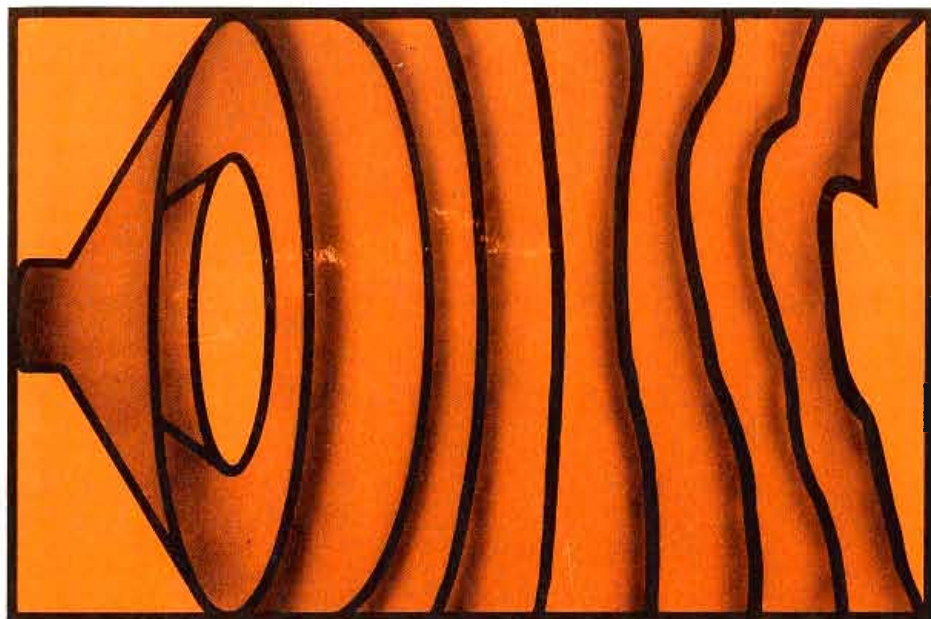


January 1979

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SAN JUAN
January 1979



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.

SAN JUAN METROPOLITAN AREA
MEDIATREND RADIO AUDIENCE REPORT
JANUARY 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.

SPECIAL CONTEST NOTE

During the survey period in San Juan, Puerto Rico the following station reported a contest that qualified to be listed under Media Statistics, Inc. guidelines:

Radio Station WZNT (FM) reported promotions and contests connected with their call letter change. Three different types of giveaways started December 29, 1978. People called in twice an hour to win either a T-shirt or an album. The third contest was a listen/sticker contest. Those persons with stickers on their cars or found listening to Z-93 were given \$20.00 or \$50.00 cash prizes and records. Bus cards and newspaper advertising were run in connection with the call letter change as well. Total value of cash and prizes during the survey period was approximately \$3000.00. These contests are scheduled to continue indefinitely.

Other stations in San Juan were also running contests at this time which are part of their normal promotional activities.

MEDIASTAT's position on station contests during a survey period is that the contests may or may not have been deliberately scheduled in an attempt to influence the audience measurement. However, because of the possible effect on the results of the study, it is felt that the facts should be reported whenever they are available for the information of the users of the report. MEDIASTAT can only include contests which are brought to its attention and which qualify under the guidelines established by MEDIASTAT, which are available on request. Other contests may have been conducted in the market which were not reported to MEDIASTAT.

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

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

ΔSee special contest note at the front of the report

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

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

BY 6AM-12M SHARE
%

WZNT-FM†	22.5
WKAQ	13.1
WBMJ	9.3
WQII	8.5
WKVM	5.2
WLUZ	4.9
WIAC	3.6
WAPA	2.7
WQBS	2.7
WIOB-FM	2.5
WKAQ-FM	2.5
WIAC-FM	2.3
WUNO	2.1
WOLA-FM	1.9
WKVM-FM	1.7
WPRM-FM	1.7
WORO-FM	1.6
WVOZ	1.2
WRAI	0.7
WFOA	0.6
WOSO	0.6

BY WEEKLY CUMULATIVE

WKAQ	386,200
WZNT-FM†	331,600
WBMJ	248,300
WQII	222,200
WKVM	155,400
WLUZ	143,600
WKAQ-FM	141,700
WIAC	135,800
WAPA	123,300
WQBS	89,200
WUNO	79,300
WPRM-FM	75,800
WORO-FM	58,100
WKVM-FM	53,600
WIAC-FM	52,700
WOLA-FM	50,100
WVOZ	49,200
WIOB-FM	32,200
WRSJ	21,400
WOSO	20,400

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
WFOA	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	33
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

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			49	42		
WBMJ	14.8	9.3			206	158		
WF1D-FM	1.0	0.4			6	4		
WHOA	0.8	0.6			14	8		
WIAC	3.8	3.6			63	75		
WIAC-FM	1.7	2.3			25	23		
WIOB-FM	1.7	2.5			14	18		
WKAQ	12.4	13.1			241	245		
WKAQ-FM	5.5	2.5			60	50		
WKVM	6.7	5.2			79	60		
WKVM-FM	1.7	1.7			25	25		
WLUZ	3.5	4.9			53	85		
WOLA-FM	2.6	1.9			34	33		
WORO-FM	1.2	1.6			14	15		
WOSO	0.7	0.6			13	7		
WPRM-FM	5.3	1.7			69	20		
WQBS	2.6	2.7			45	43		
WQ11	12.2	8.5			146	114		
WRAI	0.4	0.7			11	6		
WRSJ	1.1	0.2			13	4		
WSRA-FM/WZNT-FM†	4.0	22.5			42	233		
WUNO	3.6	2.1			56	25		
WVOZ	1.5	1.2			29	24		

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 1/8-12 & 15-19, 1979

Station	TOTAL 12+						WEEKLY CUME PERSONS				
	6AM-7PM (Mon-Fri)			7PM-12M (Mon-Thurs)			(Monday-Sunday)				
	Daily Cume Persons	Share %	Average $\frac{1}{4}$ Hr. Persons	Daily Cume Persons	Share %	Average $\frac{1}{4}$ Hr. Persons	Total 12+	Men 18+	Women 18+	Adults 18+	Teens 12-17
WAPA	41700	(2.2)	6400	15200	(5.5)	7300	123300	65500	49800	115300	8000
WBMJ	158200	(9.2)	27200	46200	(10.0)	13200	248300	59400	92600	152000	96300
WFID-FM	3500	(0.4)	1300	-	(-)	-	9000	5300	1700	7000	2000
WHOA	7500	(0.6)	1700	2100	(0.5)	600	18800	7700	5100	12800	6000
WIAC	74600	(3.5)	10500	9000	(4.1)	5400	135800	72000	55800	127800	8000
WIAC-FM	22600	(2.5)	7500	5800	(1.3)	1700	52700	31900	18800	50700	2000
WIOB-FM	17500	(2.6)	7600	6400	(2.4)	3100	32200	17100	13100	30200	2000
WKAQ	244600	(14.6)	43200	23400	(4.7)	6100	386200	171100	183000	354100	32100
WKAQ-FM	50000	(2.3)	6800	18000	(3.8)	5000	141700	54400	37100	91500	50200
WKVM	60100	(5.4)	16000	15200	(3.8)	5000	155400	56000	81300	137300	18100
WKVM-FM	25400	(1.8)	5200	6300	(1.1)	1500	53600	10900	12600	23500	30100
WLUZ	85200	(5.5)	16400	5000	(1.0)	1300	143600	61700	81900	143600	-
WOLA-FM	32800	(2.2)	6400	2000	(0.3)	400	50100	17300	12700	30000	20100
WORO-FM	14800	(1.6)	4700	4400	(1.4)	1900	58100	39300	18800	58100	-
WOSO	7400	(0.6)	1800	2500	(0.4)	500	20400	16800	3600	20400	-
WPRM-FM	19500	(1.4)	4200	7100	(3.1)	4100	75800	31100	20600	51700	24100
WQBS	43100	(2.9)	8700	2500	(1.1)	1500	89200	47100	34100	81200	8000
WQII	113600	(8.7)	25800	27200	(7.1)	9400	222200	65500	104500	170000	52200
WRAI	5700	(0.2)	400	9400	(4.2)	5600	16800	11800	5000	16800	-
WRSJ	3800	(0.3)	800	-	(-)	-	21400	11900	9500	21400	-
WUNO	24600	(2.1)	6200	7900	(2.0)	2700	79300	28600	40700	69300	10000
WVOZ	24100	(1.2)	3600	3800	(1.3)	1700	49200	26900	16300	43200	6000
WZNT-FM†	233000	(21.6)	64000	90000	(27.6)	36500	331600	117300	114000	231300	100300
OTHERS		(6.6)			(13.3)						

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

295800

132200

Station Shares (Avg. $\frac{1}{4}$ 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 columns.

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 1/8-12 & 15-19, 1979

6AM-7PM (MONDAY THRU FRIDAY)

Station	ADULTS 18-34			ADULTS 25-49			TEENS 12-17			TOTAL 12+		
	Daily Cume Persons	% Station Share	Average ¼ Hr. Persons	Daily Cume Persons	% Station Share	Average ¼ Hr. Persons	Daily Cume Persons	% Station Share	Average ¼ Hr. Persons	Daily Cume Persons	% Station Share	Average ¼ Hr. Persons
WAPA	7100	(0.8)	900	20300	(2.9)	4000	2000	(0.4)	200	41700	(2.2)	6400
WBMJ	60600	(8.4)	9300	53400	(6.3)	8800	68200	(28.0)	11700	158200	(9.2)	27200
WFID-FM	1700	(1.0)	1100	1700	(0.8)	1100	-	(-)	-	3500	(0.4)	1300
WHOA	1700	(0.1)	100	-	(-)	-	4000	(3.5)	1500	7500	(0.6)	1700
WIAC	12200	(1.9)	2100	26400	(2.9)	4100	4000	(1.1)	500	74600	(3.5)	10500
WIAC-FM	12500	(3.2)	3500	13700	(2.8)	4000	-	(-)	-	22600	(2.5)	7500
WIOB-FM	9000	(3.3)	3700	15500	(5.4)	7500	2000	(0.3)	100	17500	(2.6)	7600
WKAQ	68300	(7.3)	8100	124800	(15.0)	20900	10000	(2.0)	800	244600	(14.6)	43200
WKAQ-FM	17500	(2.5)	2700	19300	(1.8)	2500	20100	(6.2)	2600	50000	(2.3)	6800
WKVM	13900	(2.5)	2800	27600	(5.8)	8000	6000	(3.1)	1300	60100	(5.4)	16000
WKVM-FM	7100	(1.7)	1900	5700	(2.0)	2800	16100	(5.4)	2200	25400	(1.8)	5200
WLUZ	19000	(2.5)	2800	56900	(7.3)	10200	-	(-)	-	85200	(5.5)	16400
WOLA-FM	22600	(4.6)	5100	7600	(0.4)	600	8000	(2.2)	900	32800	(2.2)	6400
WORO-FM	3500	(1.7)	1800	7700	(1.4)	2000	-	(-)	-	14800	(1.6)	4700
WOSO	-	(-)	-	2100	(0.1)	100	-	(-)	-	7400	(0.6)	1800
WPRM-FM	7100	(1.2)	1300	11800	(2.6)	3600	6000	(1.1)	500	19500	(1.4)	4200
WQBS	23000	(3.1)	3500	28600	(4.4)	6100	4000	(0.4)	200	43100	(2.9)	8700
WQII	57600	(12.1)	13400	56200	(10.0)	13800	20100	(6.5)	2700	113600	(8.7)	25800
WRAI	1800	(0.1)	100	3900	(0.2)	200	-	(-)	-	5700	(0.2)	400
WRSJ	1700	(0.5)	500	3800	(0.6)	800	-	(-)	-	3800	(0.3)	800
WUNO	5100	(1.6)	1800	11700	(2.1)	2900	4000	(1.7)	700	24600	(2.1)	6200
WVOZ	14200	(2.0)	2200	9800	(0.4)	600	2000	(2.0)	800	24100	(1.2)	3600
WZNT-FM+	122200	(31.6)	35000	77200	(16.5)	22900	68200	(34.3)	14300	233000	(21.6)	64000
OTHERS		(6.3)			(8.3)			(1.8)			(6.6)	

AVERAGE PERSONS USING
RADIO (Per ¼ Hr.):

110600

139100

41700

295800

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: 1/8-12 & 15-19, 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	3500	16300	2000	28900	(2.7)	9300	3500	10400	-	17500	(2.0)	5600
WBMJ	43100	34100	54200	116000	(10.5)	36100	17300	19700	28100	60100	(6.4)	17900
WFID-FM	1700	1700	-	3500	(0.3)	1100	1700	1700	-	3500	(0.7)	2000
WFOA	-	-	4000	5800	(0.8)	2600	-	-	4000	4000	(0.2)	400
WIAC	6800	15900	2000	42600	(3.7)	12700	3500	8700	2000	33700	(4.1)	11400
WIAC-FM	7000	7800	-	13100	(1.6)	5500	7000	8200	-	15300	(4.2)	11600
WIOB-FM	7200	13700	2000	15700	(1.9)	6500	5400	9700	-	9700	(3.1)	8600
WKAQ	57500	112500	6000	208800	(19.8)	68000	10800	28800	4000	69900	(11.9)	33100
WKAQ-FM	8800	8100	8000	24900	(1.6)	5500	6900	3300	8000	14900	(1.7)	4700
WKVM	10400	24100	2000	50800	(6.4)	22000	5400	9700	4000	27900	(5.4)	15100
WKVM-FM	1700	3900	10000	13900	(1.3)	4500	5300	5700	10000	17500	(2.3)	6400
WLUZ	19000	46200	-	67400	(10.1)	34700	-	8500	-	13900	(3.4)	9500
WOLA-FM	8700	1800	2000	10700	(1.0)	3500	10400	2200	2000	14600	(2.2)	6200
WORO-FM	-	2100	-	5600	(0.3)	1100	3500	3500	-	10600	(2.6)	7100
WOSO	-	2100	-	7400	(0.6)	1900	-	-	-	1800	(0.6)	1800
WPRM-FM	1700	3800	6000	9800	(0.8)	2800	5200	7700	2000	11400	(1.8)	5000
WQBS	17600	19000	2000	31500	(3.7)	12900	9000	13700	-	17300	(2.7)	7400
WQII	38100	43300	12000	74800	(8.1)	27700	26200	30600	10000	60000	(8.6)	23900
WRAI	1800	3900	-	5700	(0.3)	1000	-	-	-	1800	(0.1)	400
WRSJ	1700	1700	-	1700	(0.3)	1000	1700	1700	-	1700	(0.2)	500
WUNO	5100	5400	2000	14600	(1.9)	6600	1800	4200	4000	11800	(2.0)	5500
WVOZ	7000	2100	2000	11100	(1.1)	3800	8700	1800	2000	12500	(1.1)	3000
WZNT-FM+	71200	46300	44100	141200	(15.1)	51700	69600	44800	32100	131300	(25.1)	69700
OTHERS					(6.1)						(7.6)	

AVERAGE PERSONS USING
RADIO (Per ¼ Hr.):

343600

277900

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 1/8-12 & 15-19, 1979

DAY PARTS

Station	3PM-7PM (MON THRU FRI)						7PM-12M (MON THRU THURS)					
	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	3500	10400	-	19200	(1.7)	4500	1900	9300	-	15200	(5.5)	7300
WBMJ	27700	30600	40100	84600	(11.1)	29900	5700	5700	38500	46200	(10.0)	13200
WFID-FM	1700	1700	-	1700	(0.2)	600	-	-	-	-	(-)	-
WHOA	1700	-	2000	3700	(0.9)	2400	-	-	2100	2100	(0.5)	600
WIAC	7000	10400	-	24500	(2.6)	7100	2000	5000	-	9000	(4.1)	5400
WIAC-FM	7200	8000	-	11500	(1.6)	4300	5800	3800	-	5800	(1.3)	1700
WIOB-FM	7200	11500	-	11500	(2.8)	7500	3900	4400	-	6400	(2.4)	3100
WKAQ	24800	38100	6000	83000	(11.5)	31000	3900	9400	4300	23400	(4.7)	6100
WKAQ-FM	10500	14100	16000	37100	(3.9)	10500	1900	9400	8600	18000	(3.8)	5000
WKVM	3500	8200	2000	26100	(4.1)	11100	6100	5000	2100	15200	(3.8)	5000
WKVM-FM	3500	3900	12000	17700	(1.6)	4400	2000	-	4300	6300	(1.1)	1500
WLUZ	1700	12700	-	21500	(2.5)	6700	-	5000	-	5000	(1.0)	1300
WOLA-FM	15700	3500	8000	23700	(3.6)	9600	2000	-	-	2000	(0.3)	400
WORO-FM	3500	5600	-	9100	(1.9)	5100	1900	4400	-	4400	(1.4)	1900
WOSO	-	-	-	1800	(0.7)	1800	-	2500	-	2500	(0.4)	500
WPRM-FM	1800	6100	-	6100	(1.7)	4600	-	5000	2100	7100	(3.1)	4100
WQBS	7300	11900	2000	15700	(2.3)	6300	-	2500	-	2500	(1.1)	1500
WQII	31300	28200	16000	65500	(9.6)	26100	12000	6400	10700	27200	(7.1)	9400
WRAI	-	-	-	-	(-)	-	1900	9400	-	9400	(4.2)	5600
WRSJ	-	2100	-	2100	(0.4)	1100	-	-	-	-	(-)	-
WUNO	1800	8400	4000	16000	(2.4)	6500	3900	1900	2100	7900	(2.0)	2700
WVOZ	8900	5900	2000	14900	(1.5)	4100	1900	1900	-	3800	(1.3)	1700
WZNT-FM†	79000	47300	42100	145600	(25.6)	69000	47600	27800	30000	90000	(27.6)	36500
OTHERS					(5.8)						(13.3)	

AVERAGE PERSONS USING
RADIO (Per ¼ Hr.):

269900

132200

MEDIATREND
SAN JUAN METROPOLITAN AREA

People Surveyed: 510

Dates: 1/8-12 & 15-19, 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	123300	65500	16200	33800	28300	49800	10100	30200	17800	115300	8000
WBMJ	248300	59400	43300	27200	3500	92600	60500	49500	12400	152000	96300
WFID-FM	9000	5300	1800	1800	3500	1700	1700	1700	-	7000	2000
WHOA	18800	7700	1700	4200	1800	5100	3300	3300	1800	12800	6000
WIAC	135800	72000	14200	28000	38900	55800	5100	27300	26700	127800	8000
WIAC-FM	52700	31900	21700	26700	1800	18800	10400	11600	1800	50700	2000
WIOB-FM	32200	17100	10800	15400	-	13100	6900	7700	1800	30200	2000
WKAQ	386200	171100	56600	75000	72400	183000	60200	100800	55100	354100	32100
WKAQ-FM	141700	54400	38600	28800	5300	37100	26200	20800	-	91500	50200
WKVM	155400	56000	29600	21500	15900	81300	27400	38500	32000	137300	18100
WKVM-FM	53600	10900	8800	5800	-	12600	10400	7200	-	23500	30100
WLUZ	143600	61700	12400	38900	17700	81900	22000	51600	24900	143600	-
WOLA-FM	50100	17300	17300	5500	-	12700	10500	5500	-	30000	20100
WORO-FM	58100	39300	7300	19900	19400	18800	8300	17000	1800	58100	-
WOSO	20400	16800	1700	6300	8800	3600	-	-	3600	20400	-
WPRM-FM	75800	31100	19200	17500	3500	20600	12200	11600	1800	51700	24100
WQBS	89200	47100	28400	24600	12400	34100	17000	26900	1800	81200	8000
WQII	222200	65500	36800	41700	3500	104500	67600	57700	10700	170000	52200
WRAI	16800	11800	3700	10000	1800	5000	5000	5000	-	16800	-
WRSJ	21400	11900	-	8400	3500	9500	3300	7700	1800	21400	-
WUNO	79300	28600	7200	18100	8800	40700	27400	21000	8900	69300	10000
WVOZ	49200	26900	15600	9700	7100	16300	10500	5500	3600	43200	6000
WZNT-FM+	331600	117300	83300	54400	8800	114000	76700	59900	8900	231300	100300

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 MEDIASAT 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.

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 MEDIASAT 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 MEDIASAT 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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