



Puerto Rico Radio Today

How Puerto Rico Listens to Radio

2009 Edition

INFORMATION FOR BROADCASTERS, AGENCIES, AND ADVERTISERS |

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 2009.

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.

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

Arbitron has ranked Puerto Rico as the 14th 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 3,325,754.

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.

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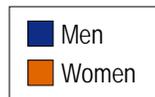
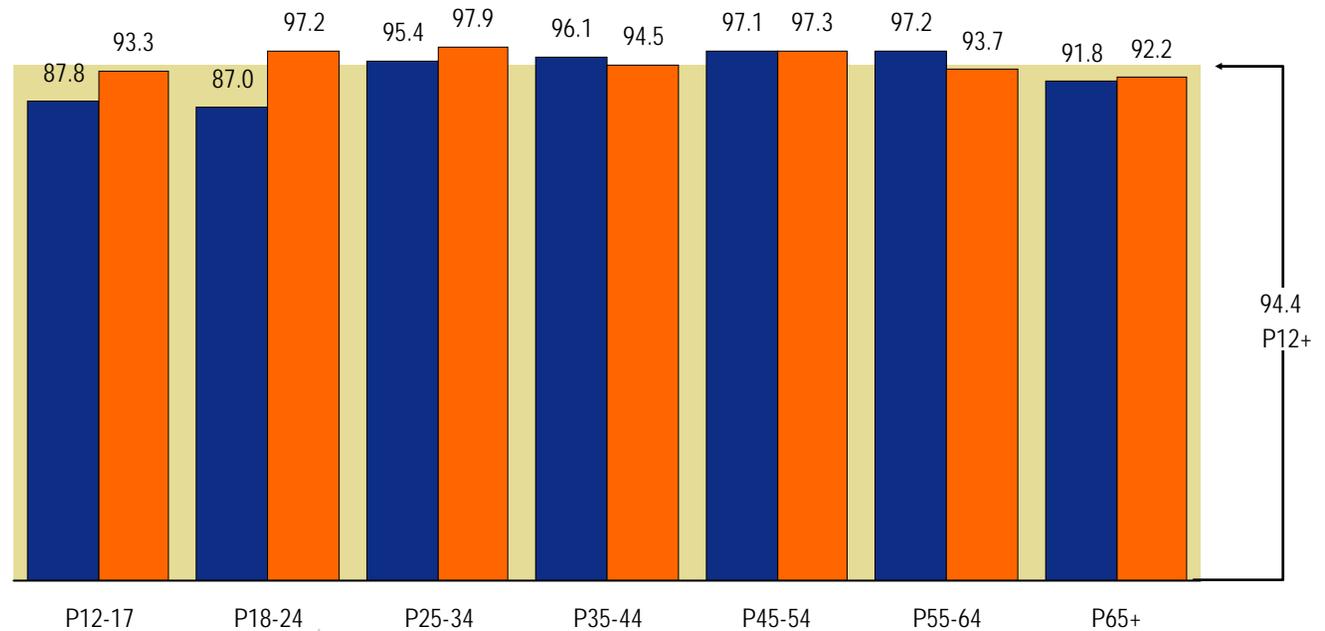
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Radio Reaches All Ages

Nearly 94 percent of all persons 12+ listen to radio each week.

Weekly Cume Rating



How To Read:

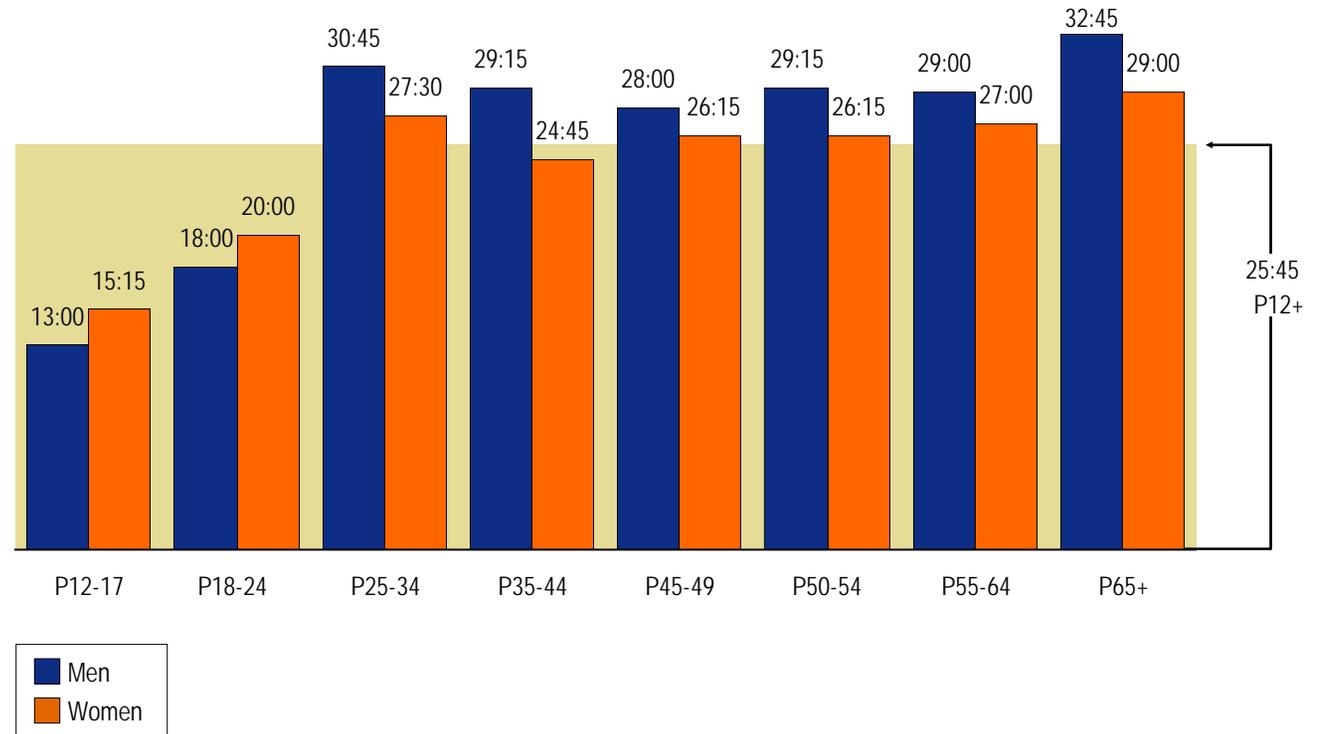
These figures represent "weekly cume ratings." For example, 93.3 percent of teen females in Puerto Rico tune to the radio at least once during an average week, between the hours of 6AM-Midnight, Monday through Sunday. The light green background represents the average of people, at least 12 years old, 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."

Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

Time Spent Listening

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

Time Spent Listening
Hours and Minutes per Week

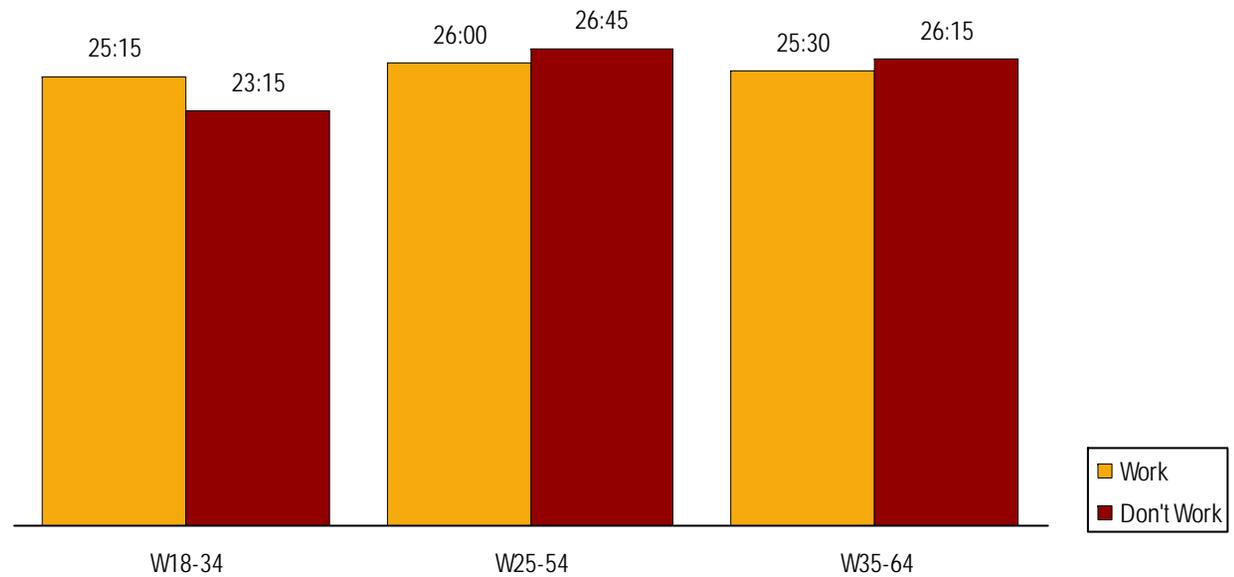


Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

Working Women

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

Time Spent Listening

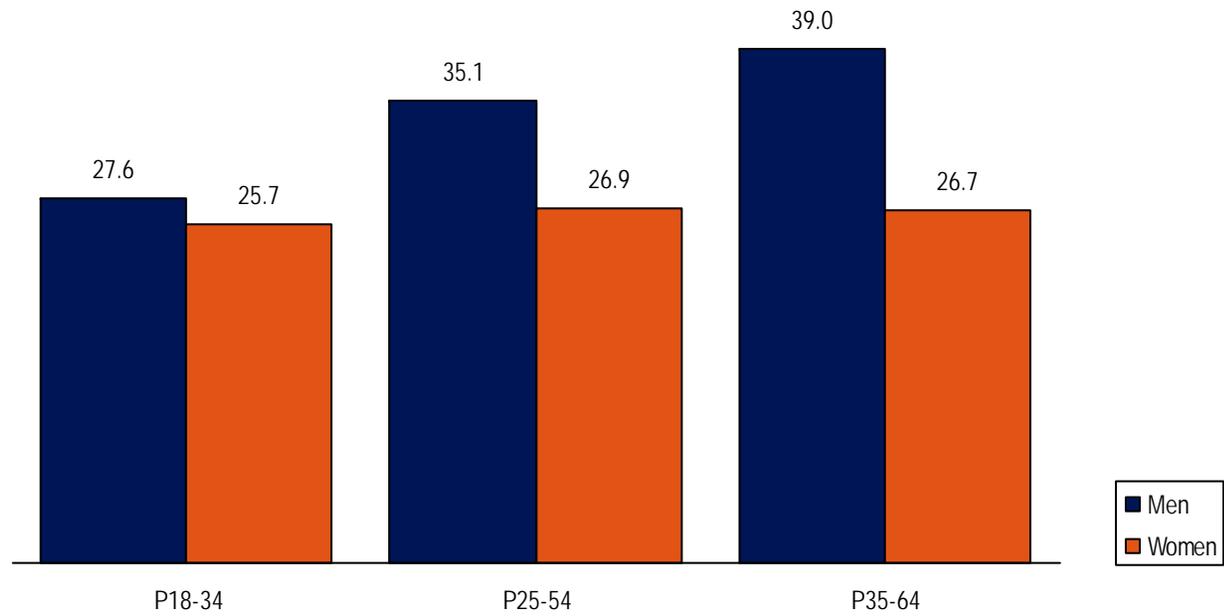


Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

Overnight Audience

Overnight listening increases along with age.

Cume Rating



Source: Puerto Rico Radio Market Report , Winter 2009, Monday-Sunday, Midnight-6AM.

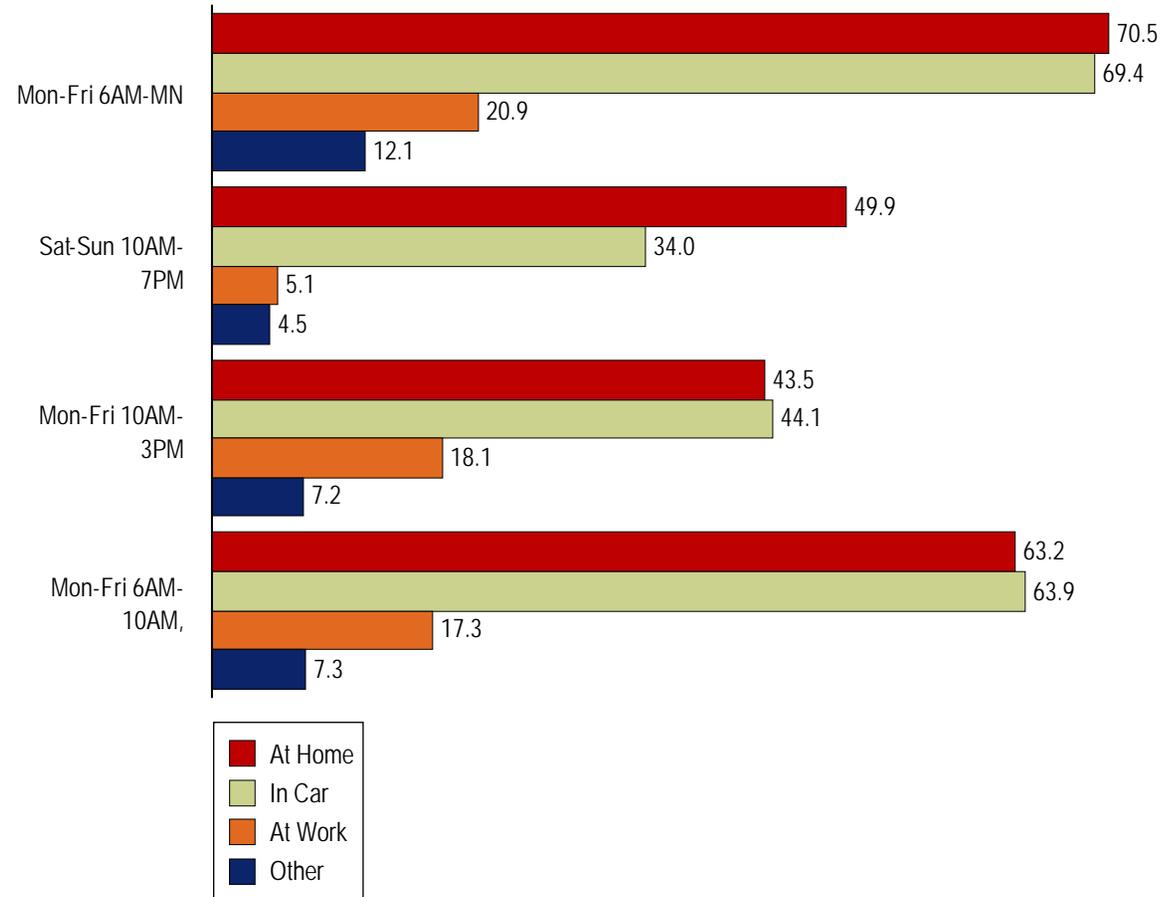
Listening Location

Almost 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.

Cume Rating

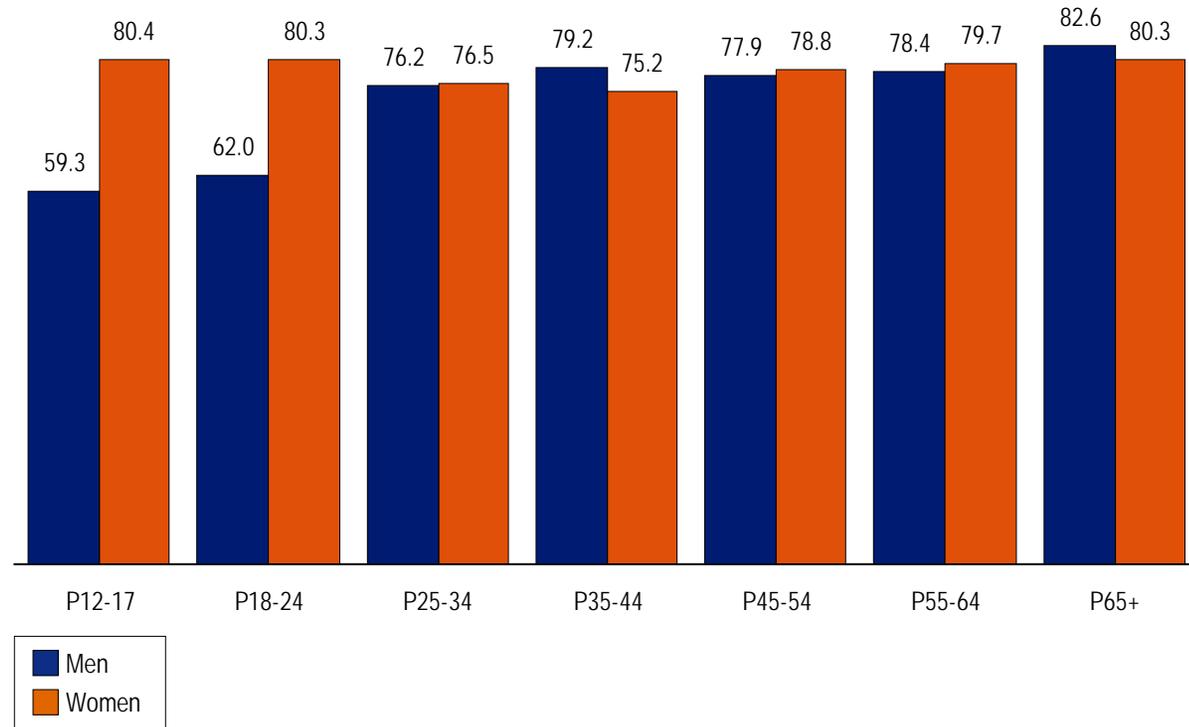


Source: Puerto Rico Radio Market Report, Winter 2009, P12+.

Radio is Strong on Weekends

Between 60 percent and 80 percent of all men and women can be reached on the weekends.

Cume Rating

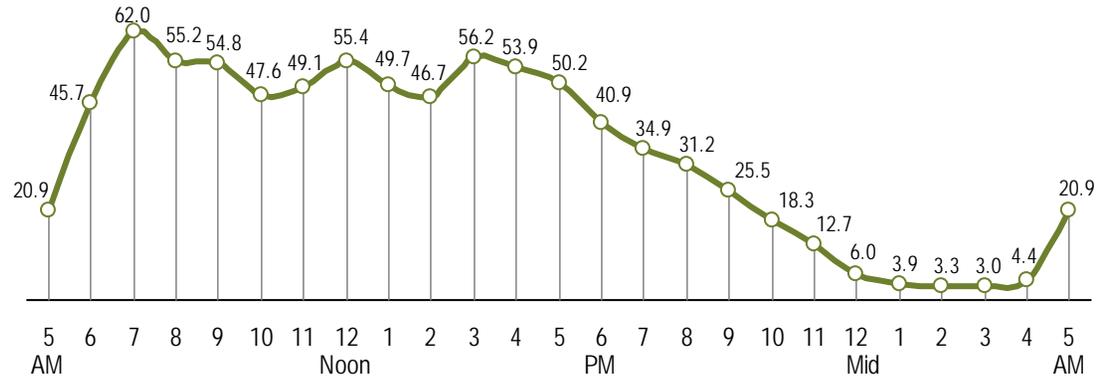


Source: Puerto Rico Radio Market Report, Winter 2009, P12+, Saturday-Sunday, 6AM-Midnight.

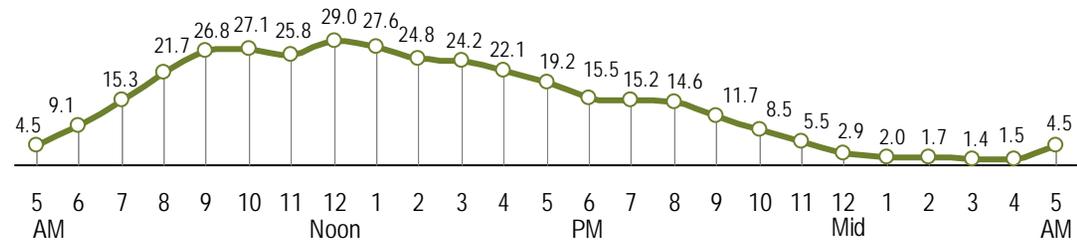
Hour By Hour Listening

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

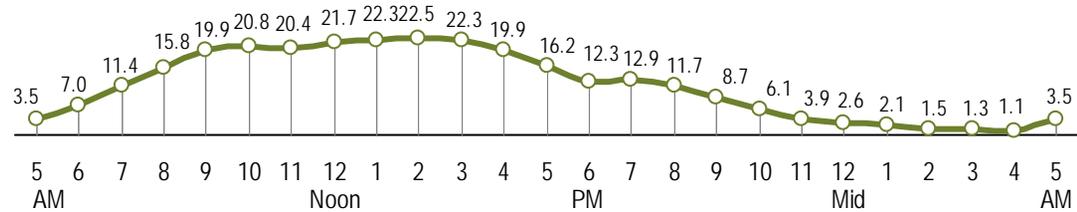
Cume Rating—Monday-Friday



Cume Rating—Saturday



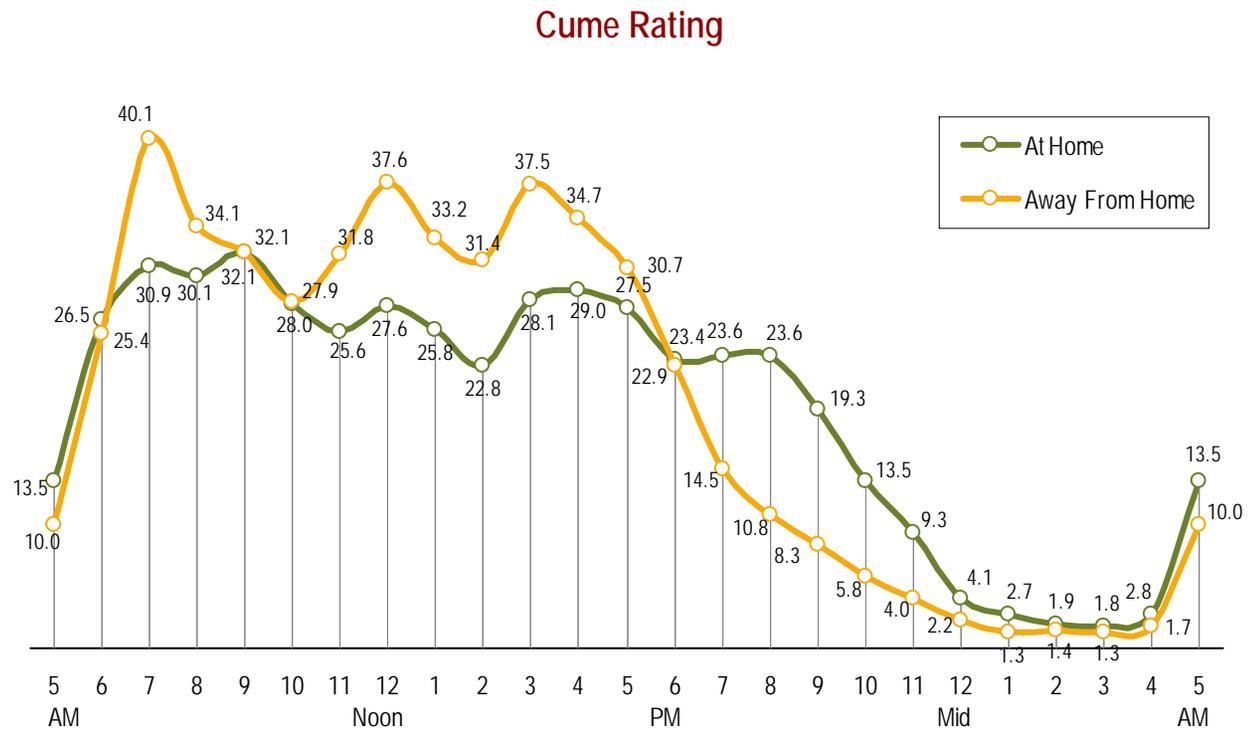
Cume Rating—Sunday



Source: Puerto Rico Radio Market Report, Winter 2009, P12+, 5AM-5AM.

At Home vs. Away from Home

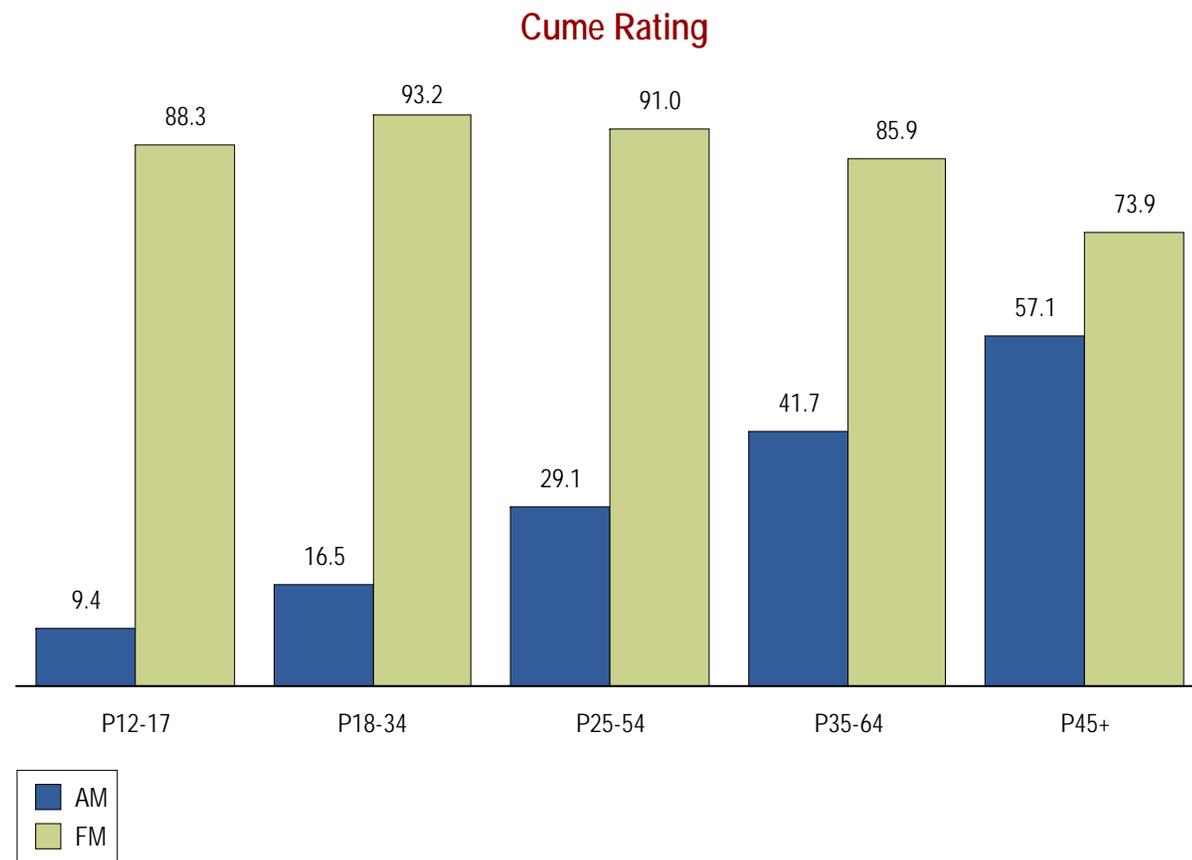
Listening has a different trend at home than away from home.



Source: Puerto Rico Radio Market Report, Winter 2009, 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.



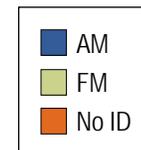
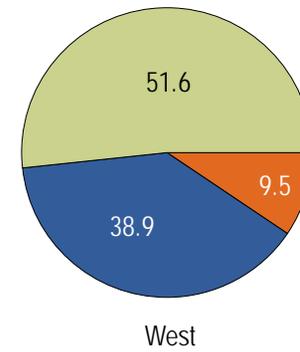
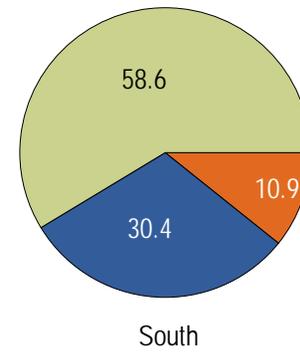
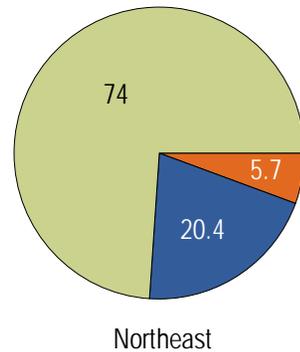
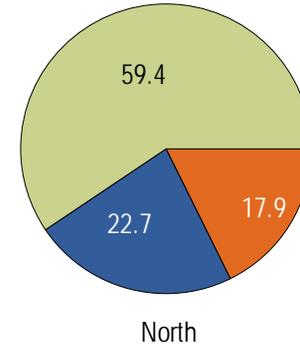
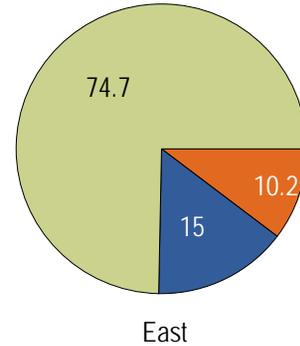
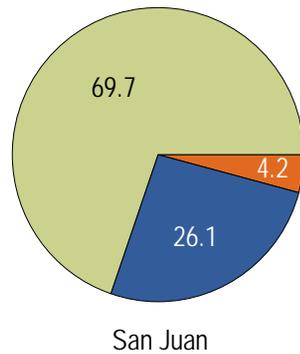
Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

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 West.

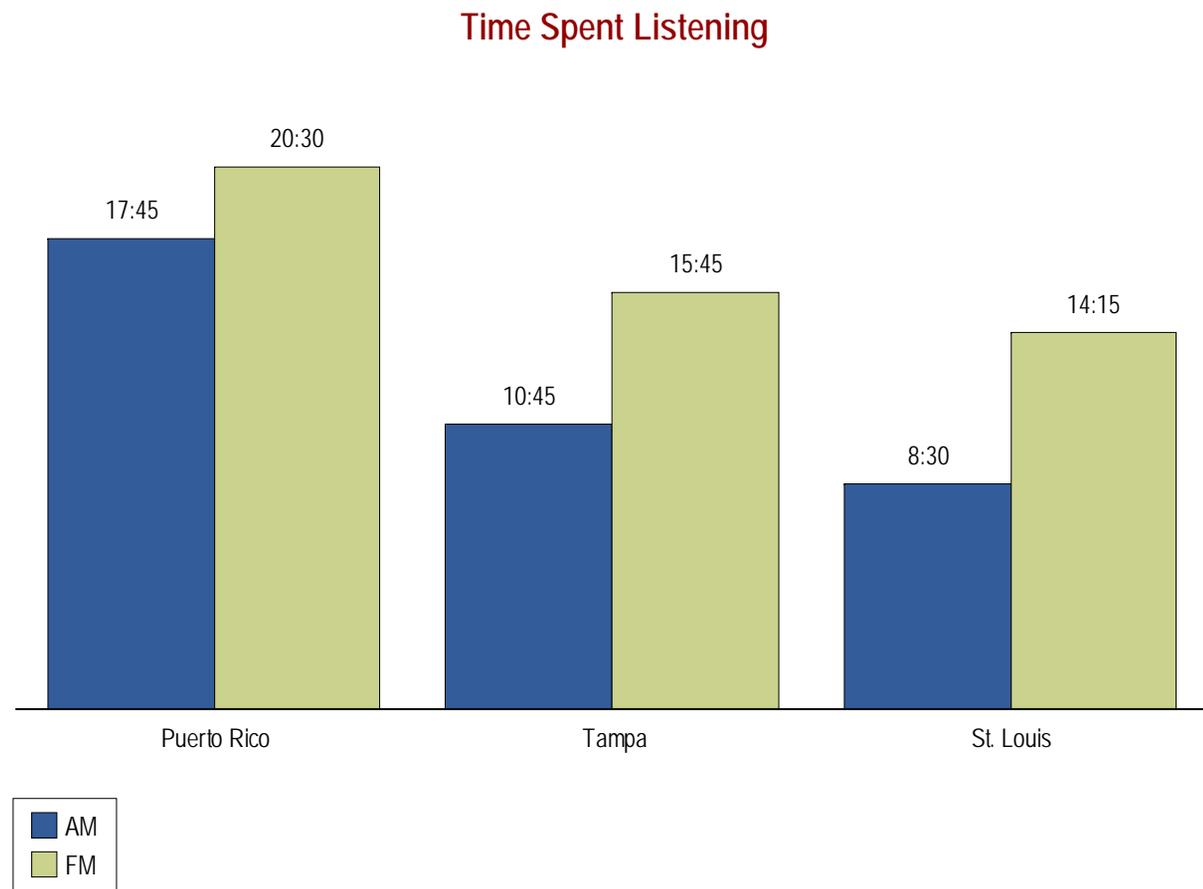
AQH Share, Persons 12+



Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

AM/FM Comparison Among Similar Arbitron-Ranked Markets

Overall, Puerto Ricans spend more time listening to radio than those in the Tampa-St. Petersburg-Clearwater Metro and listeners in St. Louis. Puerto Rico is ranked number 14, Tampa is ranked number 18 and St. Louis number 20.

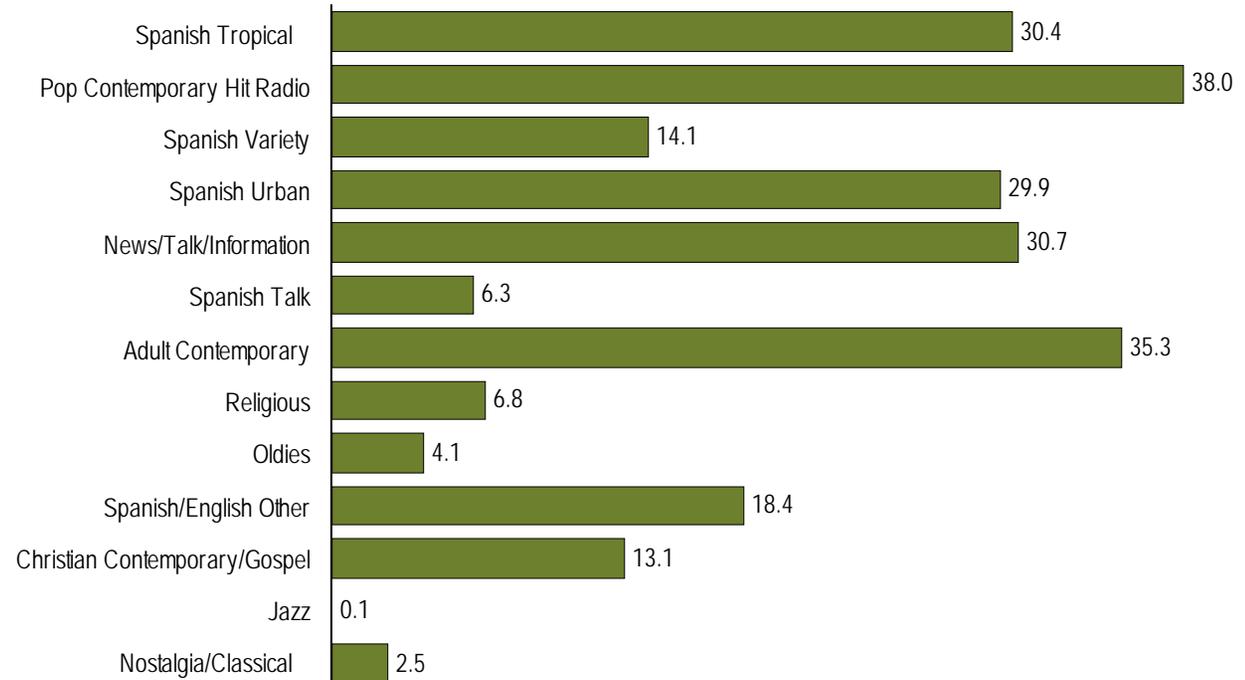


Source: Puerto Rico, Tampa-St. Petersburg-Clearwater, and St. Louis Radio Market Reports, Winter 2009, P12+, Monday-Sunday, 6AM-Midnight.

Format Listening in Puerto Rico

Pop Contemporary Hit Radio and Adult Contemporary are the most popular formats on the island, followed by News/Talk/Information.

Cume Rating

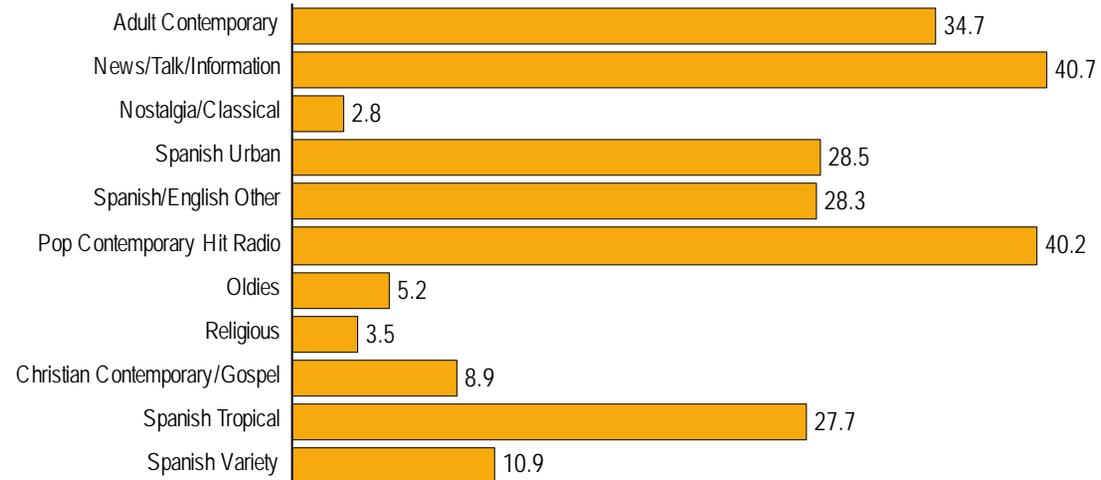


Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

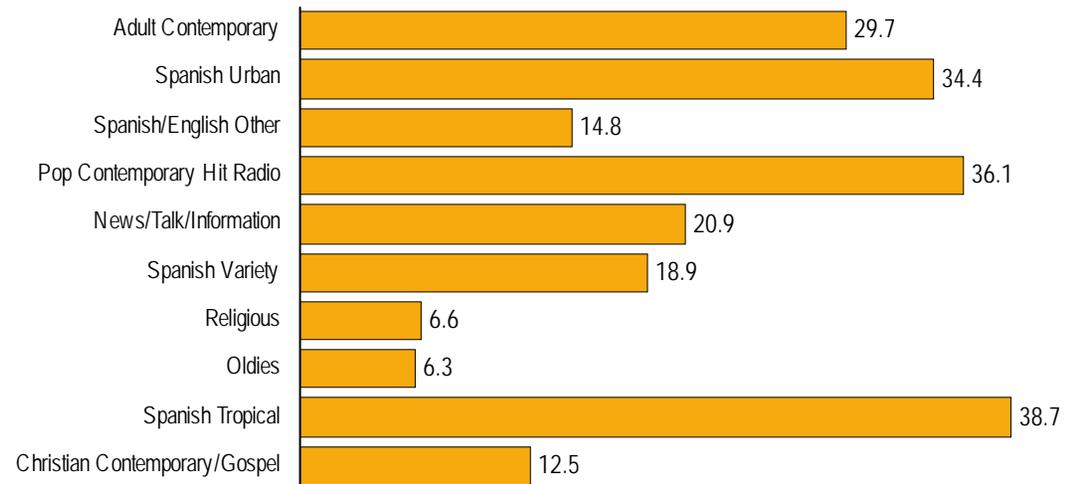
Format Listening by Region

Radio formats perform differently in different regions.

Cume Rating—San Juan



Cume Rating—East Area



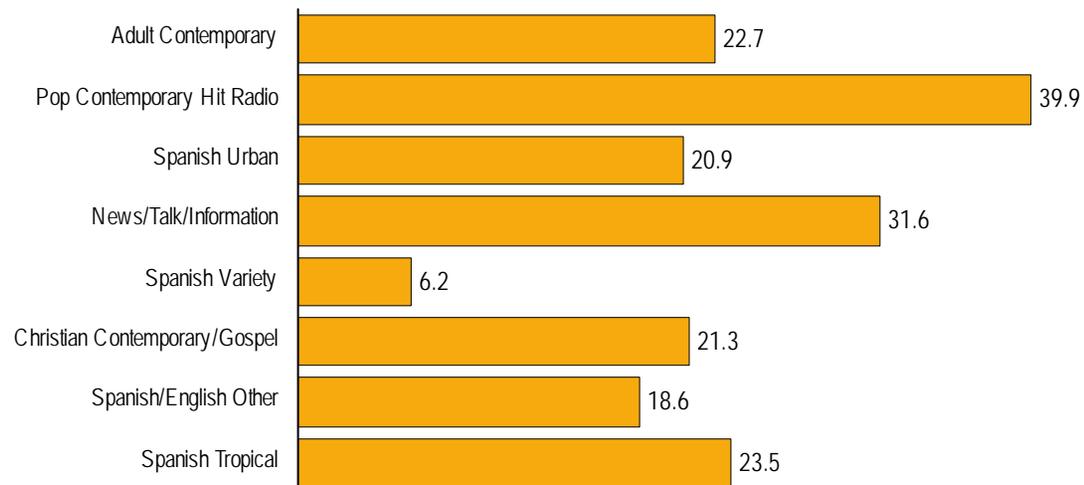
Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

Format Listening By Region continued ►

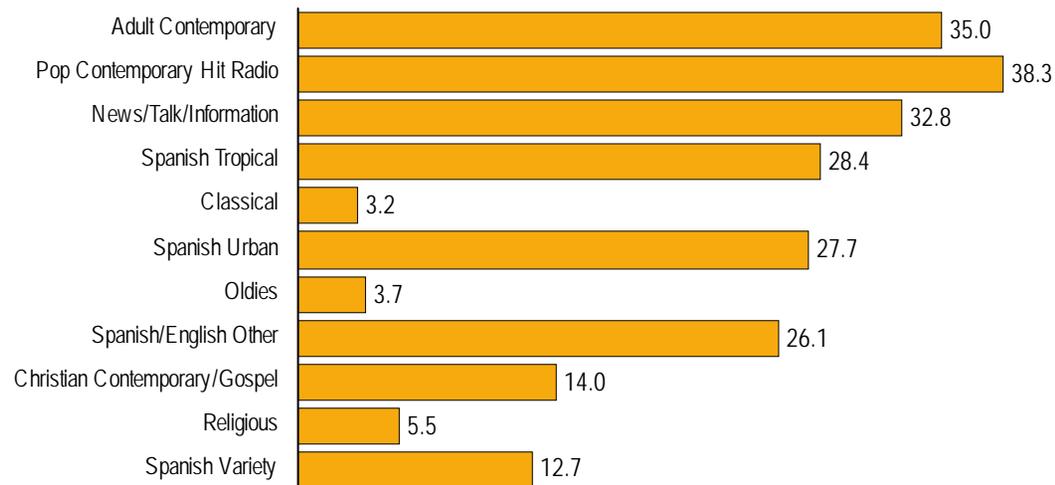
Format Listening by Region

(continued from page 16)

Cume Rating—North Area



Cume Rating—Northeast Area



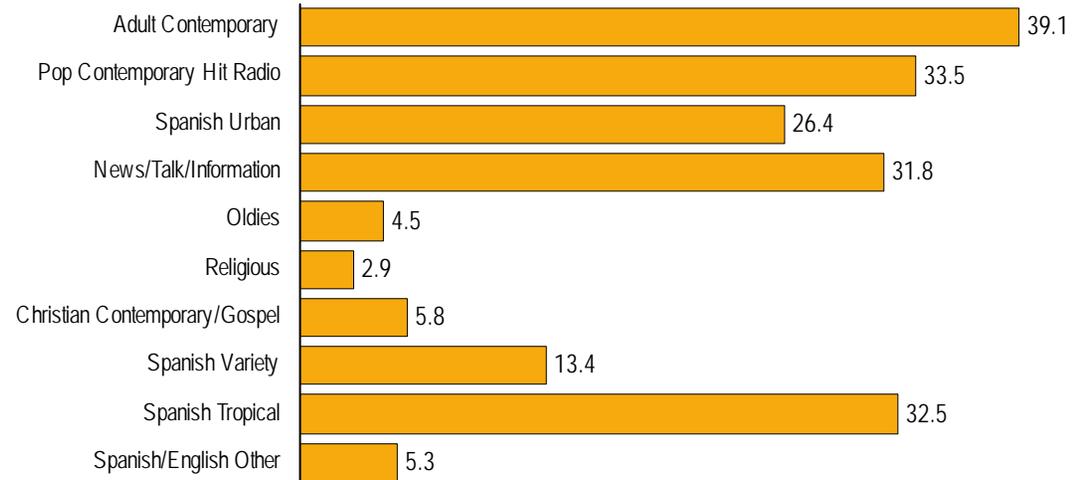
Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

Format Listening by Region continued ►

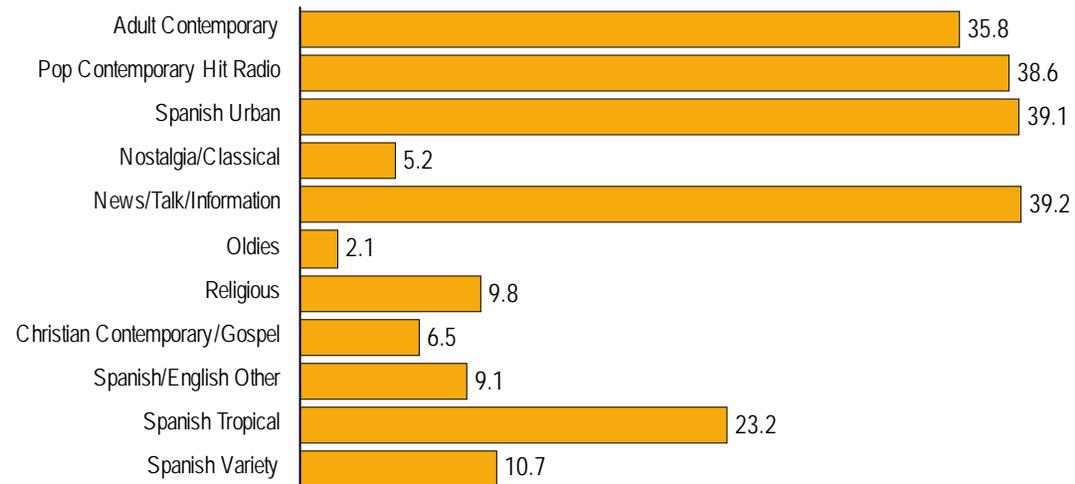
Format Listening by Region

(continued from page 17)

Cume Rating—South Area



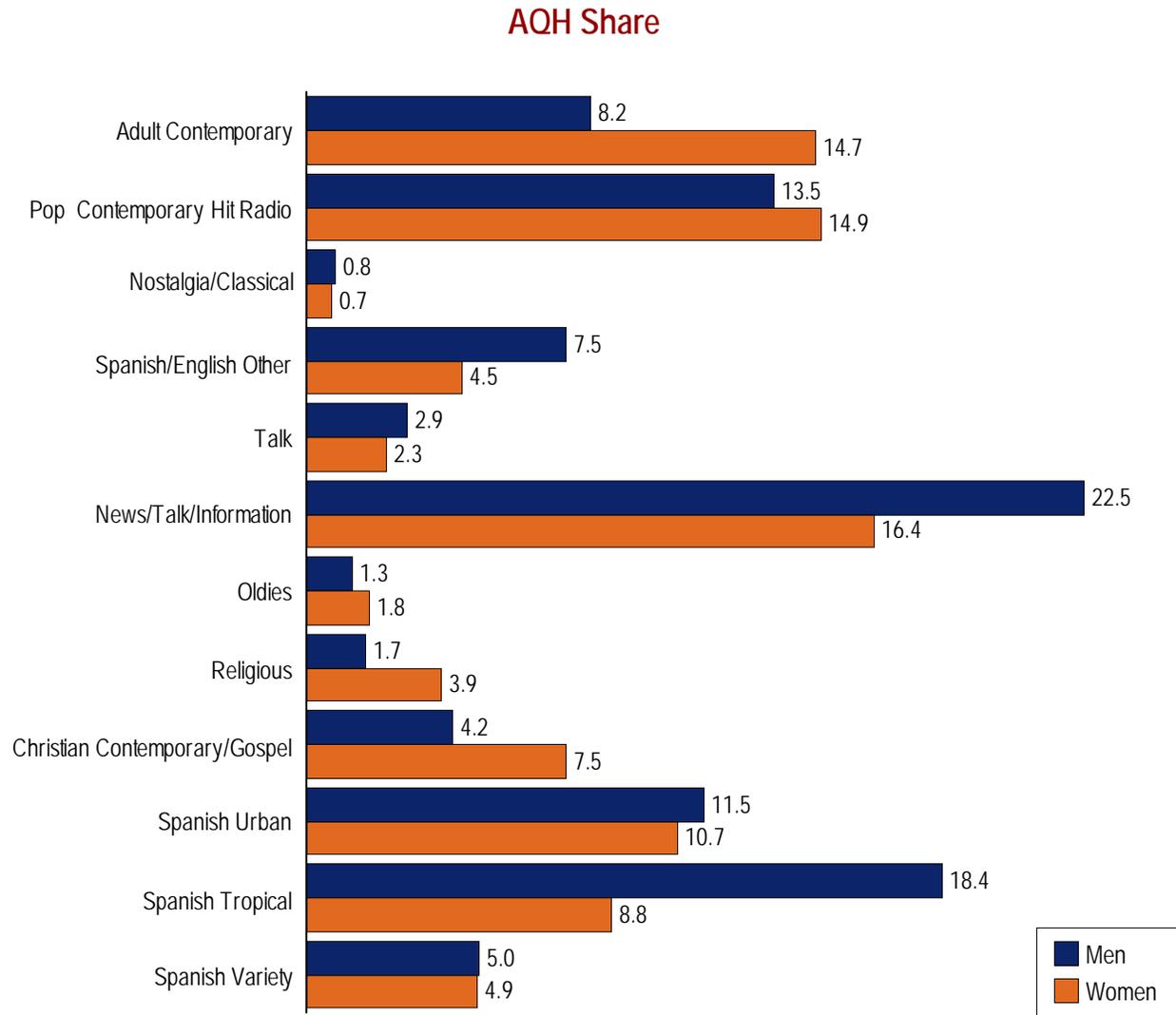
Cume Rating—West Area



Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight.

Format Shares by Sex

Males and females favor formats differently.

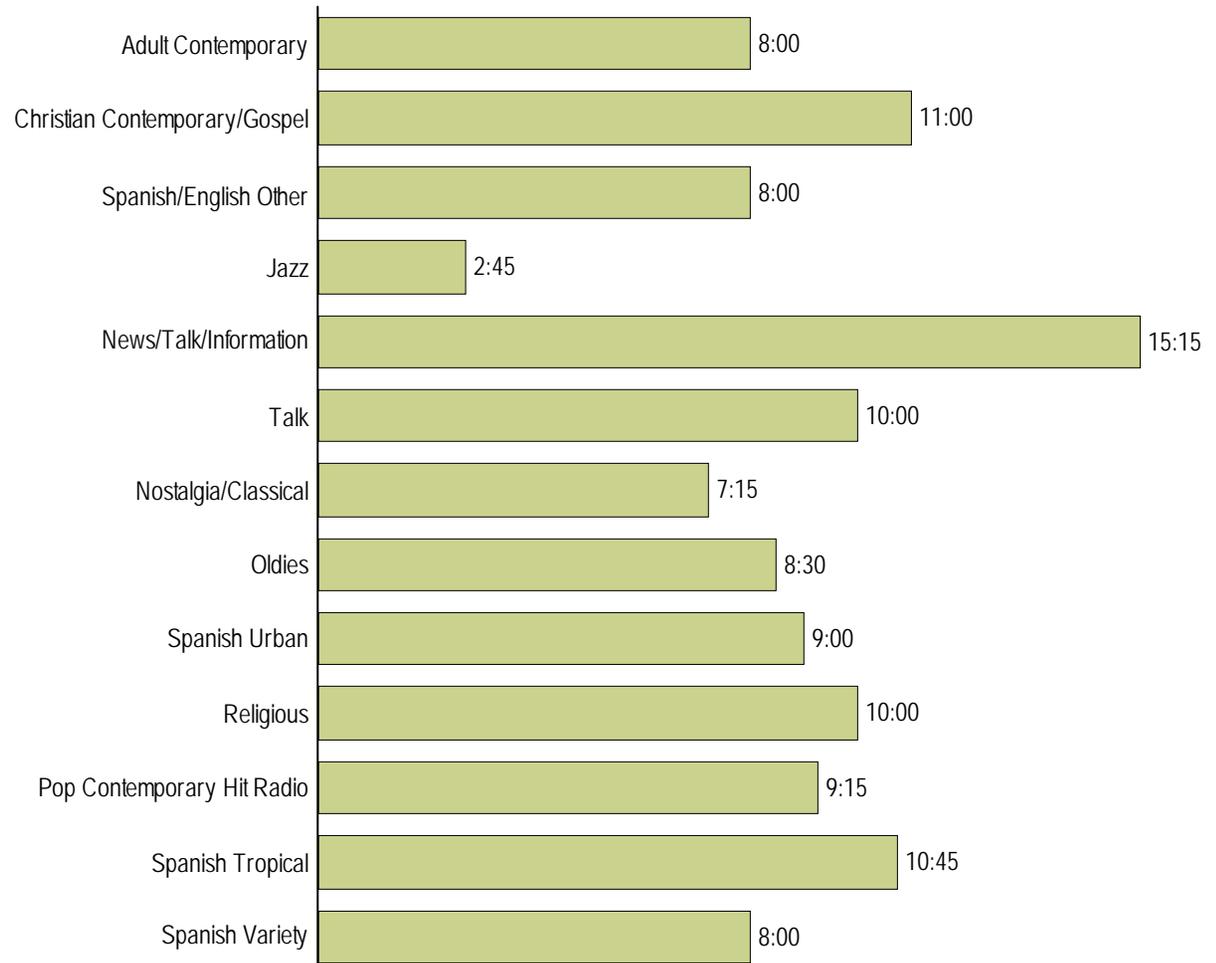


Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday, 6AM-Midnight, Men 12+, Women 12+.

Format by Time Spent Listening

Time Spent Listening changes with each format and each geography.

Time Spent Listening



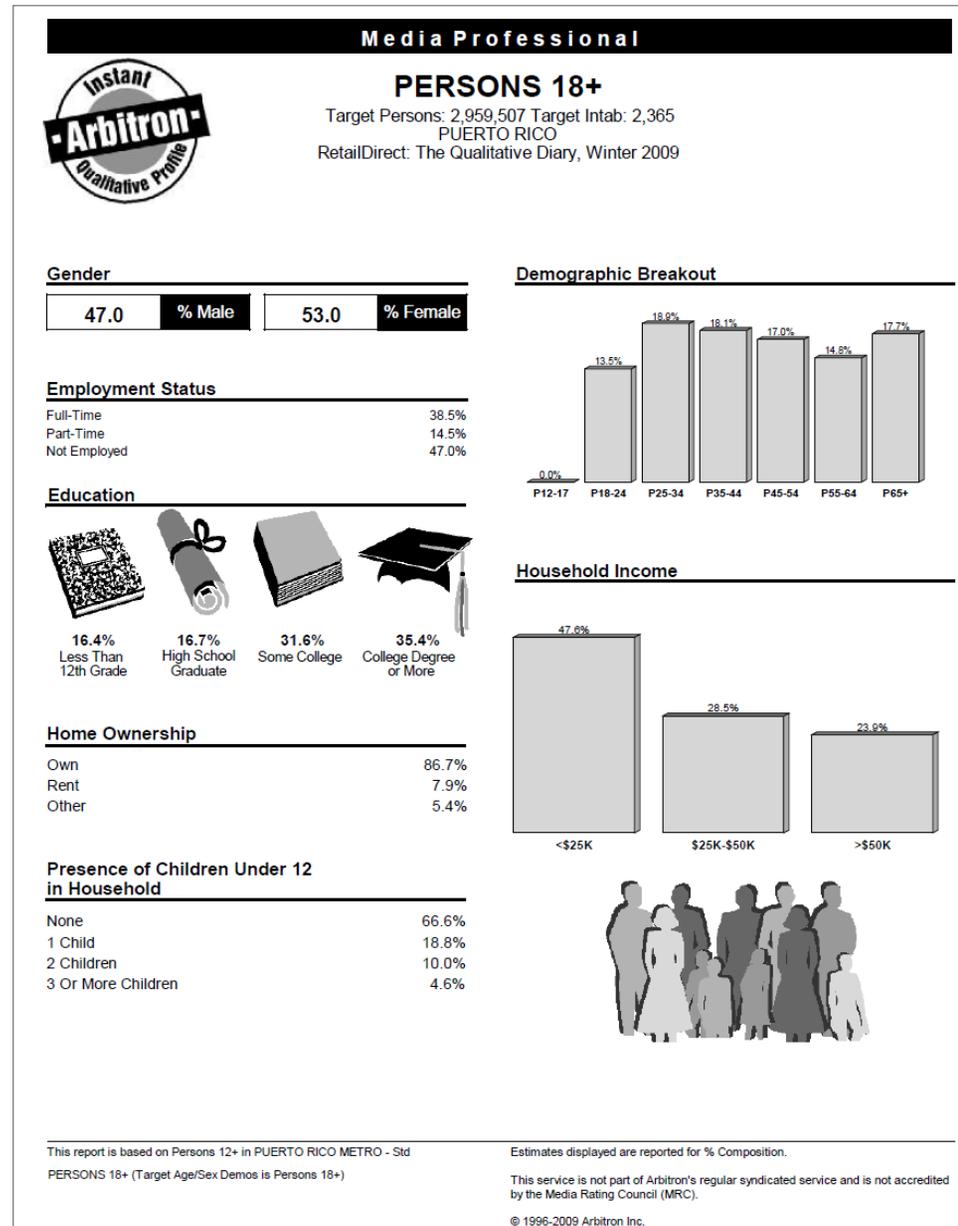
Source: Puerto Rico Radio Market Report, Winter 2009, Monday-Sunday 6AM-Midnight.

Puerto Rico: Qualitative Profile 18+

Puerto Rico Qualitative profile for persons 18+. Key Elements:

- 47% of the population 18+ are men and 53% are women.
- People between the ages of 25-44 form the highest demographic group.
- 38.5% have a full time job.
- 86.7% own their house.
- 35.4% have a college degree.
- Households with an annual income of \$25,000 or more are approximately 52% of the target group.

Source: Puerto Rico Radio Market Report. The Qualitative Diary, Winter 2009. P18+

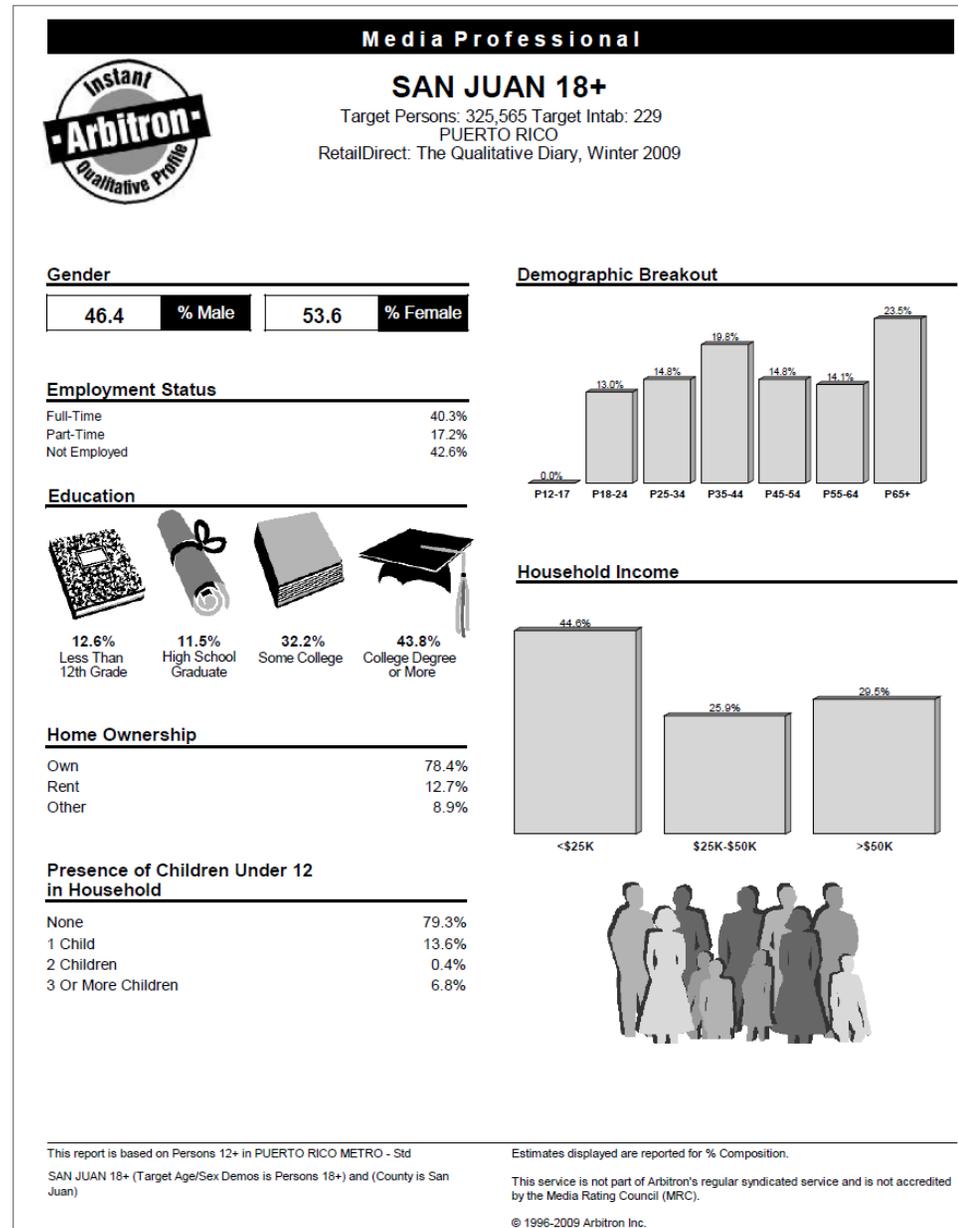


San Juan: Qualitative Profile 18+

Qualitative Profiles for persons 18+ differ according to the measured area. Key elements:

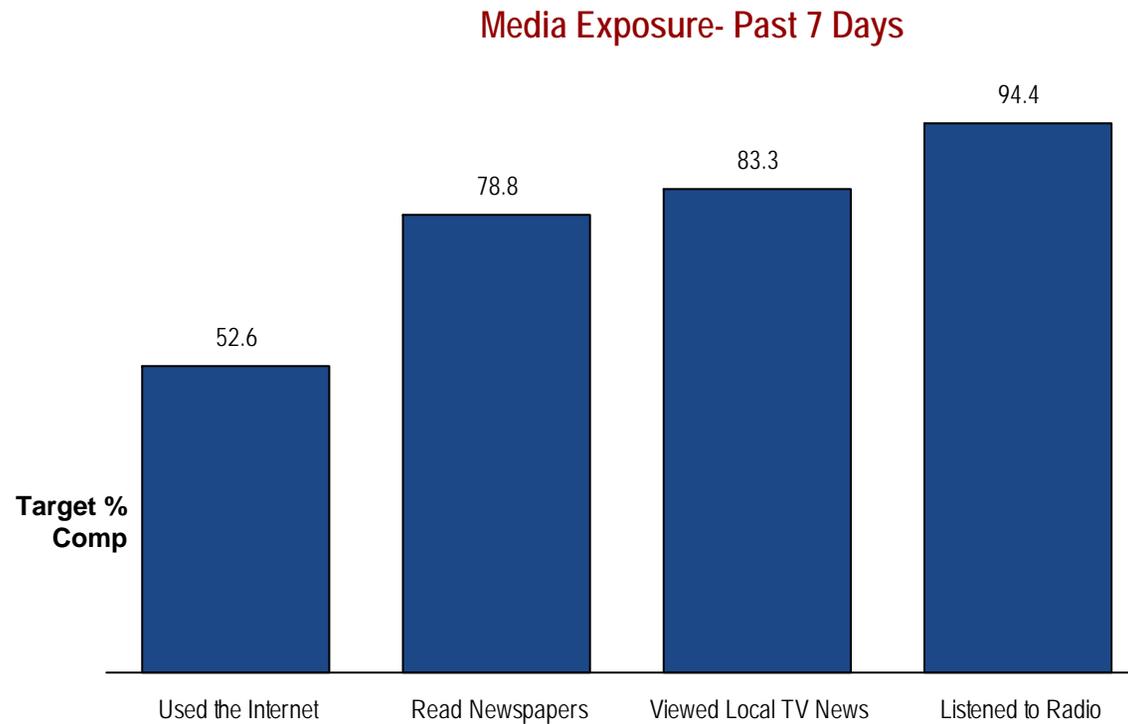
- 46.4% of the population 18+ are men and 53.6% are women.
- Persons 65 + form the highest demographic group in this area.
- 40.3% have a full time job.
- 78.4% own their house.
- 43.8% have a college degree.
- Households with an annual income of \$25,000 or more are approximately 55% of the group target.

Source: Puerto Rico Radio Market Report. The Qualitative Diary, Winter 2009. Demographics: P18+



Puerto Rico: Media Exposure During One Week

Among persons 12 years of age or older in Puerto Rico, 94.4% listened to radio the past 7 days. 52.6% used the Internet.

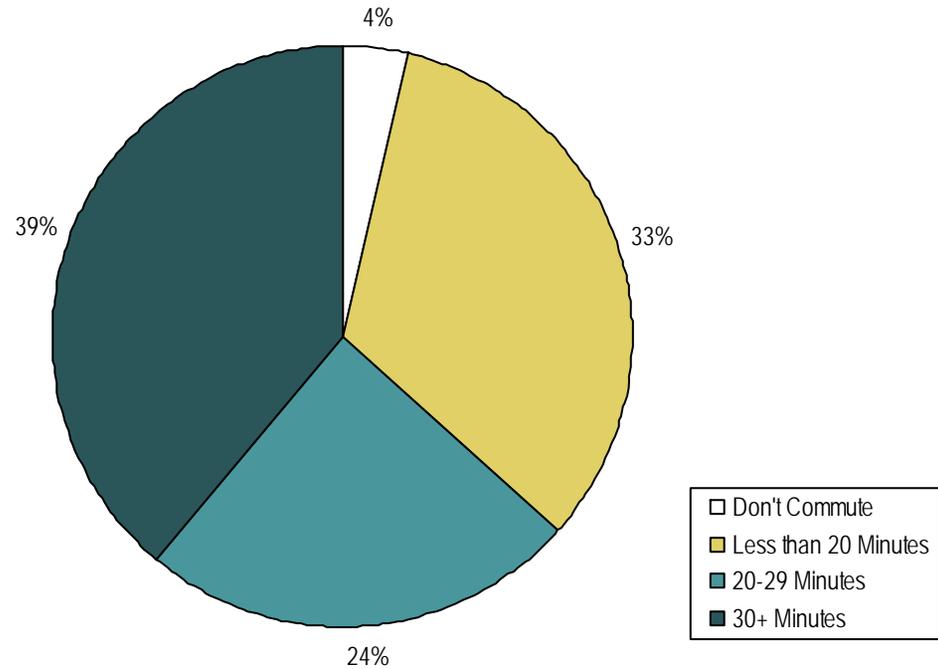


Source: Puerto Rico Radio Market Report. The Qualitative Diary, Winter 2009. Demographics: Persons 12+

Time Spent Traveling to Work One Way

Among working persons 18+ in Puerto Rico, 4% of people do not need to commute. 40% spend thirty minutes or more traveling to work.

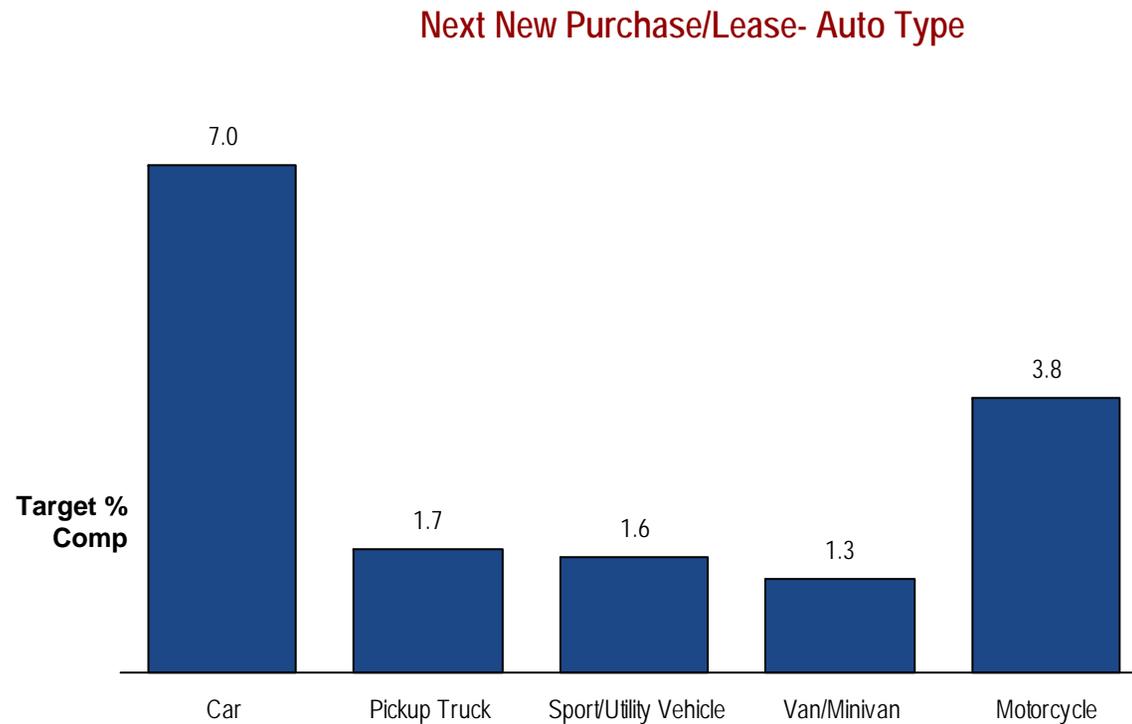
Time Spent Traveling To Work One Way



Source: Puerto Rico Radio Market Report. The Qualitative Diary, Winter 2009. P18+ and employed.

Puerto Rico Preferences: Automotive

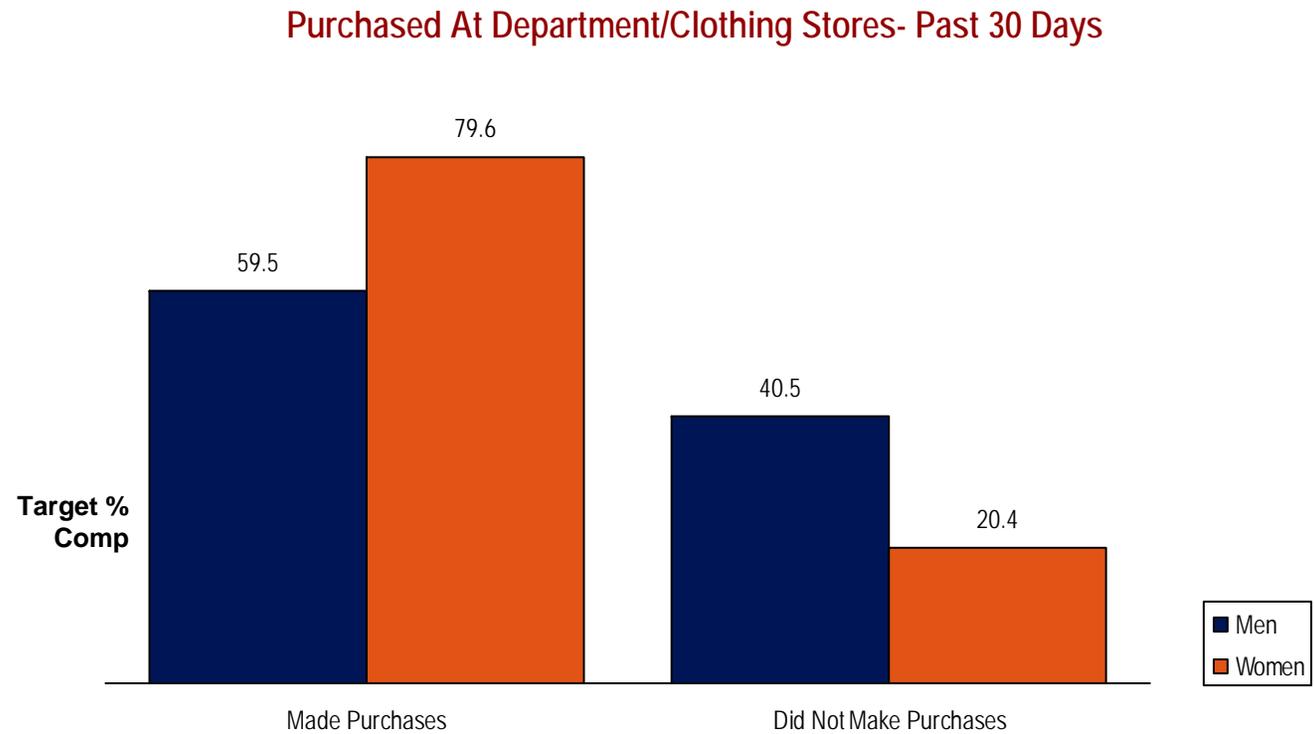
Among persons 18+ in Puerto Rico, 7% plan to purchase or lease a new automobile, followed by 3.8% that plan to purchase or lease a new motorcycle.



Source: Puerto Rico Radio Market Report. The Qualitative Diary, Winter 2009. P18+

Puerto Rico Preferences: Department Stores Purchases

Among persons 18+ that made purchases at department/clothing stores during the past month, 79.6% were women and 59.5% were men. Only 20.4% of women did not make any purchases.

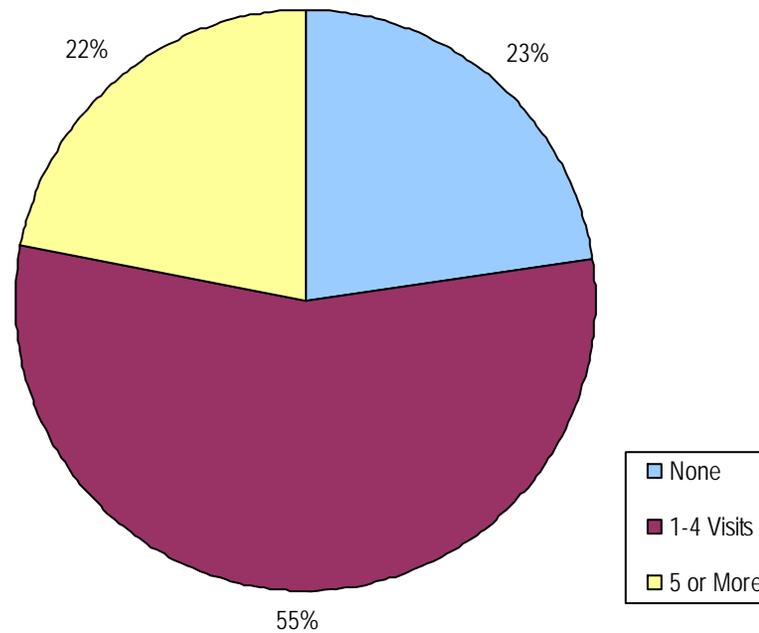


Source: Puerto Rico Radio Market Report. The Qualitative Diary, Winter 2009. Women 18+, Men 18+

Puerto Rico: Quick Service Restaurant Visits

Among persons 12+ in Puerto Rico. A total of 77% have visited a quick service restaurant in the past 30 days. 23% have not visited this type of restaurants.

Have Visited Quick Service Restaurants- Past 30 Days



Source: Puerto Rico Radio Market Report. The Qualitative Diary, Winter 2009. P12+



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MCL-09-04345 9/09

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