	( 7.3)	-	( - )
WFID-FM	100	( 0.4)	200	( 0.5)	-	( - )	200	( 0.7)	-	( - )
WHOA	500	( 1.6)	300	( 0.8)	-	( - )	1200	( 4.7)	-	( - )
WIAC	1300	( 4.3)	2000	( 5.3)	800	( 3.0)	1200	( 4.6)	1000	( 7.9)
WIAC-FM	1300	( 4.6)	1400	( 3.7)	1500	( 5.7)	1200	( 4.4)	-	( - )
WIOB-FM	1200	( 3.9)	1200	( 3.4)	800	( 3.3)	1400	( 5.4)	300	( 2.7)
WKAQ	4900	(16.7)	8600	(23.1)	3800	(14.6)	2800	(10.4)	700	( 5.7)
WKAQ-FM	800	( 2.6)	700	( 1.9)	400	( 1.6)	1300	( 4.7)	1000	( 7.9)
WKVM	1800	( 6.2)	3100	( 8.4)	900	( 3.6)	1700	( 6.3)	400	( 3.3)
WKVM-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WLUZ	2400	( 8.0)	3800	(10.3)	1500	( 5.7)	2000	( 7.4)	1200	( 9.8)
WOLA-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WORO-FM	100	( 0.3)	100	( 0.2)	100	( 0.3)	100	( 0.3)	-	( - )
WOSO	300	( 1.0)	400	( 1.1)	100	( 0.3)	500	( 1.9)	500	( 4.1)
WPRM-FM	700	( 2.4)	600	( 1.7)	800	( 3.0)	700	( 2.6)	500	( 3.9)
WQBS	700	( 2.4)	300	( 0.8)	900	( 3.4)	900	( 3.4)	200	( 1.4)
WQII	2400	( 8.3)	2700	( 7.3)	2500	( 9.8)	2100	( 7.8)	200	( 1.4)
WRAI	300	( 1.0)	600	( 1.6)	-	( - )	400	( 1.4)	1700	(13.1)
WRSJ	300	( 1.1)	500	( 1.5)	-	( - )	500	( 2.0)	500	( 4.1)
WUNO	1600	( 5.4)	1200	( 3.2)	1700	( 6.5)	1900	( 7.0)	-	( - )
WVOZ	200	( 0.6)	500	( 1.2)	100	( 0.3)	-	( - )	-	( - )
WZNT-FM	2300	( 7.8)	1900	( 5.1)	3100	(11.9)	1800	( 6.6)	800	( 6.5)
OTHERS		(11.6)		(10.5)		(15.4)		( 8.7)		(21.5)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	29600		37000		25900		26700		12800	

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Men 50+ Surveyed: 192

Men 50+  
 November, 1978, January, March, 1979

Station	(MON-SUN)	(MONDAY THRU FRIDAY)				(MON-THURS)
	Weekly Cume Persons	6AM-7PM Daily Cume Persons	6AM-10AM Daily Cume Persons	10AM-3PM Daily Cume Persons	3PM-7PM Daily Cume Persons	7PM-12M Daily Cume Persons
WAPA	25300	10500	4600	2000	4300	2700
WBMJ	2300	1200	600	-	600	-
WFID-FM	1600	600	600	600	-	-
WHOA	1600	1100	1100	500	-	-
WIAC	30700	20100	12900	8500	8300	3100
WIAC-FM	1200	1200	-	1200	-	-
WIOB-FM	-	-	-	-	-	-
WKAQ	69300	51600	42000	13300	16200	6600
WKAQ-FM	2400	600	600	-	-	-
WKVM	15900	6900	6400	3100	3200	600
WKVM-FM	1100	1100	600	1100	1100	-
WLUZ	19200	9000	6500	1700	4100	1200
WOLA-FM	1300	600	-	-	600	-
WORO-FM	14000	5000	3100	4300	2500	2100
WOSO	5000	2100	2100	-	-	-
WPRM-FM	2300	1100	-	600	1100	-
WQBS	6900	3200	2200	1100	500	-
WQII	6100	4400	3300	600	1000	600
WRAI	1900	1200	600	600	600	-
WRSJ	1200	-	-	-	-	-
WUNO	6300	2400	1700	600	600	600
WVOZ	4800	1700	500	1200	-	600
WZNT-FM	11600	8500	5200	5200	5600	1400



MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 AVERAGE ¼ HOUR PERSONS & SHARES

# Men 50+ Surveyed: 192

Men 50+  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	800	( 3.0)	1300	( 3.5)	300	( 1.4)	1100	( 4.5)	1400	(13.0)
WBMJ	100	( 0.5)	300	( 0.8)	-	( - )	100	( 0.5)	-	( - )
WFID-FM	100	( 0.2)	100	( 0.2)	100	( 0.5)	-	( - )	-	( - )
WHOA	200	( 0.7)	500	( 1.3)	100	( 0.5)	-	( - )	-	( - )
WIAC	3300	(12.0)	4100	(11.5)	2900	(12.0)	3000	(12.8)	1300	(11.5)
WIAC-FM	300	( 1.0)	-	( - )	700	( 3.1)	-	( - )	-	( - )
WIOB-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WKAQ	8600	(31.3)	14700	(41.0)	5600	(23.3)	6400	(26.9)	2000	(18.2)
WKAQ-FM	-100	( 0.2)	200	( 0.4)	-	( - )	-	( - )	-	( - )
WKVM	1800	( 6.4)	2300	( 6.4)	1700	( 7.0)	1300	( 5.5)	100	( 1.1)
WKVM-FM	400	( 1.6)	100	( 0.3)	400	( 1.7)	800	( 3.2)	-	( - )
WLUZ	1700	( 6.1)	3000	( 8.4)	1000	( 4.1)	1300	( 5.4)	600	( 5.3)
WOLA-FM	100	( 0.5)	-	( - )	-	( - )	500	( 2.0)	-	( - )
WORO-FM	1900	( 7.0)	700	( 1.9)	3200	(13.3)	1600	( 6.7)	1000	( 8.8)
WOSO	100	( 0.4)	400	( 1.0)	-	( - )	-	( - )	-	( - )
WPRM-FM	300	( 1.2)	-	( - )	400	( 1.6)	600	( 2.6)	-	( - )
WQBS	500	( 1.9)	1200	( 3.4)	400	( 1.5)	-100	( 0.2)	-	( - )
WQII	600	( 2.1)	900	( 2.6)	400	( 1.5)	500	( 2.0)	300	( 2.7)
WRAI	300	( 1.0)	100	( 0.2)	100	( 0.5)	600	( 2.7)	-	( - )
WRSJ	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WUNO	400	( 1.5)	400	( 1.2)	400	( 1.6)	400	( 1.9)	400	( 3.5)
WVOZ	200	( 0.6)	100	( 0.3)	300	( 1.3)	-	( - )	500	( 4.1)
WZNT-FM	2600	( 9.4)	2100	( 5.7)	3200	(13.5)	2300	( 9.8)	600	( 5.6)
OTHERS		(11.4)		( 9.9)		(11.6)		(13.3)		(26.2)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	27600		36000		24000		23700		11100	

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA

OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Women 18-24 Surveyed: 121

Women 18-24  
 November, 1978, January, March, 1979

Station	(MON-SUN)	(MONDAY THRU FRIDAY)				(MON-THURS)
	Weekly Cume Persons	6AM-7PM Daily Cume Persons	6AM-10AM Daily Cume Persons	10AM-3PM Daily Cume Persons	3PM-7PM Daily Cume Persons	7PM-12M Daily Cume Persons
WAPA	2100	700	-	-	700	-
WBMJ	30300	16100	12800	6300	5700	5200
WFID-FM	-	-	-	-	-	-
WHOA	-	-	-	-	-	-
WIAC	2100	600	-	600	600	-
WIAC-FM	7700	4100	600	1900	2800	1500
WIOB-FM	3400	700	-	-	700	-
WKAQ	20800	9200	8000	600	1800	800
WKAQ-FM	12100	6200	4100	2700	3400	800
WKVM	10300	3700	2200	2200	700	900
WKVM-FM	6900	4900	2200	1300	2800	2600
WLUZ	5500	2700	2700	-	700	-
WOLA-FM	6900	4800	1300	3400	4000	2700
WORO-FM	-	-	-	-	-	-
WOSO	-	-	-	-	-	-
WPRM-FM	15000	3700	2200	3700	1500	900
WQBS	9900	2800	2100	1300	1300	800
WQII	32700	20100	14100	8400	10100	3900
WRAI	700	-	-	-	-	-
WRSJ	-	-	-	-	-	-
WUNO	13300	5800	4300	3600	2800	-
WVOZ	3900	1200	1200	600	600	-
WZNT-FM	34900	23600	16800	13800	15600	4900

**MEDIATREND SUMMARY REPORT**  
**SAN JUAN METROPOLITAN AREA**  
**AVERAGE ¼ HOUR PERSONS & SHARES**

# Women 18-24 Surveyed: 121

Women 18-24  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	100	( 0.2)	-	( - )	-	( - )	200	( 0.7)	-	( - )
WBMJ	2700	(10.6)	5000	(18.8)	1800	( 7.0)	1500	( 6.2)	2200	(18.6)
WFID-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WHOA	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WIAC	200	( 0.8)	-	( - )	300	( 1.2)	300	( 1.2)	-	( - )
WIAC-FM	1200	( 4.6)	100	( 0.6)	1500	( 6.0)	1700	( 7.0)	400	( 3.6)
WIOB-FM	-100	( 0.1)	-	( - )	-	( - )	100	( 0.4)	-	( - )
WKAQ	700	( 2.7)	1400	( 5.4)	100	( 0.5)	700	( 2.8)	400	( 3.4)
WKAQ-FM	1100	( 4.3)	1000	( 3.9)	1200	( 4.7)	1000	( 4.3)	500	( 4.1)
WKVM	1000	( 3.8)	1200	( 4.6)	1300	( 5.3)	300	( 1.1)	400	( 3.8)
WKVM-FM	800	( 3.0)	900	( 3.3)	300	( 1.3)	1200	( 4.9)	300	( 2.9)
WLUZ	400	( 1.5)	1200	( 4.4)	-	( - )	100	( 0.4)	-	( - )
WOLA-FM	900	( 3.6)	500	( 1.9)	1000	( 4.1)	1200	( 4.9)	600	( 4.9)
WORO-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WOSO	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WPRM-FM	1000	( 3.9)	600	( 2.4)	1600	( 6.2)	600	( 2.7)	300	( 2.3)
WQBS	800	( 3.3)	900	( 3.5)	800	( 3.4)	700	( 2.9)	100	( 0.7)
WQII	4700	(18.3)	4800	(18.0)	4600	(18.2)	4600	(18.7)	1000	( 8.4)
WRAI	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WRSJ	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WUNO	1500	( 6.0)	1300	( 4.8)	2000	( 7.9)	1200	( 4.8)	-	( - )
WVOZ	100	( 0.6)	200	( 0.6)	100	( 0.2)	200	( 0.9)	-	( - )
WZNT-FM	7500	(29.5)	6700	(25.3)	7900	(31.4)	7700	(31.5)	3200	(27.2)
OTHERS		( 3.2)		( 2.5)		( 2.6)		( 4.6)		(20.1)
<b>AVERAGE PERSONS USING RADIO (Per ¼ Hr.):</b>	25400		26600		25300		24400		11800	

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Women 25-34 Surveyed: 189

Women 25-34  
 November, 1978, January, March, 1979

Station	(MON-SUN)	(MONDAY THRU FRIDAY)				(MON-THURS)
	Weekly Cume Persons	6AM-7PM Daily Cume Persons	6AM-10AM Daily Cume Persons	10AM-3PM Daily Cume Persons	3PM-7PM Daily Cume Persons	7PM-12M Daily Cume Persons
WAPA	8100	1100	1100	-	500	-
WBMJ	25200	15600	10700	3200	5400	2700
WFID-FM	3200	1100	1100	600	600	700
WHOA	4300	1100	1100	-	500	600
WIAC	4800	2200	1600	500	500	-
WIAC-FM	9100	4800	3200	2700	2100	600
WIOB-FM	4300	2700	2200	2200	2700	-
WKAQ	33200	20400	18800	2700	5300	1300
WKAQ-FM	9100	4300	2100	2200	1100	-
WKVM	13900	6900	5300	2200	500	-
WKVM-FM	4800	2100	1100	600	1600	-
WLUZ	14500	8000	8000	500	1100	-
WOLA-FM	1100	600	-	-	600	-
WORD-FM	7500	2100	1600	1100	1600	600
WOSO	3200	500	500	-	-	600
WPRM-FM	6400	1600	1600	1100	-	-
WQBS	11300	4800	3700	1100	2100	600
WQII	32600	20900	15500	8000	6500	1900
WRAI	4800	2600	2100	-	1100	1300
WRSJ	3700	1600	1100	1600	-	700
WUNO	11900	2700	2700	500	1600	600
WVOZ	2700	1000	500	500	-	600
WZNT-FM	32300	22300	16500	15900	12200	5800

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 AVERAGE ¼ HOUR PERSONS & SHARES

# Women 25-34 Surveyed: 189

Women 25-34  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	100	( 0.5)	300	( 0.9)	-	( - )	100	( 0.6)	-	( - )
WBMJ	2400	( 8.3)	4000	(10.9)	1700	( 5.7)	1700	( 8.4)	1200	(14.5)
WFID-FM	400	( 1.3)	300	( 0.9)	600	( 1.9)	200	( 1.0)	300	( 3.3)
WHOA	100	( 0.3)	200	( 0.5)	-	( - )	100	( 0.3)	100	( 0.8)
WIAC	300	( 1.1)	700	( 2.0)	100	( 0.4)	100	( 0.7)	-	( - )
WIAC-FM	1100	( 3.7)	1100	( 2.9)	1700	( 5.9)	300	( 1.4)	500	( 5.5)
WIOB-FM	1300	( 4.3)	500	( 1.3)	1800	( 5.9)	1500	( 7.1)	-	( - )
WKAQ	2600	( 9.0)	4200	(11.5)	2000	( 6.9)	1700	( 8.1)	300	( 4.0)
WKAQ-FM	800	( 2.7)	700	( 2.0)	1200	( 4.1)	300	( 1.7)	-	( - )
WKVM	900	( 3.3)	1600	( 4.4)	1100	( 3.7)	100	( 0.3)	-	( - )
WKVM-FM	500	( 1.9)	400	( 1.1)	600	( 1.9)	700	( 3.5)	-	( - )
WLUZ	1300	( 4.6)	4100	(11.1)	-100	( 0.1)	300	( 1.3)	-	( - )
WOLA-FM	100	( 0.2)	-	( - )	-	( - )	100	( 0.7)	-	( - )
WORO-FM	800	( 2.7)	700	( 1.8)	700	( 2.5)	900	( 4.5)	100	( 1.6)
WOSO	100	( 0.2)	200	( 0.5)	-	( - )	-	( - )	100	( 1.6)
WPRM-FM	200	( 0.7)	300	( 0.8)	200	( 0.9)	-	( - )	-	( - )
WQBS	500	( 1.9)	900	( 2.3)	200	( 0.7)	700	( 3.2)	100	( 0.8)
WQII	3500	(12.2)	4300	(11.7)	3200	(11.0)	3200	(15.4)	600	( 7.9)
WRAI	200	( 0.8)	500	( 1.4)	-	( - )	300	( 1.3)	300	( 4.0)
WRSJ	700	( 2.3)	600	( 1.7)	1300	( 4.2)	-	( - )	100	( 1.7)
WUNO	400	( 1.4)	900	( 2.4)	100	( 0.2)	400	( 1.8)	100	( 1.6)
WVOZ	100	( 0.4)	200	( 0.6)	100	( 0.3)	-	( - )	100	( 1.6)
WZNT-FM	8600	(29.8)	7400	(20.3)	11100	(37.9)	6700	(32.4)	2900	(34.6)
OTHERS		( 6.4)		( 7.0)		( 5.8)		( 6.3)		(16.5)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	28900		36700		29400		20600		8200	

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Women 35-49 Surveyed: 162

Women 35-49  
 November, 1978, January, March, 1979

<u>Station</u>	<u>(MON-SUN)</u> Weekly Cume Persons	<u>(MONDAY THRU FRIDAY)</u>				<u>(MON-THURS)</u>
		<u>6AM-7PM</u> Daily Cume Persons	<u>6AM-10AM</u> Daily Cume Persons	<u>10AM-3PM</u> Daily Cume Persons	<u>3PM-7PM</u> Daily Cume Persons	<u>7PM-12M</u> Daily Cume Persons
WAPA	14400	5100	3800	2900	2200	1600
WBMJ	22000	12400	5100	6600	7300	-
WFID-FM	2200	2200	2200	1500	1500	-
WHOA	1500	-	-	-	-	-
WIAC	19000	9500	6600	4400	4400	2600
WIAC-FM	7400	4400	2200	3600	1400	-
WIOB-FM	2900	1500	1500	700	700	1900
WKAQ	59200	38700	35000	10200	9400	1500
WKAQ-FM	7200	2900	2100	700	700	-
WKVM	22100	8800	8100	3000	2100	800
WKVM-FM	3600	2300	1500	1500	1500	-
WLUZ	29100	15900	14500	3600	700	2600
WOLA-FM	700	700	-	700	-	-
WORO-FM	12400	5800	3000	2100	3500	800
WOSO	-	-	-	-	-	-
WPRM-FM	4500	1500	800	800	1500	800
WQBS	12200	8600	8000	3600	2200	800
WQII	24500	13000	10200	5800	7200	2400
WRAI	-	-	-	-	-	-
WRSJ	2800	-	-	-	-	-
WUNO	8200	4600	4600	800	800	1100
WVOZ	2900	1400	700	700	700	1100
WZNT-FM	27100	17800	12000	9200	12800	5600

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 AVERAGE ¼ HOUR PERSONS & SHARES

# Women 35-49 Surveyed: 162

Women 35-49  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	1200	( 3.4)	1700	( 3.6)	1500	( 4.7)	300	( 1.2)	700	( 6.2)
WBMJ	2400	( 6.9)	1900	( 3.9)	2900	( 9.1)	2400	( 9.1)	-	( - )
WFID-FM	800	( 2.4)	600	( 1.2)	1100	( 3.6)	700	( 2.6)	-	( - )
WHOA	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WIAC	2100	( 6.1)	3400	( 7.0)	2200	( 6.8)	900	( 3.3)	1200	(10.1)
WIAC-FM	1400	( 3.9)	900	( 1.8)	2500	( 7.8)	500	( 2.0)	-	( - )
WIOB-FM	600	( 1.6)	500	( 1.0)	500	( 1.6)	700	( 2.8)	500	( 3.9)
WKAQ	6300	(17.8)	10700	(22.3)	4700	(14.6)	3800	(14.4)	400	( 3.5)
WKAQ-FM	400	( 1.1)	700	( 1.5)	300	( 1.1)	200	( 0.7)	-	( - )
WKVM	2200	( 6.1)	3300	( 6.9)	2200	( 6.9)	900	( 3.3)	400	( 3.4)
WKVM-FM	500	( 1.4)	500	( 1.1)	500	( 1.4)	600	( 2.1)	-	( - )
WLUZ	3100	( 8.7)	8000	(16.7)	1200	( 3.8)	300	( 1.4)	1100	( 8.8)
WOLA-FM	100	( 0.3)	-	( - )	300	( 0.9)	-	( - )	-	( - )
WORO-FM	1200	( 3.3)	900	( 2.0)	700	( 2.3)	1900	( 7.2)	500	( 4.1)
WOSO	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WPRM-FM	600	( 1.8)	400	( 0.8)	800	( 2.4)	700	( 2.5)	800	( 6.9)
WQBS	1600	( 4.6)	2200	( 4.5)	1500	( 4.6)	1200	( 4.5)	500	( 4.1)
WQII	2700	( 7.7)	3200	( 6.6)	2100	( 6.7)	3000	(11.3)	900	( 7.3)
WRAI	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WRSJ	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WUNO	900	( 2.5)	1300	( 2.7)	800	( 2.4)	600	( 2.2)	600	( 4.6)
WVOZ	200	( 0.5)	-100	( 0.1)	200	( 0.5)	400	( 1.4)	200	( 1.8)
WZNT-FM	5200	(14.9)	4900	(10.2)	4900	(15.3)	6000	(22.8)	2100	(17.2)
OTHERS		( 5.0)		( 6.1)		( 3.5)		( 5.2)		(18.1)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	35100		48000		31900		26300		12000	

MEDIATREND SUMMARY REPORT

SAN JUAN METROPOLITAN AREA

OVERALL WEEKLY CUME & AVERAGE DAILY CUME

Women 50+

# Women 50+ Surveyed: 198

November, 1978, January, March, 1979

Station	(MON-SUN)	(MONDAY THRU FRIDAY)				(MON-THURS)
	Weekly Cume Persons	6AM-7PM Daily Cume Persons	6AM-10AM Daily Cume Persons	10AM-3PM Daily Cume Persons	3PM-7PM Daily Cume Persons	7PM-12M Daily Cume Persons
WAPA	17100	5600	3400	4000	2300	2600
WBMJ	9600	4500	3400	2300	2300	1300
WFID-FM	-	-	-	-	-	-
WHOA	2900	1700	1100	600	1100	-
WIAC	20700	13100	9100	7500	2300	700
WIAC-FM	4600	3500	2300	1200	2400	-
WIOB-FM	600	-	-	-	-	-
WKAQ	58600	38300	29300	14400	10400	3800
WKAQ-FM	4000	2900	1700	1700	500	-
WKVM	26600	13900	12700	6400	3500	2600
WKVM-FM	1700	-	-	-	-	-
WLUZ	17800	9900	8100	1200	2300	-
WOLA-FM	-	-	-	-	-	-
WORO-FM	5100	3400	1100	2300	1100	1300
WOSO	2900	1700	1700	1200	1700	-
WPRM-FM	2800	500	500	-	-	-
WQBS	3900	2200	2200	1100	-	-
WQII	12000	8600	5100	5800	5200	3200
WRAI	1100	-	-	-	-	-
WRSJ	2900	1100	-	1100	-	-
WUNO	5900	4700	4100	600	-	-
WVOZ	4000	1100	500	500	1100	-
WZNT-FM	13500	8800	6500	5900	5300	1900



MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 AVERAGE ¼ HOUR PERSONS & SHARES

# Women 50+ Surveyed: 198

Women 50+  
 November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	1300	( 3.9)	1100	( 2.5)	1500	( 5.1)	1000	( 4.8)	900	( 6.9)
WBMJ	1100	( 3.3)	1100	( 2.5)	1200	( 4.1)	800	( 3.7)	200	( 1.5)
WFID-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WHOA	200	( 0.6)	300	( 0.7)	-100	( 0.2)	200	( 0.8)	-	( - )
WIAC	1800	( 5.7)	2900	( 6.3)	1900	( 6.5)	600	( 2.9)	300	( 2.1)
WIAC-FM	900	( 2.9)	1000	( 2.3)	800	( 2.5)	1100	( 4.9)	-	( - )
WIOB-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WKAQ	7000	(21.7)	12400	(27.4)	5300	(17.9)	3600	(16.4)	1000	( 7.2)
WKAQ-FM	700	( 2.1)	1100	( 2.4)	800	( 2.5)	100	( 0.6)	-	( - )
WKVM	3400	(10.7)	6100	(13.4)	2800	( 9.2)	1700	( 7.8)	1100	( 8.3)
WKVM-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WLUZ	2000	( 6.3)	4600	(10.2)	1000	( 3.2)	700	( 3.3)	-	( - )
WOLA-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WORO-FM	600	( 2.0)	400	( 0.8)	900	( 2.9)	700	( 3.1)	500	( 3.9)
WOSO	1100	( 3.4)	900	( 1.9)	1200	( 4.0)	1200	( 5.7)	-	( - )
WPRM-FM	100	( 0.2)	200	( 0.4)	-	( - )	-	( - )	-	( - )
WQBS	500	( 1.4)	700	( 1.6)	600	( 2.0)	-	( - )	-	( - )
WQII	3400	(10.4)	2500	( 5.5)	3700	(12.5)	3700	(17.3)	2100	(16.2)
WRAI	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WRSJ	100	( 0.2)	-	( - )	200	( 0.7)	-	( - )	-	( - )
WUNO	600	( 1.8)	1700	( 3.8)	100	( 0.3)	-	( - )	-	( - )
WVOZ	100	( 0.5)	100	( 0.1)	200	( 0.6)	200	( 0.9)	-	( - )
WZNT-FM	3700	(11.7)	2900	( 6.5)	4700	(15.8)	3300	(15.4)	1300	( 9.7)
OTHERS		(11.2)		(11.7)		(10.0)		(12.4)		(44.2)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	32100		45300		29800		21700		13200	

MEDIATREND SUMMARY REPORT  
 SAN JUAN METROPOLITAN AREA  
 OVERALL WEEKLY CUME & AVERAGE DAILY CUME

# Teens 12-17 Surveyed: 252

Teens 12-17  
 November, 1978, January, March, 1979

<u>Station</u>	<u>(MON-SUN)</u> Weekly Cume Persons	<u>(MONDAY THRU FRIDAY)</u>				<u>(MON-THURS)</u>
		<u>6AM-7PM</u>	<u>6AM-10AM</u>	<u>10AM-3PM</u>	<u>3PM-7PM</u>	<u>7PM-12M</u>
		Daily Cume Persons	Daily Cume Persons	Daily Cume Persons	Daily Cume Persons	Daily Cume Persons
WAPA	2700	700	700	-	-	-
WBMJ	99900	58200	44800	18700	30200	22600
WFID-FM	2500	600	-	600	600	-
WFOA	3200	2000	2000	1300	700	700
WIAC	5800	2600	1900	700	-	-
WIAC-FM	1900	600	-	-	600	700
WIOB-FM	2500	700	700	-	-	900
WKAQ	30600	11400	7000	3200	5700	2300
WKAQ-FM	44700	22900	12000	9500	12800	9700
WKVM	16600	9500	6300	3200	3800	3200
WKVM-FM	28700	15300	8900	5200	10800	7100
WLUZ	3700	1300	1300	-	-	-
WOLA-FM	22900	8300	2500	3800	6400	4100
WORO-FM	-	-	-	-	-	-
WOSO	-	-	-	-	-	-
WPRM-FM	36600	13200	8800	1900	5000	3400
WQBS	12600	5100	3800	1900	2500	1600
WQII	56000	23500	14000	11400	14000	12700
WRAI	-	-	-	-	-	-
WRSJ	600	-	-	-	-	-
WUNO	17000	5100	2500	3200	3200	1600
WVOZ	8800	3800	1300	1300	2500	900
WZNT-FM	80100	53800	38300	26900	36400	28500

MEDIATREND SUMMARY REPORT  
SAN JUAN METROPOLITAN AREA  
AVERAGE ¼ HOUR PERSONS & SHARES

# Teens 12-17 Surveyed: 252

Teens 12-17  
November, 1978, January, March, 1979

Station	(MONDAY THRU FRIDAY)								(MON-THURS)	
	6AM-7PM		6AM-10AM		10AM-3PM		3PM-7PM		7PM-12M	
	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %	Average ¼ Hr. Persons	Share %
WAPA	100	( 0.1)	200	( 0.4)	-	( - )	-	( - )	-	( - )
WBMJ	8700	(21.6)	10000	(25.5)	5400	(17.8)	11400	(21.4)	7700	(23.9)
WFID-FM	100	( 0.3)	-	( - )	100	( 0.4)	200	( 0.4)	-	( - )
WHOA	600	( 1.5)	1000	( 2.7)	100	( 0.4)	700	( 1.3)	200	( 0.7)
WIAC	200	( 0.5)	200	( 0.6)	300	( 1.1)	-	( - )	-	( - )
WIAC-FM	-100	( 0.1)	-	( - )	-	( - )	200	( 0.3)	300	( 0.9)
WIOB-FM	-100	( 0.1)	100	( 0.3)	-	( - )	-	( - )	100	( 0.4)
WKAQ	1200	( 2.9)	1400	( 3.5)	600	( 1.9)	1700	( 3.3)	400	( 1.3)
WKAQ-FM	2800	( 7.0)	2200	( 5.7)	2400	( 8.0)	3900	( 7.3)	2600	( 8.0)
WKVM	1300	( 3.3)	900	( 2.4)	1700	( 5.5)	1400	( 2.4)	600	( 1.7)
WKVM-FM	2000	( 4.9)	2000	( 5.1)	900	( 3.1)	3200	( 6.1)	2400	( 7.4)
WLUZ	100	( 0.4)	500	( 1.2)	-	( - )	-	( - )	-	( - )
WOLA-FM	1100	( 2.6)	200	( 0.6)	500	( 1.8)	2500	( 4.6)	1200	( 3.7)
WORO-FM	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WOSO	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WPRM-FM	1000	( 2.4)	1700	( 4.2)	400	( 1.2)	1000	( 1.9)	1000	( 3.2)
WQBS	700	( 1.7)	800	( 2.1)	300	( 1.0)	1000	( 1.9)	200	( 0.7)
WQII	3800	( 9.5)	3300	( 8.5)	3000	( 9.7)	5400	(10.1)	3800	(11.9)
WRAI	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WRSJ	-	( - )	-	( - )	-	( - )	-	( - )	-	( - )
WUNO	700	( 1.8)	700	( 1.8)	800	( 2.7)	600	( 1.2)	100	( 0.4)
WVOZ	600	( 1.5)	800	( 2.1)	500	( 1.5)	500	( 1.0)	200	( 0.5)
WZNT-FM	13800	(34.2)	11900	(30.4)	12100	(39.5)	17700	(33.3)	10200	(31.9)
OTHERS		( 3.6)		( 2.9)		( 4.4)		( 3.5)		( 3.4)
AVERAGE PERSONS USING RADIO (Per ¼ Hr.):	40200		39100		30500		53100		32100	

## HOW TO USE THIS RADIO AUDIENCE MEASUREMENT REPORT

### Cumes

The *daily cume* represents the number of different people reached by the station for at least five minutes during the specified day part, regardless of the actual amount of listening.

The *weekly cume* represents the total number of *different people* reached by the station for at least five minutes during an average week (Monday-Sunday), regardless of the actual amount of listening.

Inasmuch as some of the same people may listen in several different day parts, daily cumes cannot be added across the day parts or day and night. For the same reason, AM & FM cumes cannot be added, even if the station simulcasts totally. Special tabulations are available from MEDIASTAT for unduplicated audience.

### Shares

A station's share represents a station's audience shown as a percentage of all people listening to radio during any quarter-hour of a day part. Share is *not only* a function of the number of *different people* but the *length of time they listen* (accumulated quarter-hours to that station as a percentage of total number of quarter-hours to all stations).

### Average ¼ Hour Persons

The individual station's average ¼ hour persons represents the estimated average number of persons reached during the average quarter hour within the designated day part.

### Average Persons Using Radio

The *total* number of average persons using all radio during the average ¼ hour within the specified day part (includes "Others").

### Span Of Listening

Average time spent with a station per person for any day part or for 6 AM-Midnight may be obtained by making this calculation:

1. Multiply the station's average ¼ hour persons for the designated day-part by the number of quarter-hours in the day part. This gives the station's total person-quarter-hours.
2. Divide this figure by the station's daily cume for the same designated day part. This will provide the average number of quarter-hours per day per listener to the station.
3. If this is desired for the entire 6AM-12M period, do the steps discussed above for both the 6AM-7PM and 7PM-12M periods and add the average quarter-hour results together.

### Listing Of Stations

To qualify for listing in this report, a station must be located within the unit of measurement and be mentioned by at least 1% of our respondents. Different standards may be applied to stations outside the home market. In the case of MEDIATREND reports, these standards may be different.

Any actual listening to stations whose call letters cannot be identified is combined and included in "Others".

### Limitations Of This Report

The material contained in this report is meant to be used as a practical tool to estimate the general area in which a station's audience falls and the approximate distribution of this audience among the different sex/age groups. Complete accuracy is, of course, impossible in any survey using sampling and relying on reports of interviewers or respondents.

In addition to the statistical deviations normally expected with samples of this size, some incomplete or erroneous recording may be contained in the interviewing records; not all sample persons could be contacted; interviewers may not always have carried out instructions exactly as specified; and errors may have been made in tabulation and printing.

Certain low education groups, groups with low telephone ownership, or persons with language or other problems may not be fully represented in audience measurements such as this one to the extent that usable information cannot be obtained from them. This factor should be taken into consideration by persons using the report to reach these groups.

To the best of its ability, Media Statistics, Inc. attempts to minimize these problems, and many of the errors may partially cancel each other. It is our belief, therefore, that a prudent user who is familiar with these limitations and with the methodology will find these figures extremely valuable in evaluating broadcast audiences.

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### Special Note

*Occasionally, in the non-monthly MEDIASTAT studies, listening on a minimum basis may be reported in a survey unit for a station whose signal would not normally reach that area. In these cases, consideration should be given to the fact that many persons living in the area surveyed whose listening for the past week is reported may have been on trips to other areas and listened to those stations either in a car or elsewhere.*

*Inasmuch as all stations with a weekly cume of 1% or more are reported, these sporadic cases can occur either for the above reason or an inadvertent misidentification by the respondent. Statistically, they are not significant.*



**MEDIASTAT**

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