Puerto Rico Radio Today
How Puerto Rico Listens to Radio

2012 Edition
Radio in Puerto Rico

Arbitron Puerto Rico Radio Today is an up-to-date look at how people use radio in Puerto Rico. This study examines radio listening from the Fall 2011 survey.

Some Facts About Puerto Rico

Puerto Rico is a U.S. commonwealth.
Puerto Ricans have U.S. citizenship, spend U.S. currency, and are defended by the U.S. military. Nevertheless, Puerto Ricans 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 quite proud of their island and their culture.

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

Puerto Rico is the 14th most populous market in the U.S.
This ranking is based on a population of 3,190,100 residents aged 12 years and older.

The island features 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, and San Juan.

The mountainous island of Puerto Rico lies 1,000 miles southeast of Miami. Its total area is 3,515 square miles and is a little smaller in area than Connecticut.
Radio Reaches All Ages

Over 94% of all persons 12+ listen to radio each week.

Weekly Cume Rating

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>P12-17</td>
<td>91.5</td>
<td>92.9</td>
</tr>
<tr>
<td>P18-24</td>
<td>89.7</td>
<td>93.8</td>
</tr>
<tr>
<td>P25-34</td>
<td>96.1</td>
<td>98.3</td>
</tr>
<tr>
<td>P35-44</td>
<td>97.3</td>
<td>98.3</td>
</tr>
<tr>
<td>P45-54</td>
<td>95.6</td>
<td>94.5</td>
</tr>
<tr>
<td>P55-64</td>
<td>94.3</td>
<td>92.7</td>
</tr>
<tr>
<td>P65+</td>
<td>93.3</td>
<td>90.6</td>
</tr>
</tbody>
</table>

How To Read:
These figures represent “Weekly Cume Ratings.” For example, 98.3% of women aged 25-34 in Puerto Rico tune to the radio at least once between the hours of 6AM and Midnight, Monday through Sunday of an average week. The yellow background represents the average of people, at least 12 years old, who listen to radio at least once during the week. You can then see how radio reaches various demographic groups compared to the total audience.

Time Spent Listening

Over all persons 12+ spend about 24 hours a week listening to radio.

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

Overnight listening increases with age.

**Cume Rating**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>P18-34</td>
<td>25.8</td>
<td>19.1</td>
</tr>
<tr>
<td>P25-54</td>
<td>30.9</td>
<td>20.1</td>
</tr>
<tr>
<td>P35-64</td>
<td>31.3</td>
<td>23.2</td>
</tr>
</tbody>
</table>

Source: Puerto Rico Radio Market Report, Fall 2011
Monday-Sunday, Midnight-6AM.
Almost 70% of the radio audience can be reached at home on the weekends.

Midday on Monday through Friday, more than one half listen at home.

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

P12+. 
Radio Is Strong on Weekends

The vast majority of all men and women are reached by radio on the weekends.

Cume Rating

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

**Cume Rating—Monday-Friday**

**Cume Rating—Saturday**

**Cume Rating—Sunday**

Source: Puerto Rico Radio Market Report, Fall 2011, P12+, 5AM-5AM.
At Home vs. Away From Home

Hour-by-hour listening has a different trend at home vs. away from home.

Source: Puerto Rico Radio Market Report, Fall 2011, P12+, Mon-Fri 5AM-5AM.
AM/FM Listening

AM listening is clearly more popular as the audience matures.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Cume Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>P12-17</td>
<td>91.0</td>
</tr>
<tr>
<td>P18-34</td>
<td>91.1</td>
</tr>
<tr>
<td>P25-54</td>
<td>91.4</td>
</tr>
<tr>
<td>P35-64</td>
<td>87.6</td>
</tr>
<tr>
<td>P45+</td>
<td>76.3</td>
</tr>
</tbody>
</table>

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

The region with the biggest FM share is the Northeast and San Juan. The region with the biggest AM share is the West.

Puerto Ricans listen to more radio than most U.S. mainland consumers. For example, Puerto Ricans listen to twice as much FM radio and more than three times as much AM than consumers in the Tampa-St. Petersburg-Clearwater Metro.

Source: Puerto Rico, Tampa-St. Petersburg-Clearwater, and St. Louis Radio Market Reports, Fall 2011, P12+, Monday-Sunday, 6AM-Midnight.
Spanish Tropical, Pop CHR, and News/Talk/Information are the most popular formats on the island, followed by Rhythmic CHR radio.
Radio formats perform differently in different regions.

### Format Listening by Region

#### Cume Rating—San Juan

- **Adult Contemporary**: 23.7
- **News/Talk/Information**: 47.3
- **Easy Listening**: 13.8
- **Latino Urban**: 13.8
- **Pop Contemporary Hit Radio**: 38.9
- **Spanish Religious**: 2.6
- **Christian Contemporary/Gospel**: 3.0
- **Spanish Tropical**: 41.6
- **Spanish Variety**: 5.3

#### Cume Rating—East Area

- **Adult Contemporary**: 16.3
- **Latino Urban**: 16.7
- **Pop Contemporary Hit Radio**: 32.6
- **News/Talk/Information**: 34.9
- **Spanish Variety**: 15.1
- **Spanish Contemporary Christian**: 11.0
- **Spanish Tropical**: 55.0

Format Listening by Region

(continued)

Cume Rating—North Area

- Adult Contemporary: 23.7
- News/Talk/Information: 47.3
- Easy Listening: 13.8
- Latino Urban: 13.8
- Pop Contemporary Hit Radio: 38.9
- Spanish Religious: 2.6
- Christian Contemporary/Gospel: 3.0
- Spanish Tropical: 41.6
- Spanish Variety: 5.3

Cume Rating—Northeast Area

- Adult Contemporary: 16.3
- Latino Urban: 16.7
- Pop Contemporary Hit Radio: 32.6
- News/Talk/Information: 34.9
- Spanish Variety: 15.1
- Spanish Contemporary Christian: 11.0
- Spanish Tropical: 55.0

Source: Puerto Rico Radio Market Report, Fall 2011
Monday-Sunday, 6AM-Midnight.
## Format Listening by Region

(continued)

### Cume Rating—South Area

- Adult Contemporary: 12.8
- Pop Contemporary Hit Radio: 46.2
- Latino Urban: 13.8
- News/Talk/Information: 30.8
- Christian Contemporary/Gospel: 7.3
- Spanish Variety: 13.4
- Spanish Tropical: 40.9

### Cume Rating—West Area

- Adult Contemporary: 21.5
- Pop Contemporary Hit Radio: 46.4
- Latino Urban: 23.2
- News/Talk/Information: 42.7
- Oldies: 3.2
- Religious: 9.7
- Christian Contemporary/Gospel: 13.2
- Spanish Tropical: 24.2
- Spanish Variety: 10.1

Men and women have somewhat different format preferences.

Format by Time Spent Listening

Time Spent Listening varies according to format.

Source: Puerto Rico Radio Market Report, Fall 2011
Monday-Sunday 6AM-Midnight.
Puerto Rico: Qualitative Profile 18+

Puerto Rico Qualitative Profile for Persons 18+, Key Elements:

- 47% of the 18+ population are men and 53% are women.
- People aged 65+ form the largest demographic group.
- 31.7% have a full-time job.
- 83.8% own their house.
- 35.5% have a college degree.
- Households with an annual income of $25,000 or more make up 52.1% of the market.

San Juan: Qualitative Profile 18+

Qualitative Profiles for persons 18+ differ according to the measured region.

In the San Juan region, for example:

- 45.9% of the population 18+ are men and 54.1% are women.
- Persons 65+ form the highest demographic group in this area.
- 37.5% have a full-time job.
- 72.4% own their house.
- 44.4% have a college degree.
- Households with an annual income of $25,000 or more are approximately 37% of the market.

Among persons 12 years of age or older in Puerto Rico, 93.6% listened to radio the past 7 days. 60.7% used the Internet.

Among working persons 18+ in Puerto Rico, 43% spend thirty minutes or more traveling to work.

Well over 10% of Puerto Ricans aged 18+ plan to purchase or lease a new vehicle.

Nearly 78% of women and 58% of men 18+ made purchases at department/clothing stores during the past month.

Some 79% of 12+ Puerto Ricans visited a quick service restaurant in the past 30 days.
