



Puerto Rico  
Radio Today

# Puerto Rico Radio Today

How Puerto Rico Listens to Radio

2004 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 2004.

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 3,263,728.

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).

Puerto Rico would be the 27th largest in population if it were the 51st state in the U.S.

# Contents

---

## How Puerto Rico Listens

---

Radio Reaches All Ages	4
Time Spent Listening	5
Working Women	6
Overnight Listening	7
Listening Location	8
Radio Is Strong on Weekends	9
Hour-by-Hour Listening	10
At Home vs. Away from Home	11

---

---

## What Puerto Rico Listens To

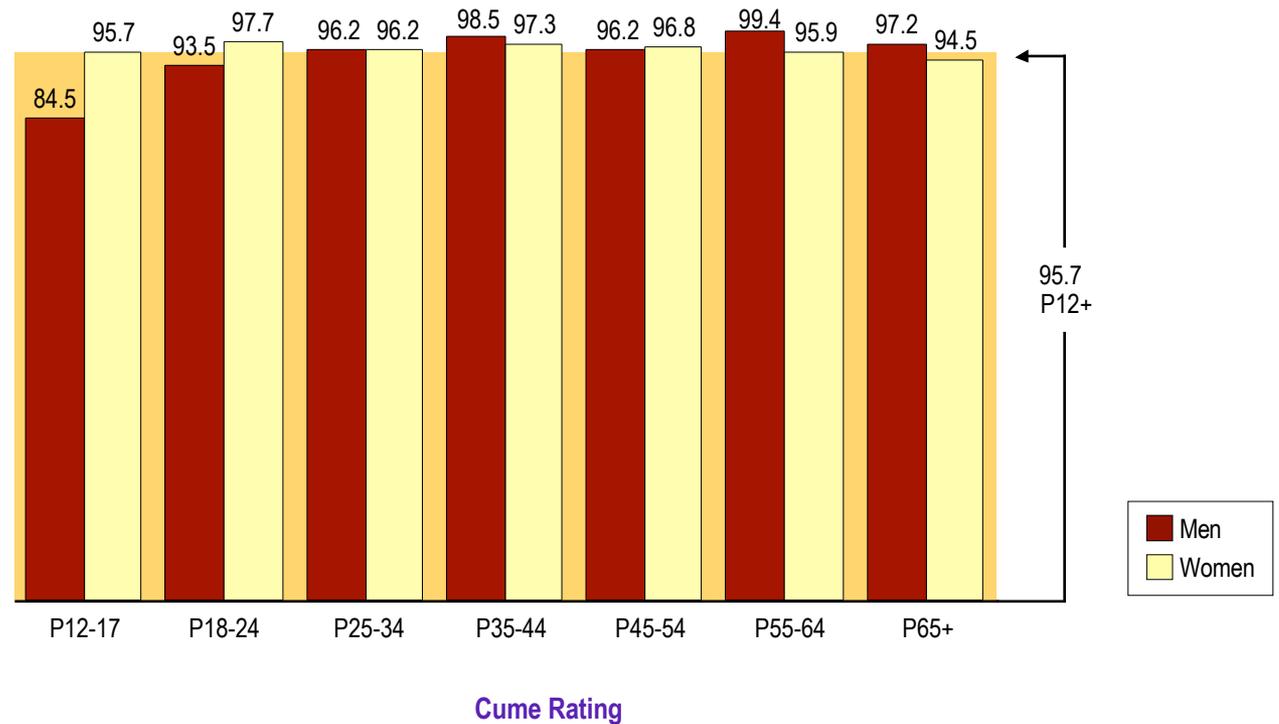
---

AM/FM Listening	12
AM/FM Share of Listening by Region	13
AM/FM Comparison Among Similar Arbitron-Ranked Markets	14
Format Listening in Puerto Rico	15
Format Listening by Region	16
Format Shares by Sex	19
Format by Time Spent Listening	20

---

# Radio Reaches All Ages

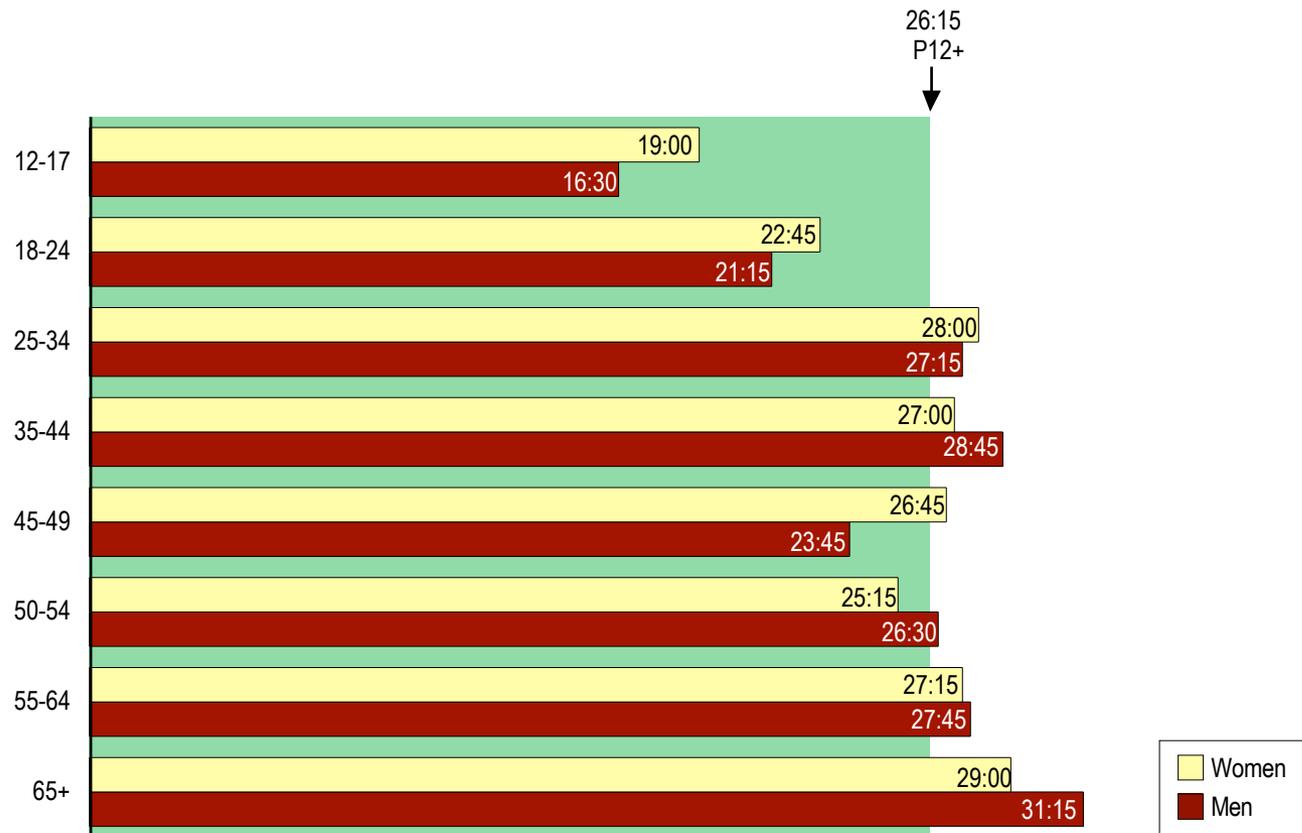
More than 95 percent of all persons 12+ listen to radio each week.



Source: Puerto Rico Radio Market Report, Winter 2004, Mon-Sun, 6AM-Mid.

# Time Spent Listening

Nearly all persons 12+ spend about 26 hours a week listening to radio.

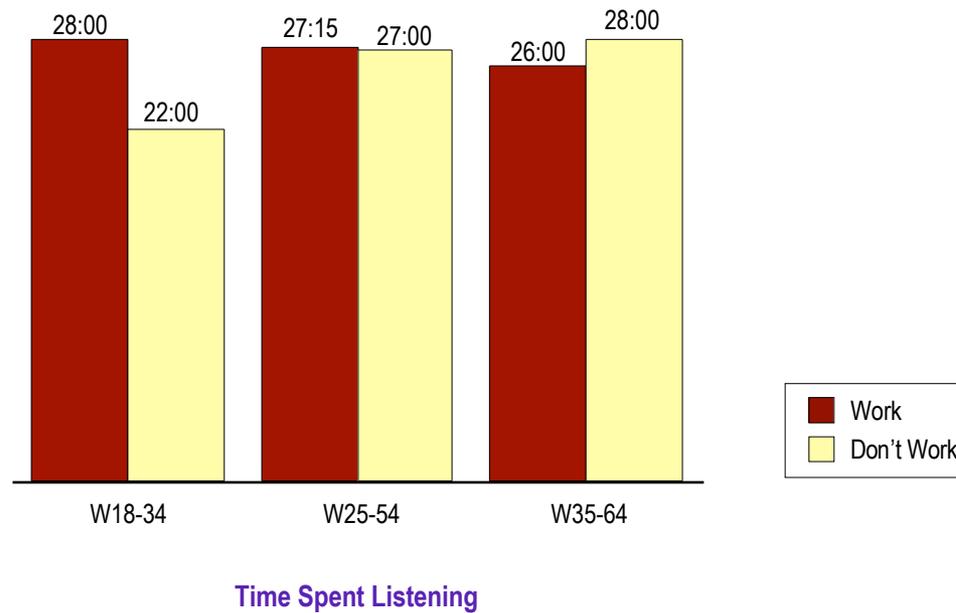


Time Spent Listening

Source: Puerto Rico Radio Market Report, Winter 2004, Mon-Sun, 6AM-Mid.

# Working Women

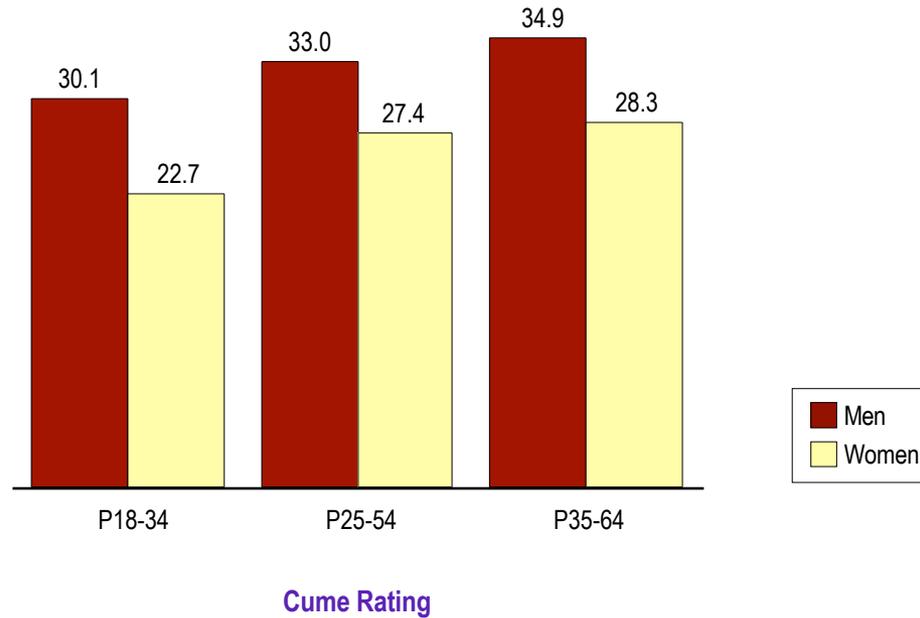
Working women spend more time listening to radio than nonworking women in the younger demos.



Source: Puerto Rico Radio Market Report, Winter 2004, Mon-Sun, 6AM-Mid.

# Overnight Listening

Overnight listening increases along with age.



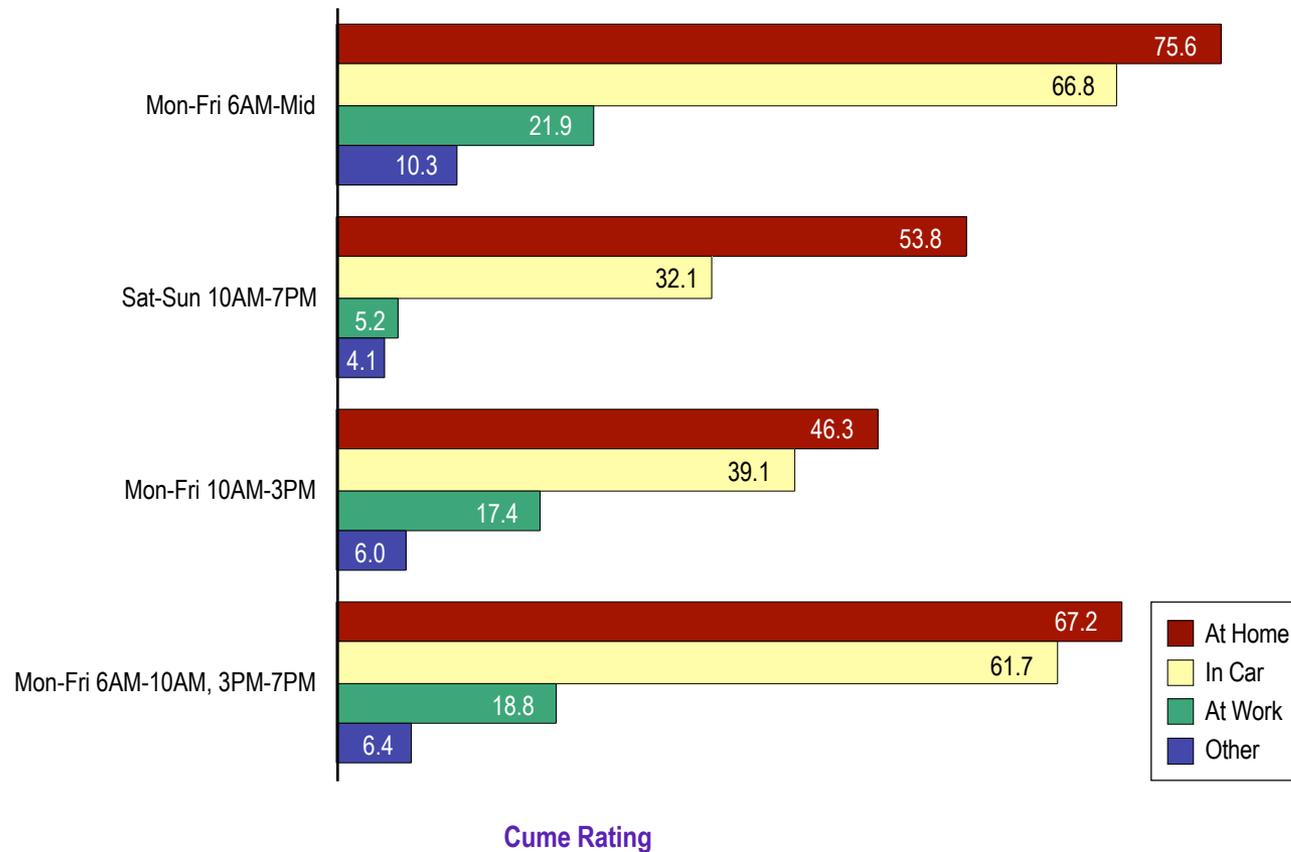
Source: Puerto Rico Radio Market Report, Winter 2004, Mon-Sun, Mid-AM/Overnight Listening.

# Listening Location

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.

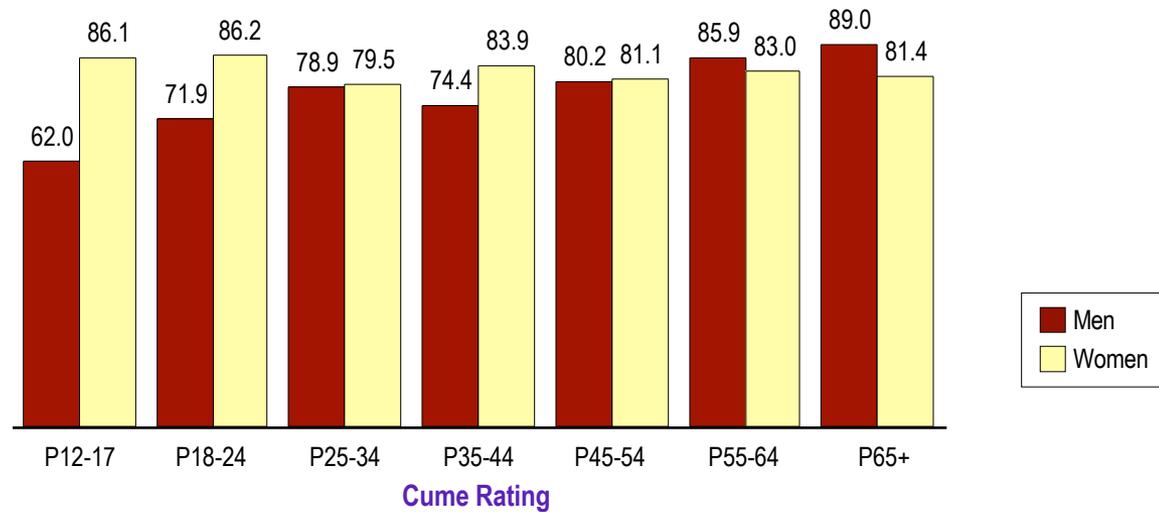
During drive times almost two-thirds can be reached in their cars.



Source: Puerto Rico Radio Market Report, Winter 2004, P12+.

# Radio Is Strong on Weekends

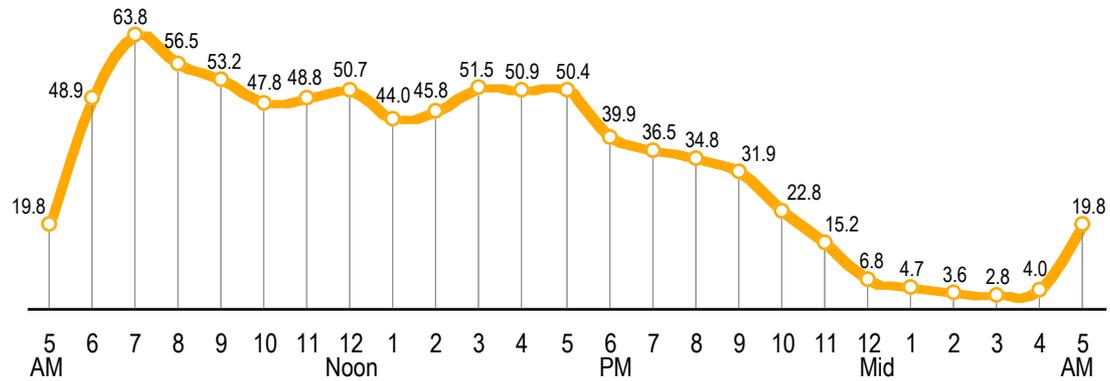
Between 75 percent and 80 percent of all men and women can be reached at home on the weekends.



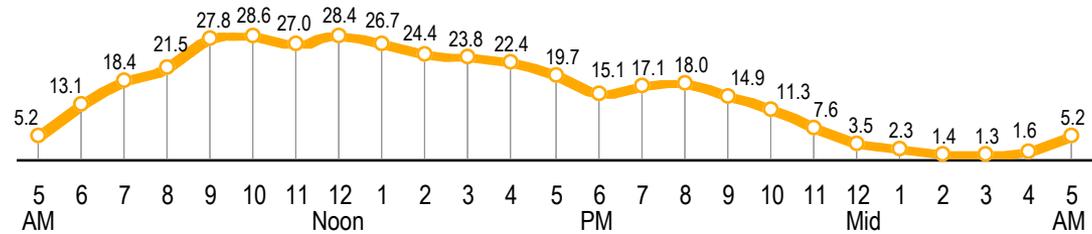
Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Sat-Sun, 6AM-Mid.

# Hour-by-Hour Listening

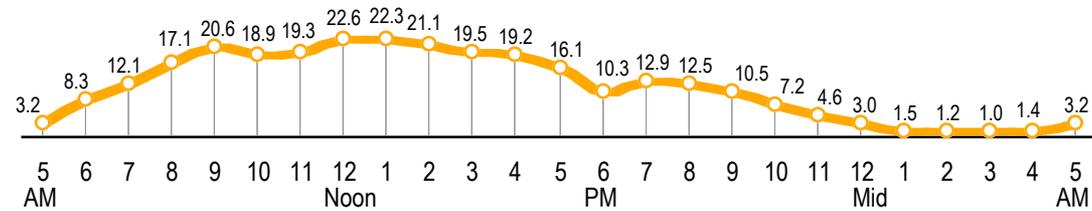
Listening behavior changes hour by hour, and it has different trends during the week than on weekend days.



Cume Rating—Monday-Friday



Cume Rating—Saturday

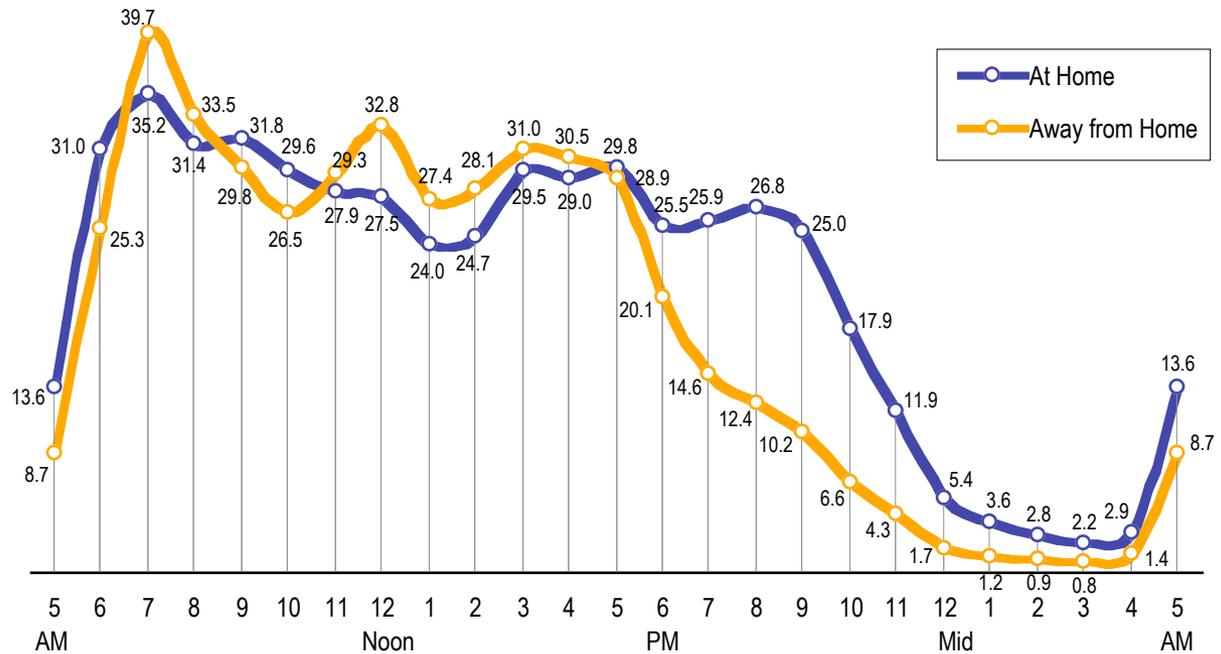


Cume Rating—Sunday

Source: Puerto Rico Radio Market Report, Winter 2004, P12+, 5AM-5AM.

# At Home vs. Away from Home

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

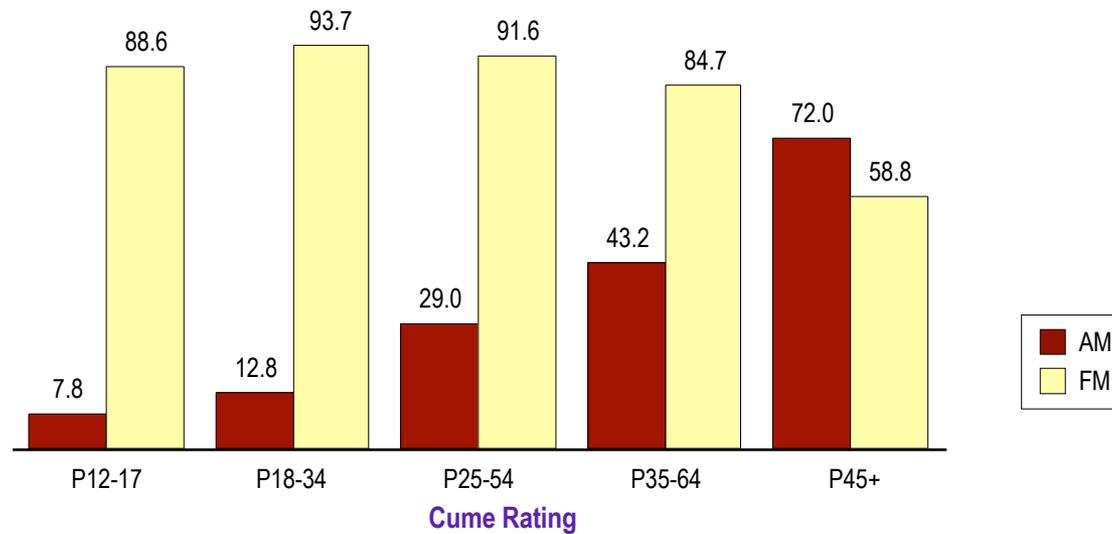


Cume Rating

Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Mon-Fri 5AM-5AM.

# AM/FM Listening

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

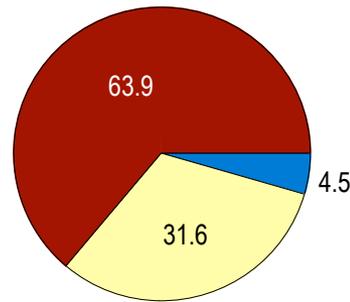


Source: Puerto Rico Radio Market Report, Winter 2004, Mon-Sun 6AM-Mid.

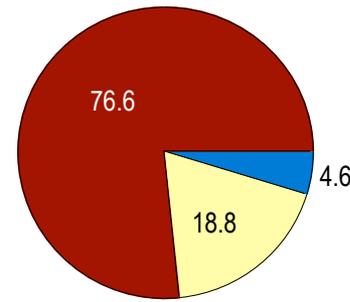
# AM/FM Share of Listening by Region

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

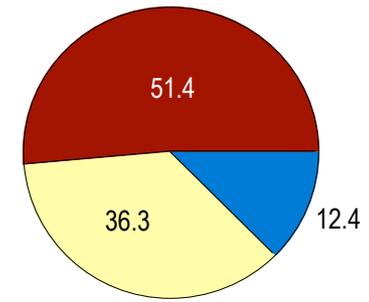
The region with the biggest FM share is the East. The region with the biggest AM share is the North.



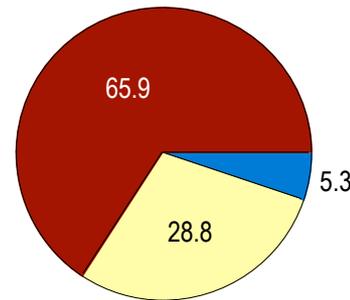
San Juan



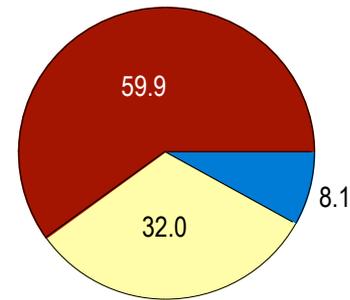
East



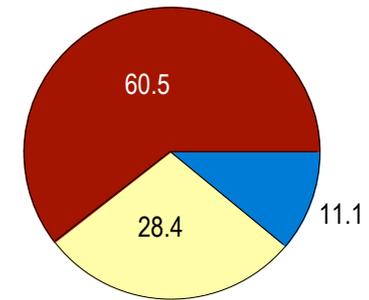
North



Nottheast

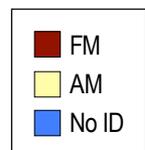


South



West

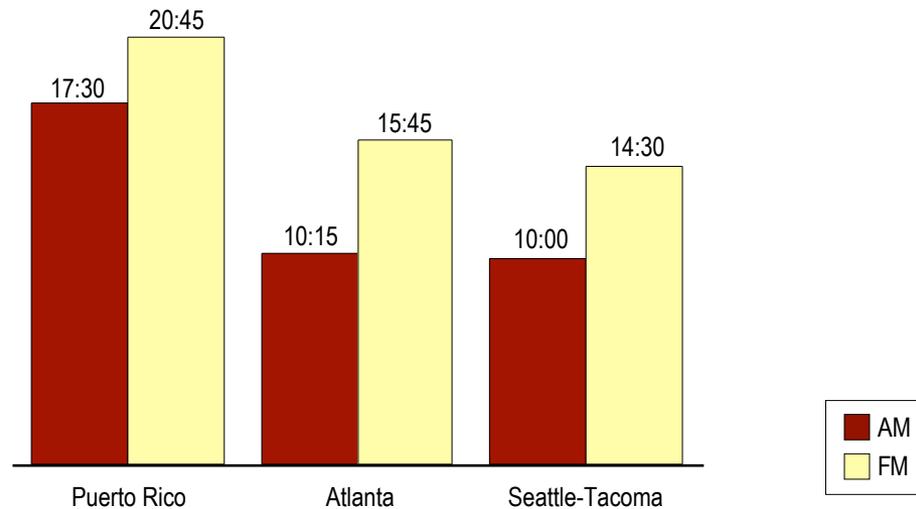
## AQH Share, Persons 12+



Source: Puerto Rico Radio Market Report, Winter 2004, Mon-Sun 6AM-Mid..

# AM/FM Comparison Among Similar Arbitron- Ranked Markets

Overall, Puerto Ricans spend more time listening to radio than Atlantans and listeners in Seattle-Tacoma.

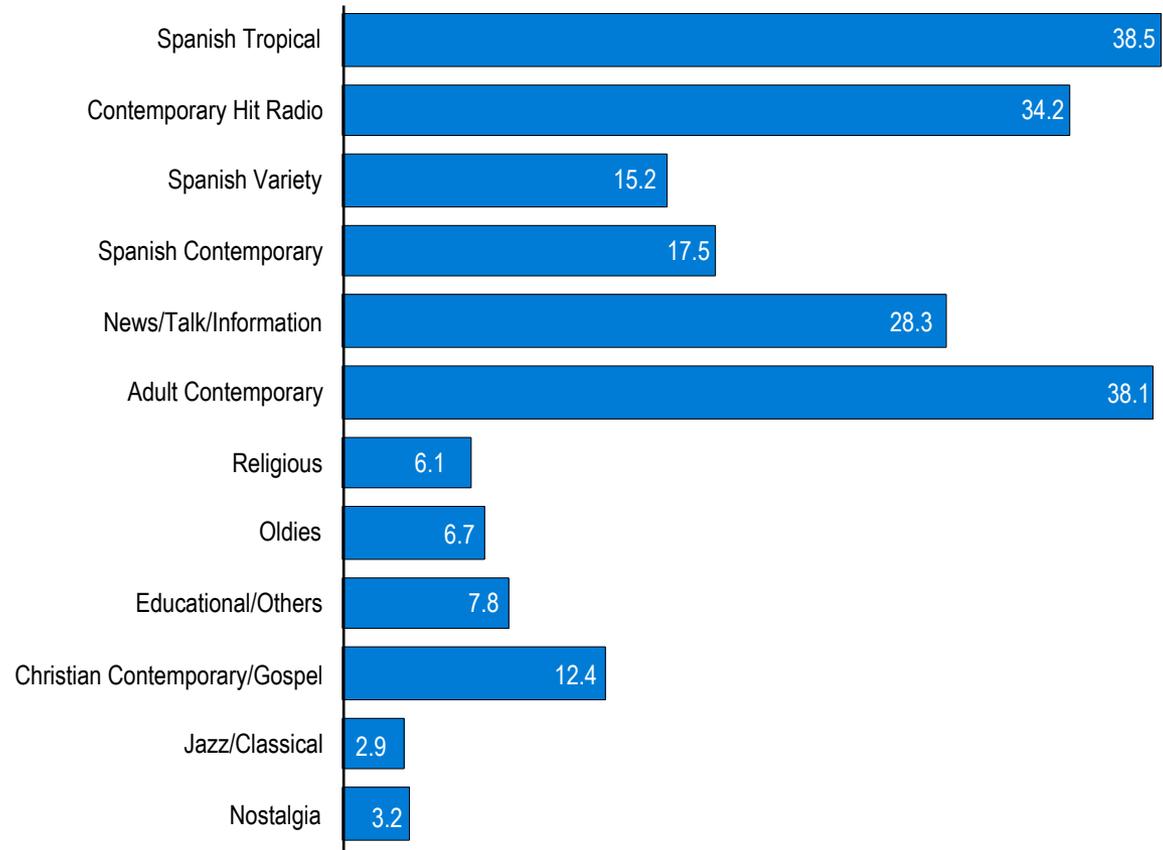


Time Spent Listening

Source: Puerto Rico, Atlanta and Seattle-Tacoma Radio Market Reports, Winter 2004, P12+, Mon-Sun, 6AM-Mid.

# Format Listening in Puerto Rico

Spanish Tropical is the most popular format on the island, followed by Adult Contemporary.

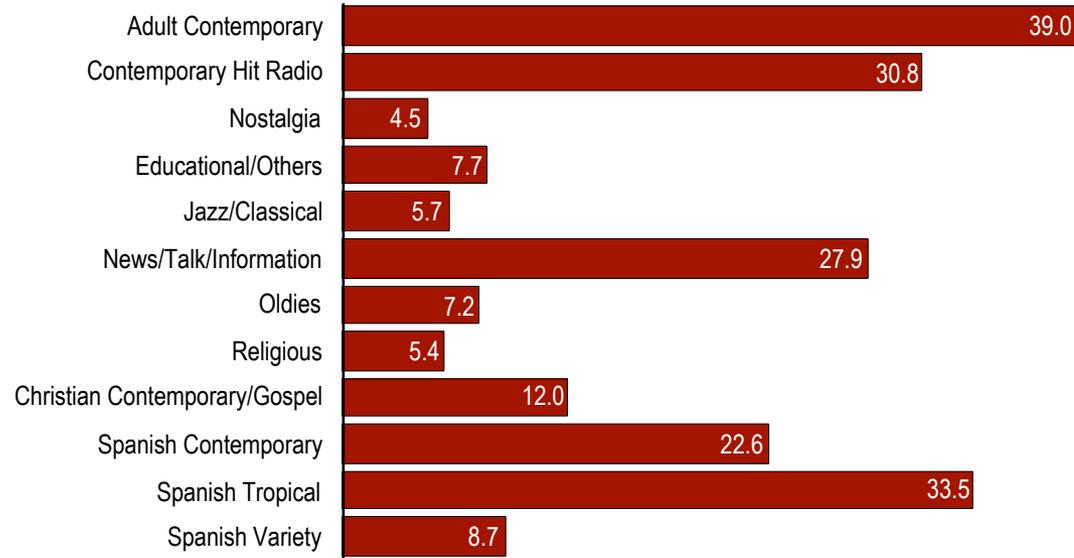


Cume Rating

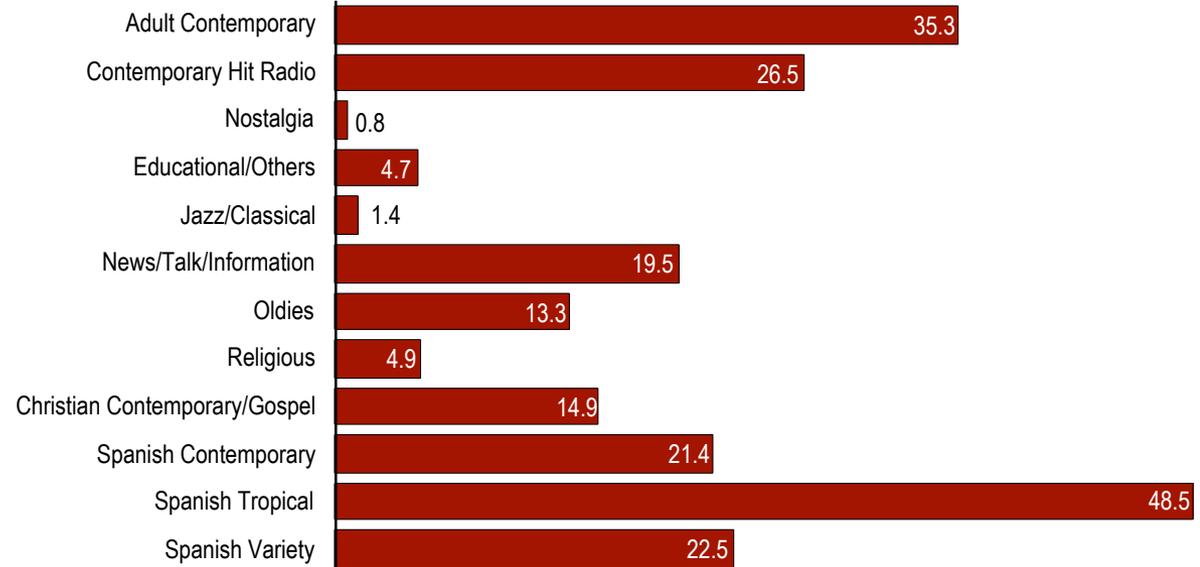
Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Mon-Sun, 6AM-Mid.

# Format Listening by Region

Radio formats perform differently in different regions.



Cume Rating—San Juan

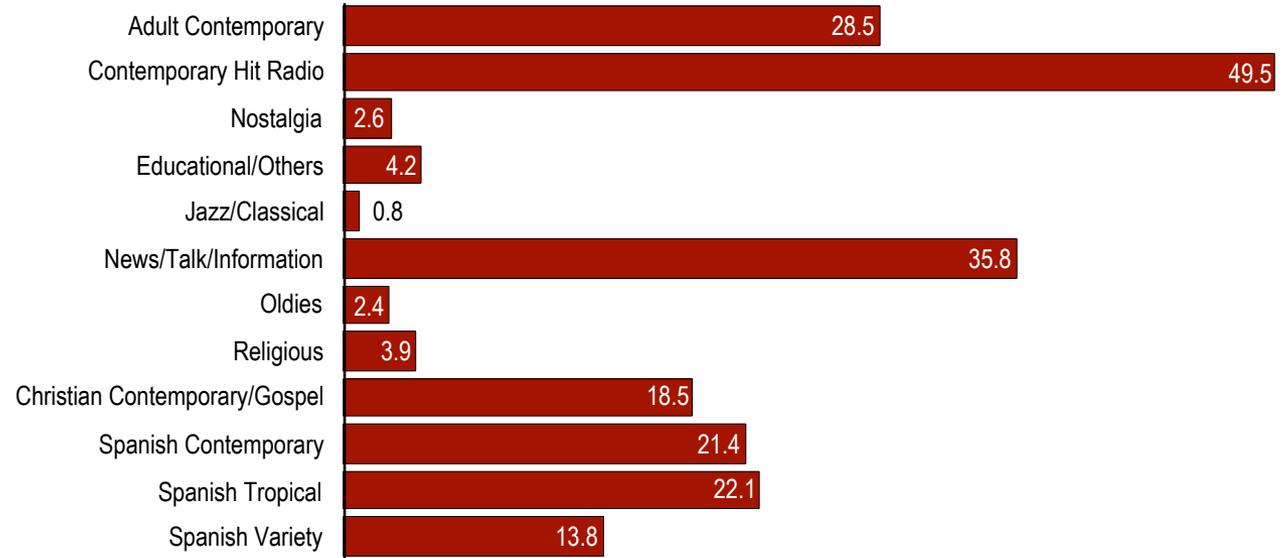


Cume Rating—East Area

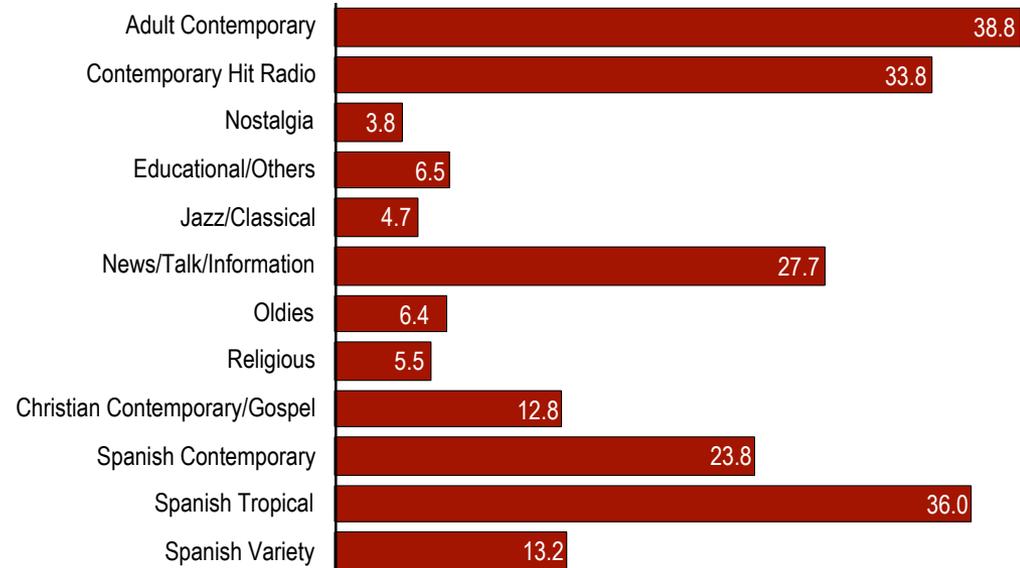
Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Mon-Sun, 6AM-Mid.

# Format Listening by Region

(continued from page 16)



## Cume Rating—North Area

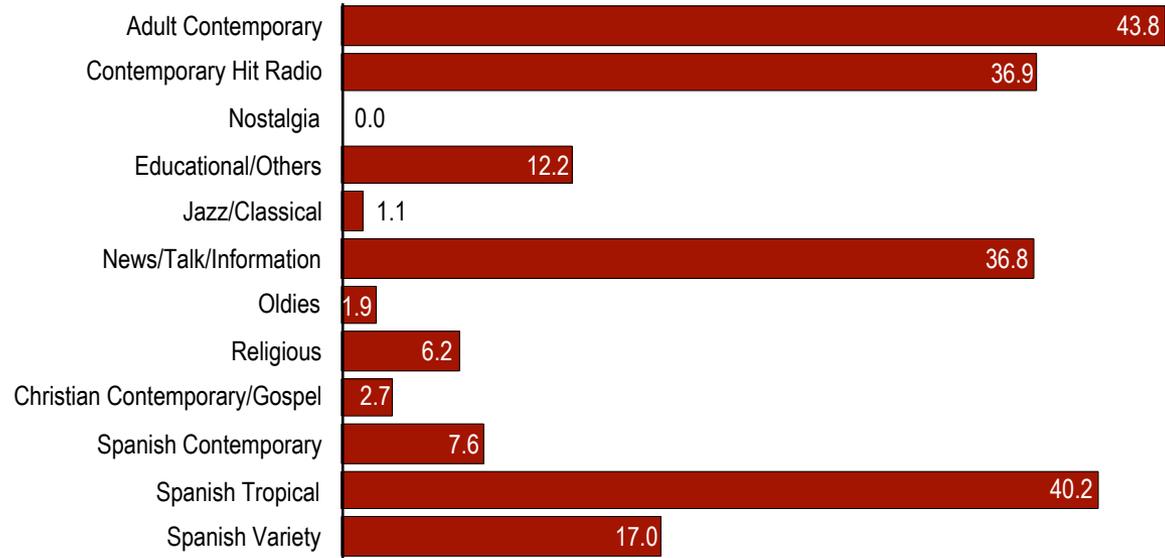


## Cume Rating—Northeast Area

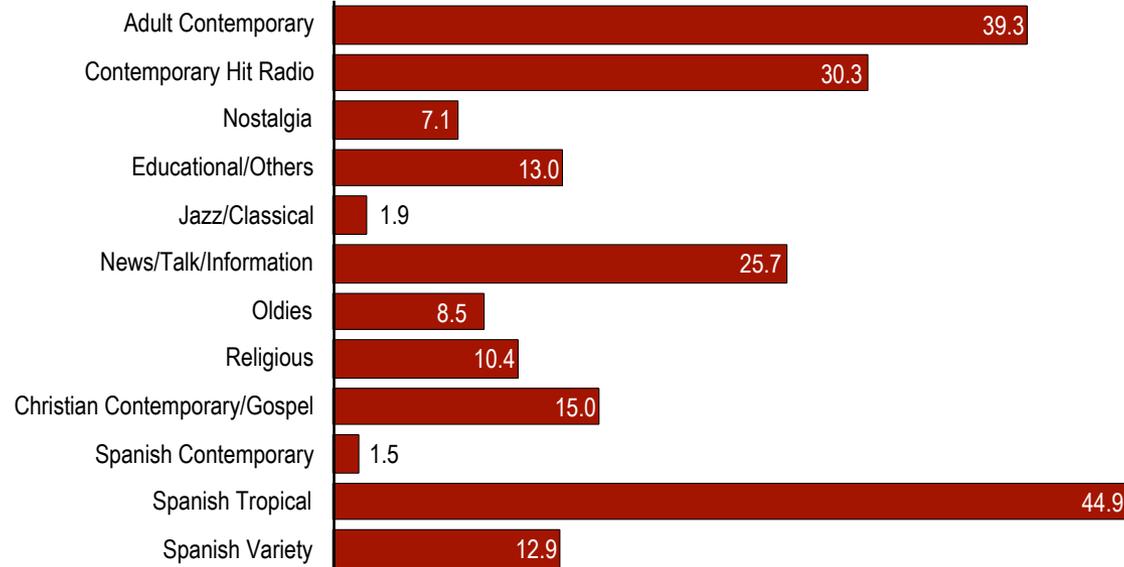
Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Mon-Sun, 6AM-Mid.

# Format Listening by Region

(continued from page 17)



## Cume Rating—South Area

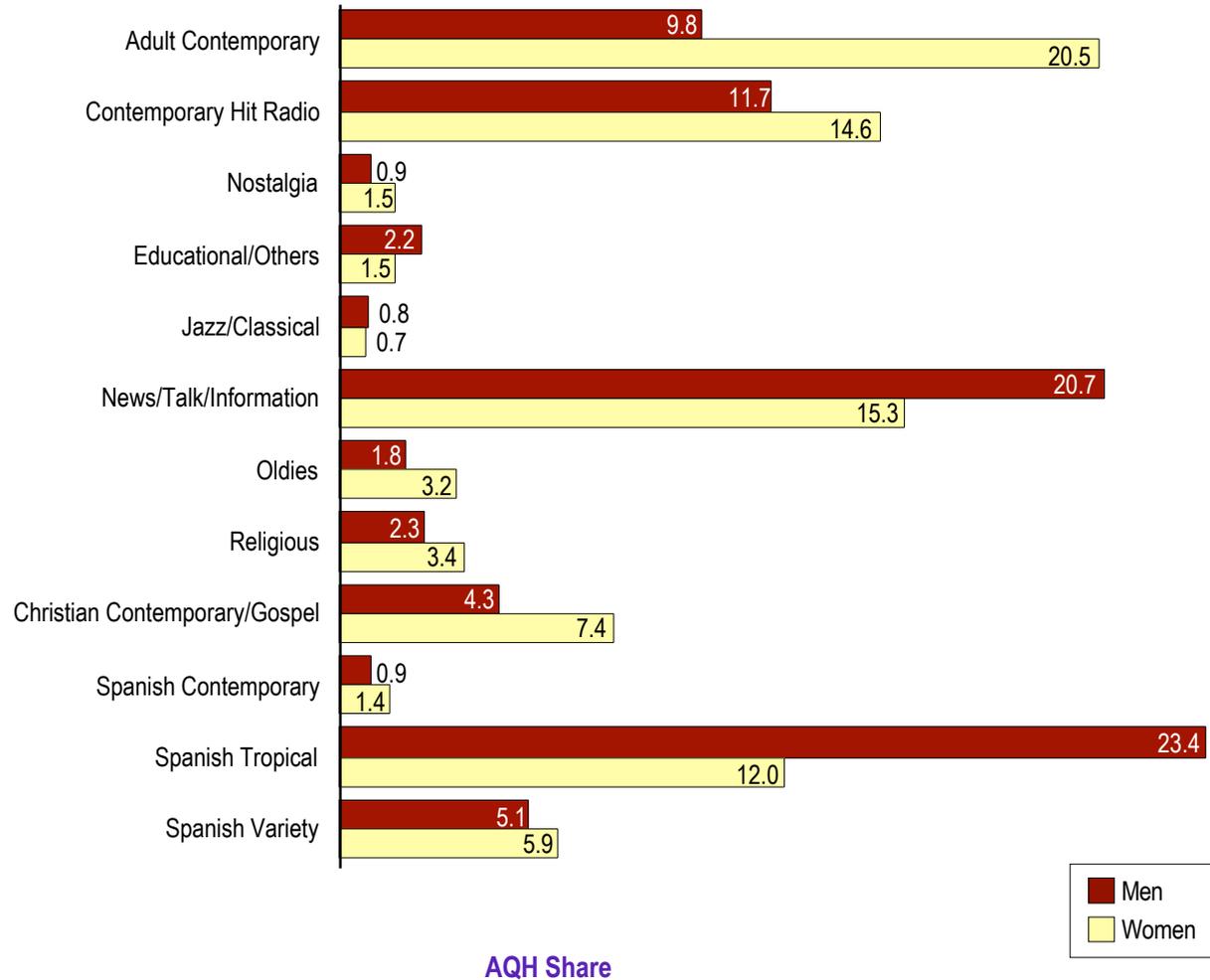


## Cume Rating—West Area

Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Mon-Sun, 6AM-Mid.

# Format Shares by Sex

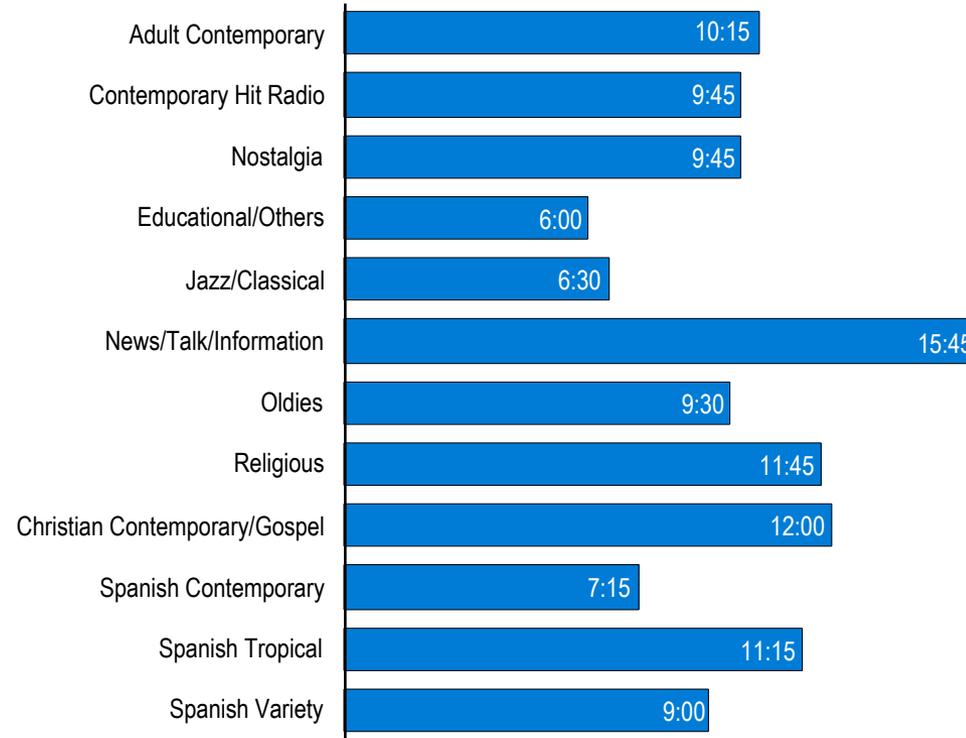
Males and females favor formats differently.



Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Mon-Sun, 6AM-Mid.

# Format by Time Spent Listening

Time Spent Listening changes with each format and each demographic.



Time Spent Listening

Source: Puerto Rico Radio Market Report, Winter 2004, P12+, Mon-Sun, 6AM-Mid.

**New York**

142 West 57th Street  
New York, New York 10019-3300  
(212) 887-1300

**Chicago**

222 South Riverside Plaza  
Suite 1050  
Chicago, Illinois 60606-6101  
(312) 542-1900

**Atlanta**

9000 Central Parkway  
Suite 300  
Atlanta, Georgia 30328-1639  
(770) 668-5400

**Los Angeles**

10877 Wilshire Blvd.  
Suite 1600  
Los Angeles, California 90024-4341  
(310) 824-6600

**Dallas**

13355 Noel Road, Suite 1120  
Dallas, Texas 75240-6646  
(972) 385-5388

**Washington/Baltimore**

9705 Patuxent Woods Drive  
Columbia, Maryland 21046-1572  
(410) 312-8000

**Birmingham**

3500 Colonnade Parkway  
Suite 400  
Birmingham, AL 35243

04-RSS-300 ENG 6/04

*Maximiser® and Media Professional<sup>SM</sup> are  
marks of Arbitron Inc.*