Puerto Rico Radio Today
How Puerto Rico Listens to Radio
2006 Edition
Radio in Puerto Rico

*Puerto Rico Radio Today* is Arbitron’s up-to-date look at how people use radio in Puerto Rico.

This study examines radio listening for the survey of Winter 2006.

It is an effort to expand the knowledge on Puerto Rican listeners and bring new sources of information to enhance the activity of radio in and out of the island.

**Some Facts About Puerto Rico**

**Puerto Rico is a U.S. commonwealth.**

Puerto Ricans have U.S. citizenship, currency and defense. Nevertheless, residents of Puerto Rico don’t pay federal income tax and they can’t vote in presidential elections. They do elect their own governor and have their own legislature.

Puerto Ricans consider themselves American and accept the free association with the U.S., but at the same time are extremely proud of their island and their culture.

Actually, Spanish and English are the official languages. About one-quarter of the population speak English and three-quarters speak Spanish. English is required in all federal matters.

**Arbitron has ranked Puerto Rico as the 13th most populous market in the U.S.**

The ranking has been based on the population of 12 years and older, which in Puerto Rico is 3,249,123.

When analyzing the island, there are several regions—San Juan, West, South, East, North and Northeast—that have important population centers with their own characteristics, such as Mayagüez, Ponce, Humacao, Fajardo, San Juan.

The mountainous island of Puerto Rico lies 1,000 miles southeast of Miami. The total area of the island is 3,515 square miles. It can be compared to Connecticut. It is a little smaller, but with almost a half million more people (3,856,877 vs. 3,483,372).
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Radio Reaches All Ages

Nearly 96 percent of all persons 12+ listen to radio each week.


How to Read:
These figures represent “weekly cume ratings.” For example, 94.7 percent of teen females in the U.S. tune to the radio at least once during an average week, between the hours of 6AM-Midnight, Monday through Sunday. The light green background represents the average of all Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.
Nearly all persons 12+ spend about 26 hours a week listening to radio.

Working women spend more time listening to radio than nonworking women in the younger demos.

### Time Spent Listening

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Working (Work)</th>
<th>Don't Work (Don't Work)</th>
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<tr>
<td>W18-34</td>
<td>26:30</td>
<td>22:15</td>
</tr>
<tr>
<td>W25-54</td>
<td>25:30</td>
<td>25:15</td>
</tr>
<tr>
<td>W35-64</td>
<td>25:00</td>
<td>27:00</td>
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</tbody>
</table>

Overnight listening increases along with age.

Source: Puerto Rico Radio Market Report, Winter 2006, Mon-Sun, Mid-6AM.
More than half of the radio audience can be reached at home on the weekends.

Midday on Monday through Friday, about two-thirds listen in places other than home.

During drive times, almost two-thirds can be reached in their cars.

Radio Is Strong on Weekends

Between 70 percent and 80 percent of all men and women can be reached at home on the weekends.

Cume Rating

<table>
<thead>
<tr>
<th></th>
<th>P12-17</th>
<th>P18-24</th>
<th>P25-34</th>
<th>P35-44</th>
<th>P45-54</th>
<th>P55-64</th>
<th>P65+</th>
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<tbody>
<tr>
<td>Men</td>
<td>61.4</td>
<td>77.5</td>
<td>76.2</td>
<td>82.3</td>
<td>82.0</td>
<td>78.0</td>
<td>75.8</td>
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<td>77.5</td>
<td>76.2</td>
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<td>78.0</td>
<td>75.8</td>
<td>79.7</td>
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<tr>
<td>Men</td>
<td>85.6</td>
<td>82.0</td>
<td>82.3</td>
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<td>84.0</td>
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Hour-by-Hour Listening

Listening behavior changes hour by hour, and it has different trends during the week than on weekend days.

Listening has a different trend at home than away from home.

At Home vs. Away from Home

Cume Rating

AM’s listening clearly increases as the audience matures. FM’s listening tends to decrease as the audience matures.

AM/FM share of listening varies among the different regions.

The region with the biggest FM share is the North. The region with the biggest AM share is the South.

Overall, Puerto Ricans spend more time listening to radio than those in the Miami-Ft. Lauderdale-Hollywood Metro and listeners in Seattle-Tacoma.
Format Listening in Puerto Rico

Adult Contemporary is the most popular format on the island, followed by Contemporary Hit Radio.

Cume Rating

- Spanish Tropical: 29.3
- Contemporary Hit Radio: 29.9
- Spanish Variety: 11.9
- Spanish Urban: 24.4
- News/Talk/Information: 28.1
- Spanish Talk: 1.9
- Adult Contemporary: 34.9
- Religious: 7.6
- Oldies: 15.3
- Educational/Others: 14.8
- Christian Contemporary/Gospel: 13.6
- Jazz: 1.5
- Nostalgia/Clasical: 2.2

Radio formats perform differently in different regions.

**Cume Rating—San Juan**

- Adult Contemporary: 34.6
- News/Talk/Information: 31.5
- Classic/Nostalgia: 6.0
- Spanish Urban: 20.9
- Jazz: 3.1
- Adult Contemporary: 28.2
- Oldies: 20.3
- Religious: 4.8
- Christian Contemporary/Gospel: 11.7
- Spanish Tropical: 26.3
- Spanish Variety: 8.7

**Cume Rating—East Area**

- Adult Contemporary: 27.1
- Spanish Urban: 27.2
- Educational/Others: 16.2
- Adult Contemporary: 27.1
- News/Talk/Information: 24.4
- Spanish Variety: 7.9
- Religious: 4.8
- Oldies: 20.3
- Spanish Tropical: 38.3
- Christian Contemporary/Gospel: 11.7

Format Listening by Region

(continued from page 16)

Males and females favor formats differently.

Time Spent Listening changes with each format and each demographic.

Format by Time Spent Listening
