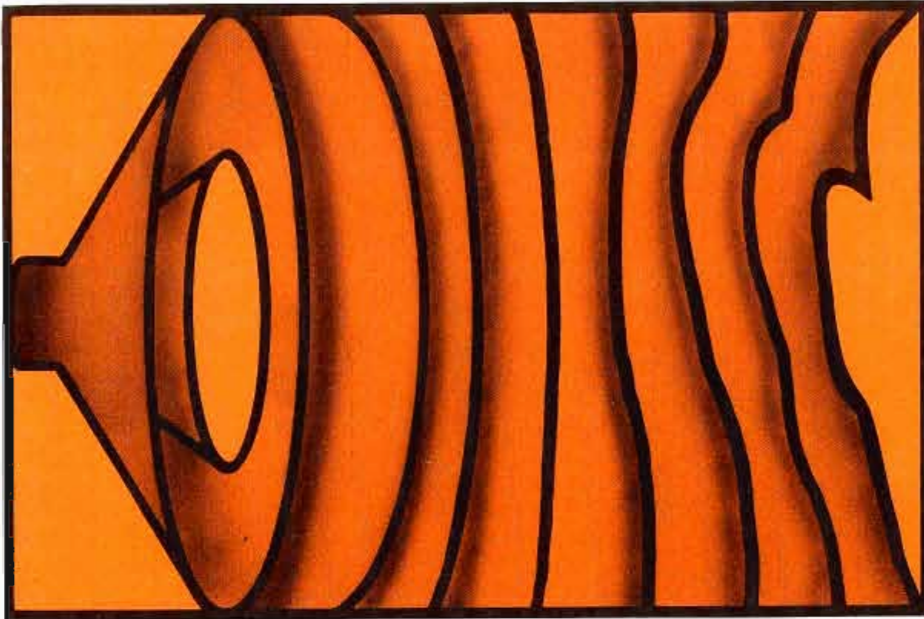


March 1979

**SAN JUAN
March 1979**

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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.

SPECIAL NOTES CONCERNING THIS REPORT

The 500 sample size represents completed interviews, with responses from each person for every quarter hour of an 18-hour period. Thus, the entire sample size applies to each point in time during a day, unlike a coincidental where each person or home is checked only at one point in time. Also, each person's out-of-home listening is covered for an 18-hour period, data which cannot be included in a coincidental.

Unlike most standard MEDIASTAT Radio Reports, this MEDIATREND survey covers only Monday through Friday listening estimates for the 6-10AM, 10AM-3PM, and 3-7PM periods, and Monday through Thursday for the 7PM-Midnight segment. Weekly cumulative totals are for the entire seven days of the week.

As with all research based on sampling, any one-time survey can be subject to normal statistical variations; therefore, we would call attention to the section on limitations of the report noted on the inside back cover.

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 3/6-9 & 12-16, 1979

WEEKLY CUME PERSONS (MONDAY THRU SUNDAY)

Station	Total 12+	Men				Women				Adults 18+	Teens 12-17
		18+	18-34	25-49	50+	18+	18-34	25-49	50+		
WAPA	76500	42600	11600	21800	17300	33900	9100	15100	14400	76500	-
WBMJ	175300	33900	32000	11300	1900	63000	40800	41900	3600	96900	78400
WFID-FM	16000	8900	6600	7200	-	5200	3100	5200	-	14100	1900
WHOA	22000	7900	3300	6200	-	10400	4700	6800	3600	18300	3700
WIAC	93100	51800	3500	25200	23100	37600	6900	19200	16200	89400	3700
WIAC-FM	51000	19200	15000	10400	1900	29900	16500	14000	7200	49100	1900
WIOB-FM	17400	8400	8400	4900	-	9000	6900	6800	-	17400	-
WKAQ	355600	169800	47800	86700	69300	167100	54200	77700	63200	336900	18700
WKAQ-FM	90400	15500	13600	3200	1900	35700	20200	17600	7200	51200	39200
WKVM	123400	45800	18200	29000	11600	62700	19000	29000	27100	108500	14900
WKVM-FM	96900	22300	20400	4900	1900	27900	20200	13400	3600	50200	46700
WLUZ	125600	65200	19900	31300	27000	58500	19000	39300	12600	123700	1900
WOLA-FM	44000	20900	17000	4900	3900	4400	4400	-	-	25300	18700
WORO-FM	74600	43800	6600	20900	21200	30800	10900	25400	5400	74600	-
WOSO	17100	8800	-	6900	1900	8300	4700	4700	3600	17100	-
WPRM-FM	87300	36300	32100	12000	1900	17400	15600	4700	1800	53700	33600
WQBS	96300	42700	25100	26700	3900	36800	18700	22300	3600	79500	16800
WQII	189600	41600	31600	21800	7700	103200	59500	62200	12600	144800	44800
WRAI	26200	21500	8400	14100	3900	4700	4700	4700	-	26200	-
WRSJ	15900	3200	3200	3200	-	10800	3100	7200	3600	14000	1900
WUNO	58400	26200	6700	16900	5800	21000	9700	7200	7200	47200	11200
WVOZ	38400	23900	13500	9500	5800	10800	3100	7200	3600	34700	3700
WZNT-FM	439600	141700	96900	76100	17300	167300	100300	97900	23500	309000	130600

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 3/6-9 & 12-16, 1979

DAY PARTS

Station	3PM-7PM (MON THRU FRI)						7PM-12M (MON THRU THURS)					
	Daily Cume				% Station Share	Average $\frac{1}{4}$ Hr. Persons	Daily Cume				% Station Share	Average $\frac{1}{4}$ Hr. Persons
	Adults 18-34	Adults 25-49	Teens 12-17	Total 12+			Adults 18-34	Adults 25-49	Teens 12-17	Total 12+		
WAPA	3800	6000	-	11900	(1.6)	4200	2000	4600	-	10600	(4.3)	6500
WBMJ	10500	11000	11200	31600	(3.8)	10300	10600	2000	10700	21300	(4.6)	6900
WFID-FM	4900	5500	1900	9100	(1.3)	3400	-	-	-	-	(-)	-
WHOA	-	2300	-	4100	(1.0)	2700	1900	1900	-	1900	(0.1)	200
WIAC	-	8700	-	20000	(2.3)	6100	-	4600	-	6700	(2.4)	3600
WIAC-FM	7700	3700	-	17000	(2.7)	7200	4300	1900	2100	6400	(1.8)	2700
WIOB-FM	4900	3200	-	4900	(0.8)	2100	-	-	-	-	(-)	-
WKAQ	13200	23400	1900	60600	(7.7)	20500	6200	9200	-	25700	(4.9)	7300
WKAQ-FM	8300	-	11200	19500	(2.0)	5400	4200	-	4300	8500	(1.8)	2700
WKVM	3200	9600	3700	13300	(2.0)	5500	-	-	2100	2100	(0.6)	900
WKVM-FM	13700	6300	20500	36100	(6.0)	16000	8100	2000	17100	25200	(5.6)	8500
WLUZ	4800	9400	-	17100	(2.1)	5600	1800	9900	-	11700	(3.7)	5600
WOLA-FM	5100	1600	5600	12600	(1.8)	4900	-	-	4300	4300	(0.9)	1400
WORO-FM	6300	14600	-	18500	(3.2)	8500	-	-	-	8100	(2.7)	4100
WOSO	-	2300	-	4100	(0.8)	2100	1900	1900	-	1900	(0.3)	400
WPRM-FM	3900	-	5600	11400	(1.5)	3900	-	-	-	-	(-)	-
WQBS	10400	10900	5600	20400	(3.1)	8200	6300	6500	2100	11000	(1.7)	2500
WQII	23000	19500	9300	46000	(8.8)	23600	8000	6500	8600	25100	(6.5)	9800
WRAI	3200	7800	-	9700	(1.5)	4100	-	-	-	-	(-)	-
WRSJ	-	-	-	-	(-)	-	-	-	-	-	(-)	-
WUNO	3800	1600	-	3800	(0.3)	800	2000	2000	-	2000	(0.3)	400
WVOZ	1600	1600	1900	3500	(0.3)	900	2000	2000	-	2000	(0.8)	1200
WZNT-FM	85000	66300	65300	196900	(38.7)	103300	40900	26900	55600	115700	(37.2)	55800
OTHERS					(6.7)						(19.8)	

AVERAGE PERSONS USING
RADIO (Per $\frac{1}{4}$ Hr.):

267200

150100

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 3/6-9 & 12-16, 1979

DAY PARTS (MONDAY THRU FRIDAY)

Station	6AM-10AM					10AM-3PM						
	Daily Cume				% Station Share	Average ¼ Hr. Persons	Daily Cume				% Station Share	Average ¼ Hr. Persons
	Adults 18-34	Adults 25-49	Teens 12-17	Total 12+			Adults 18-34	Adults 25-49	Teens 12-17	Total 12+		
WAPA	3200	5500	-	7300	(0.6)	2000	-	2100	-	5700	(1.6)	3800
WBMJ	31600	14600	20500	57800	(4.7)	15700	7000	9300	7500	22500	(3.7)	9100
WFID-FM	4900	7600	-	9300	(0.7)	2500	4900	3200	1900	6800	(1.4)	3500
WHOA	1700	2300	1900	7700	(0.9)	2900	-	-	-	1800	(0.1)	200
WIAC	-	22400	1900	43100	(4.5)	14900	-	6700	-	21700	(3.5)	8500
WIAC-FM	4800	7500	-	12800	(2.0)	6700	10200	12700	-	22100	(6.3)	15600
WIOB-FM	3300	1600	-	3300	(0.6)	2000	1700	-	-	1700	(0.7)	1700
WKAQ	52300	88400	1900	171900	(18.2)	61000	8300	15400	-	42800	(6.5)	16100
WKAQ-FM	13200	7200	9300	30200	(2.5)	8400	5100	3700	5600	14600	(1.4)	3500
WKVM	11000	30900	5600	51200	(4.9)	16500	5400	7600	1900	17200	(3.3)	8100
WKVM-FM	14500	3200	16800	33200	(2.3)	7800	6900	-	5600	14400	(1.6)	3900
WLUZ	18100	41700	1900	64600	(8.2)	27400	1600	10100	-	12000	(1.3)	3100
WOLA-FM	3300	1600	-	3300	(0.4)	1200	1600	1600	1900	3500	(0.4)	1100
WORO-FM	6300	8400	-	16000	(1.3)	4500	4900	9600	-	22600	(5.0)	12300
WOSO	1600	1600	-	3400	(0.6)	1900	-	2300	-	4100	(0.8)	2000
WPRM-FM	2200	-	3700	5900	(0.4)	1400	3800	1600	-	5700	(1.1)	2600
WQBS	15900	23600	5600	40600	(2.9)	9600	3800	8000	5600	17600	(2.8)	6700
WQII	47100	30900	11200	76200	(7.9)	26600	25500	19400	3700	44700	(9.0)	22100
WRAI	6400	7000	-	8700	(0.6)	2200	1600	1600	-	1600	(0.1)	300
WRSJ	1600	1600	-	1600	(0.1)	400	1600	1600	-	3400	(0.4)	1000
WUNO	3900	2300	1900	17200	(1.6)	5500	2200	4600	1900	10600	(1.6)	3900
WVOZ	1600	6000	-	6000	(0.3)	900	3300	6000	-	9600	(1.0)	2500
WZNT-FM	90700	77900	70900	213900	(23.8)	79700	72600	59800	44800	156000	(37.3)	91500
OTHERS					(10.0)						(9.1)	

AVERAGE PERSONS USING
RADIO (Per ¼ Hr.):

335200

245600

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 3/6-9 & 12-16, 1979

6AM-7PM (MONDAY THRU FRIDAY)

Station	ADULTS 18-34			ADULTS 25-49			TEENS 12-17			TOTAL 12+		
	Daily Cume Persons	% Station Share	Average $\frac{1}{4}$ Hr. Persons	Daily Cume Persons	% Station Share	Average $\frac{1}{4}$ Hr. Persons	Daily Cume Persons	% Station Share	Average $\frac{1}{4}$ Hr. Persons	Daily Cume Persons	% Station Share	Average $\frac{1}{4}$ Hr. Persons
WAPA	5400	(0.4)	400	11900	(1.1)	1300	-	(-)	-	19600	(1.2)	3400
WBMJ	36400	(4.8)	5200	26000	(4.2)	4600	28000	(6.5)	2900	80300	(4.1)	11500
WFID-FM	4900	(2.2)	2400	7600	(1.9)	2100	1900	(0.8)	300	11200	(1.1)	3200
WHOA	1700	(0.1)	100	2300	(0.9)	1000	1900	(0.6)	300	9500	(0.7)	1800
WIAC	-	(-)	-	26800	(3.6)	4000	1900	(0.2)	100	55000	(3.5)	9800
WIAC-FM	14600	(4.6)	4900	12700	(4.4)	4900	-	(-)	-	30100	(3.7)	10300
WIOB-FM	4900	(1.8)	1900	3200	(0.3)	300	-	(-)	-	4900	(0.7)	1900
WKAQ	60600	(7.5)	8100	102100	(12.3)	13600	3700	(0.2)	100	211300	(11.2)	31200
WKAQ-FM	16900	(1.8)	1900	8800	(1.3)	1400	20500	(4.0)	1800	46900	(2.0)	5600
WKVM	18100	(2.0)	2100	37900	(5.0)	5500	9300	(3.3)	1500	65900	(3.5)	9900
WKVM-FM	24900	(4.1)	4400	7900	(1.2)	1300	29900	(8.2)	3700	56700	(3.2)	8800
WLUZ	21300	(2.6)	2800	49200	(6.6)	7300	1900	(0.3)	100	77800	(4.1)	11400
WOLA-FM	5100	(1.2)	1300	1600	(0.9)	1000	5600	(1.3)	600	12600	(0.8)	2300
WORO-FM	9600	(2.6)	2900	20600	(3.7)	4000	-	(-)	-	35500	(3.1)	8700
WOSO	1600	(0.2)	200	3900	(0.3)	400	-	(-)	-	5700	(0.7)	2000
WPRM-FM	5500	(1.0)	1100	1600	(0.1)	100	7500	(1.2)	500	14900	(0.9)	2600
WQBS	23000	(3.2)	3500	32800	(2.7)	3000	7500	(3.3)	1500	53900	(2.9)	8100
WQII	56600	(12.2)	13200	46600	(7.3)	8100	13100	(8.2)	3700	97400	(8.6)	24000
WRAI	8000	(0.8)	800	13200	(1.2)	1300	-	(-)	-	16800	(0.7)	2000
WRSJ	1600	(0.3)	400	1600	(0.4)	400	-	(-)	-	3400	(0.2)	500
WUNO	5500	(1.2)	1300	6200	(0.3)	400	1900	(0.6)	300	23100	(1.2)	3400
WVOZ	4900	(0.5)	600	7600	(0.7)	800	1900	(0.3)	100	13100	(0.5)	1500
WZNT-FM	127800	(39.7)	42900	107600	(30.9)	34100	89600	(57.9)	25900	288000	(32.7)	91500
OTHERS		(5.2)			(8.7)			(3.1)			(8.7)	

AVERAGE PERSONS USING
RADIO (Per $\frac{1}{4}$ Hr.):

108100

110400

44700

279900

Except for Total 12+, all shares shown for separate sex/age groups should be considered indicative, due to smaller sample bases.

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 3/6-9 & 12-16, 1979

Station	TOTAL 12+						WEEKLY CUME PERSONS (Monday-Sunday)				
	6AM-7PM (Mon-Fri)			7PM-12M (Mon-Thurs)			Total 12+	Men 18+	Women 18+	Adults 18+	Teens 12-17
	Daily Cume Persons	Share %	Average ¼ Hr. Persons	Daily Cume Persons	Share %	Average ¼ Hr. Persons					
WAPA	19600	(1.2)	3400	10600	(4.3)	6500	76500	42600	33900	76500	-
WBMJ	80300	(4.1)	11500	21300	(4.6)	6900	175300	33900	63000	96900	78400
WFID-FM	11200	(1.1)	3200	-	(-)	-	16000	8900	5200	14100	1900
WFOA	9500	(0.7)	1800	1900	(0.1)	200	22000	7900	10400	18300	3700
WIAC	55000	(3.5)	9800	6700	(2.4)	3600	93100	51800	37600	89400	3700
WIAC-FM	30100	(3.7)	10300	6400	(1.8)	2700	51000	19200	29900	49100	1900
WIOB-FM	4900	(0.7)	1900	-	(-)	-	17400	8400	9000	17400	-
WKAQ	211300	(11.2)	31200	25700	(4.9)	7300	355600	169800	167100	336900	18700
WKAQ-FM	46900	(2.0)	5600	8500	(1.8)	2700	90400	15500	35700	51200	39200
WKVM	65900	(3.5)	9900	2100	(0.6)	900	123400	45800	62700	108500	14900
WKVM-FM	56700	(3.2)	8800	25200	(5.6)	8500	96900	22300	27900	50200	46700
WLUZ	77800	(4.1)	11400	11700	(3.7)	5600	125600	65200	58500	123700	1900
WOLA-FM	12600	(0.8)	2300	4300	(0.9)	1400	44000	20900	4400	25300	18700
WORO-FM	35500	(3.1)	8700	8100	(2.7)	4100	74600	43800	30800	74600	-
WOSO	5700	(0.7)	2000	1900	(0.3)	400	17100	8800	8300	17100	-
WPRM-FM	14900	(0.9)	2600	-	(-)	-	87300	36300	17400	53700	33600
WQBS	53900	(2.9)	8100	11000	(1.7)	2500	96300	42700	36800	79500	16800
WQII	97400	(8.6)	24000	25100	(6.5)	9800	189600	41600	103200	144800	44800
WRAI	16800	(0.7)	2000	-	(-)	-	26200	21500	4700	26200	-
WRSJ	3400	(0.2)	500	-	(-)	-	15900	3200	10800	14000	1900
WUNO	23100	(1.2)	3400	2000	(0.3)	400	58400	26200	21000	47200	11200
WVOZ	13100	(0.5)	1500	2000	(0.8)	1200	38400	23900	10800	34700	3700
WZNT-FM	288000	(32.7)	91500	115700	(37.2)	55800	439600	141700	167300	309000	130600
OTHERS		(8.7)			(19.8)						

AVERAGE PERSONS USING

RADIO (Per ¼ Hr.):

279900

150100

Station Shares (Avg. ¼ Hr.) appear in parentheses and are expressed as percentages.

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
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		49	42	20	
WBMJ	14.8	9.3	4.2		206	158	80	
WFID-FM	1.0	0.4	0.9		6	4	11	
WHOA	0.8	0.6	0.6		14	8	10	
WIAC	3.8	3.6	3.3		63	75	55	
WIAC-FM	1.7	2.3	3.4		25	23	30	
WIOB-FM	1.7	2.5	0.6		14	18	5	
WKAQ	12.4	13.1	10.1		241	245	211	
WKAQ-FM	5.5	2.5	2.0		60	50	47	
WKVM	6.7	5.2	3.0		79	60	66	
WKVM-FM	1.7	1.7	3.6		25	25	57	
WLUZ	3.5	4.9	4.0		53	85	78	
WOLA-FM	2.6	1.9	0.8		34	33	13	
WORO-FM	1.2	1.6	3.1		14	15	36	
WOSO	0.7	0.6	0.6		13	7	6	
WPRM-FM	5.3	1.7	0.8		69	20	15	
WQBS	2.6	2.7	2.7		45	43	54	
WQII	12.2	8.5	8.2		146	114	97	
WRAI	0.4	0.7	0.6		11	6	17	
WRSJ	1.1	0.2	0.2		13	4	3	
WSRA-FM/WZNT-FM†	4.0	22.5	33.5		42	233	288	
WUNO	3.6	2.1	1.1		56	25	23	
WVOZ	1.5	1.2	0.6		29	24	13	

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

MEDIATREND
SAN JUAN METROPOLITAN AREA

STATION	SHARE 6AM-12M (Mon-Fri)				DAY CUME 6AM-7PM (000)			
	JUNE 1978	AUGUST 1978	SEPTEMBER 1978	SUMMARY (J-A-S)	JUNE 1978	AUGUST 1978	SEPTEMBER 1978	SUMMARY (J-A-S)
WAPA	2.6	2.9	2.5	2.6	43	30	35	36
WBMJ	12.4	16.4	13.0	13.9	142	196	192	176
WFID-FM	1.2	1.8	0.8	1.3	18	15	15	16
WHOA	0.8	0.7	0.8	0.7	23	16	15	17
WIAC	2.8	3.1	2.3	2.7	52	52	42	48
WIAC-FM	3.3	2.9	1.9	2.8	32	29	28	29
WIOB-FM	0.8	0.7	1.8	1.0	14	8	19	14
WKAQ	12.7	16.6	16.8	15.2	234	246	243	242
WKAQ-FM	2.9	3.3	4.3	3.5	50	37	48	45
WKVM	6.0	3.4	4.7	4.7	98	58	78	78
WKVM-FM	0.6	-	1.1	0.6	7	-	6	4
WLUZ	5.7	1.3	4.5	3.9	75	25	66	55
WOLA-FM	2.4	3.7	2.6	2.9	35	42	33	37
WORO-FM	1.8	1.8	1.0	1.6	19	19	16	18
WOSO	0.1	0.7	1.1	0.5	2	11	16	10
WPRM-FM	10.9	5.3	7.0	7.9	104	67	89	86
WQBS	0.9	3.0	1.4	1.7	18	30	32	27
WQII	16.7	12.2	12.3	14.1	194	127	138	153
WRAI	0.5	0.1	0.3	0.3	8	1	6	5
WRSJ	1.0	1.5	0.1	0.8	12	10	3	9
WSRA-FM	3.3	5.9	2.6	4.0	36	45	32	38
WUNO	3.3	4.3	2.7	3.5	55	62	45	54
WVOZ	2.1	1.8	2.8	2.2	27	28	34	30

SAN JUAN METROPOLITAN AREA
TOP RANKING AREA RADIO STATIONS
MEDIATREND MARCH, 1979

BY 6AM-12M SHARE
%

WZNT-FM	33.5
WKAQ	10.1
WQII	8.2
WBMJ	4.2
WLUZ	4.0
WKVM-FM	3.6
WIAC-FM	3.4
WIAC	3.3
WORO-FM	3.1
WKVM	3.0
WQBS	2.7
WKAQ-FM	2.0
WAPA	1.7
WUNO	1.1
WFID-FM	0.9
WOLA-FM	0.8
WPRM-FM	0.8
WFOA	0.6
WIOB-FM	0.6
WOSO	0.6
WRAI	0.6
WVOZ	0.6

BY WEEKLY CUMULATIVE

WZNT-FM	439,600
WKAQ	355,600
WQII	189,600
WBMJ	175,300
WLUZ	125,600
WKVM	123,400
WKVM-FM	96,900
WQBS	96,300
WIAC	93,100
WKAQ-FM	90,400
WPRM-FM	87,300
WAPA	76,500
WORO-FM	74,600
WUNO	58,400
WIAC-FM	51,000
WOLA-FM	44,000
WVOZ	38,400
WRAI	26,200
WFOA	22,000
WIOB-FM	17,400

MEDIATREND
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	Men 18-34	167,000
WFID-FM	San Juan, Puerto Rico	Men 25-49	189,000
WFOA	San Juan, Puerto Rico	Men 50+	107,800
WIAC	San Juan, Puerto Rico	Women 18+	415,900
WIAC-FM	San Juan, Puerto Rico	Women 18-34	184,200
WIOB-FM	San Juan, Puerto Rico	Women 25-49	219,100
WKAQ	San Juan, Puerto Rico	Women 50+	113,700
WKAQ-FM	San Juan, Puerto Rico	Total Adults 18+	793,800
WKVM	San Juan, Puerto Rico	Teens 12-17	160,500
WKVM-FM	San Juan, Puerto Rico	Total 12+	954,300
WLUZ	Bayamon, Puerto Rico		
WOLA-FM	Carolina, Puerto Rico		
WORO-FM	Corozal, Puerto Rico		
WOSO	San Juan, Puerto Rico		
WPRM-FM	San Juan, Puerto Rico		
WQBS	San Juan, Puerto Rico		
WQII	San Juan, Puerto Rico		
WRAI	San Juan, Puerto Rico		
WRSJ	Bayamon, Puerto Rico		
WUNO	San Juan, Puerto Rico		
WVOZ	Carolina, Puerto Rico		
WZNT-FM	San Juan, Puerto Rico		

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

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.

SAN JUAN METROPOLITAN AREA
MEDIATREND RADIO AUDIENCE REPORT
MARCH, 1979

MEDIASTAT

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.

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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