



Puerto Rico Radio Today

How Puerto Rico Listens to Radio

2012 Edition

INFORMATION FOR BROADCASTERS, AGENCIES, AND ADVERTISERS |

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.

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

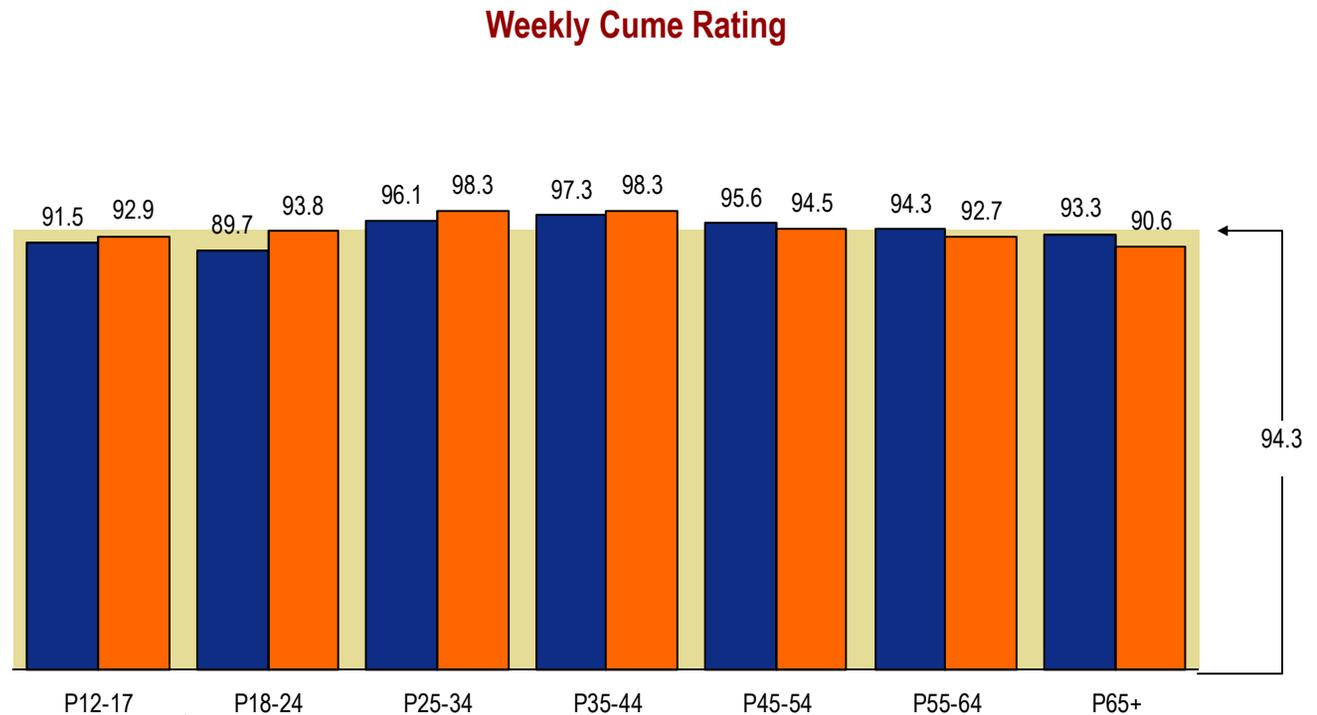
AM/FM Listening	12
AM/FM Share of Listening by Region	13
AM/FM Comparison Among Similar Arbitron-Ranked Markets	14
Format Listening in Puerto Rico	15
Format Listening by Region	16
Format Shares by Sex	19
Format by Time Spent Listening	20

Qualitative Information About Puerto Rico

Puerto Rico: Qualitative Profile 18+	21
San Juan: Qualitative Profile 18+	22
Puerto Rico: Media Exposure During One Week	23
Time Spent Traveling to Work One Way	24
Puerto Rico Preferences: Automotive	25
Puerto Rico Preferences: Department Store Purchases	26
Puerto Rico: Quick Service Restaurant Visits	27

Radio Reaches All Ages

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



How To Read:

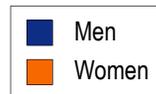
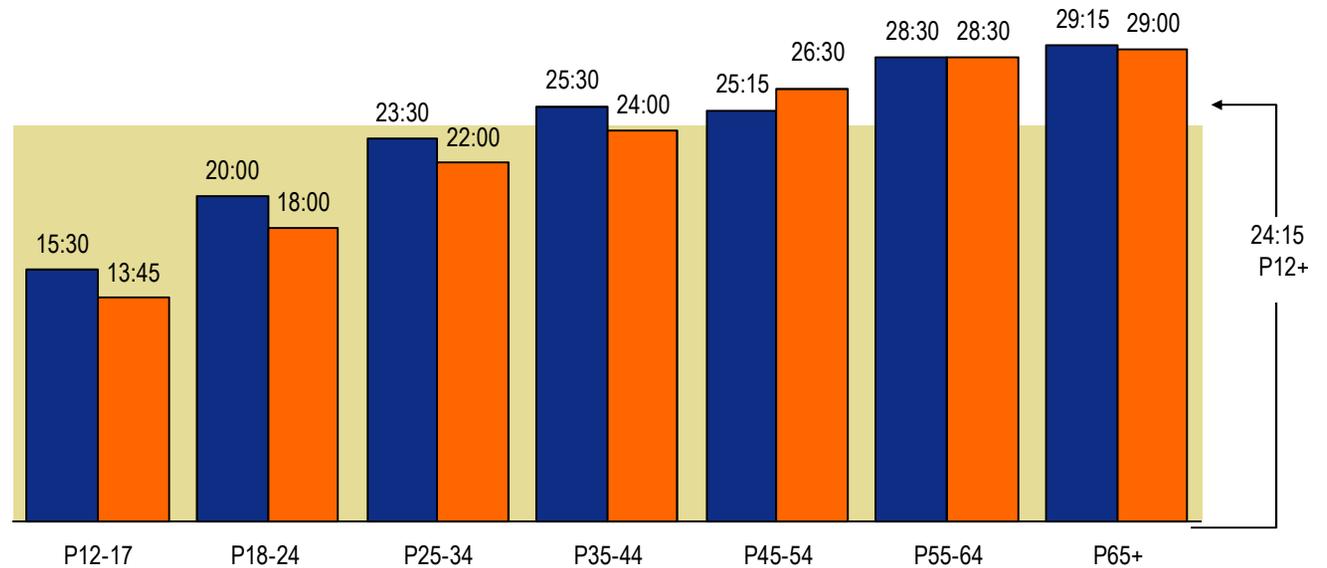
These figures represent “Weekly Cume Ratings.” For example, 98.3% of women aged 25-34 in Puerto Rico tune to the radio at least once between the hours of 6AM and Midnight, Monday through Sunday of an average week. The yellow background represents the average of people, at least 12 years old, who listen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

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

Time Spent Listening

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

**Time Spent Listening
Hours and Minutes per Week**

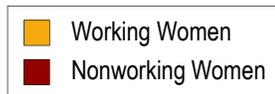
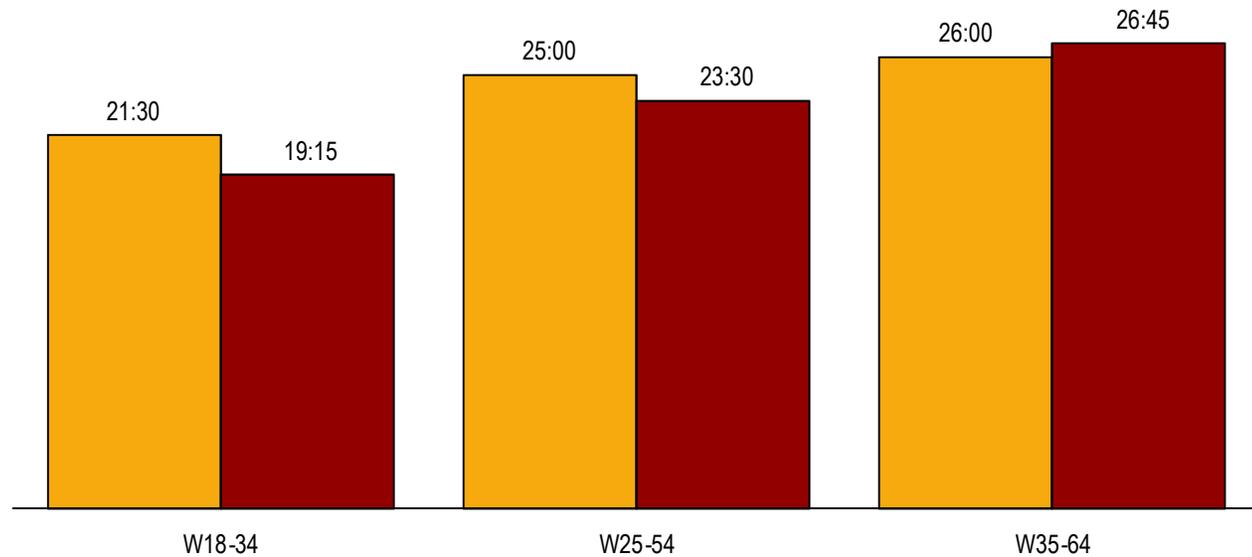


Source: Puerto Rico Radio Market Report, Fall 2011, Monday-Sunday, 6AM-Midnight.

Working Women

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

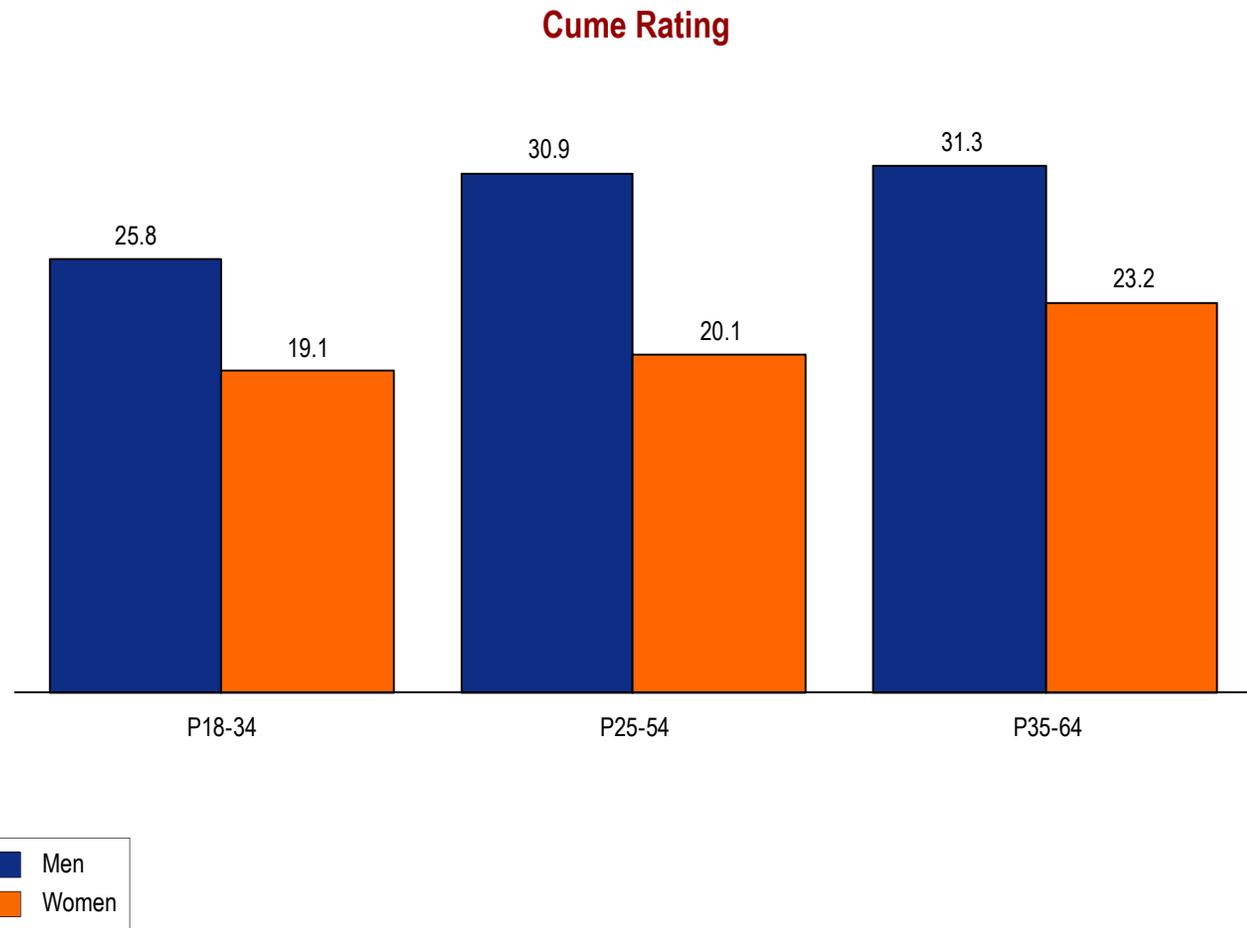
Time Spent Listening



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

Overnight Listening

Overnight listening increases with age.



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

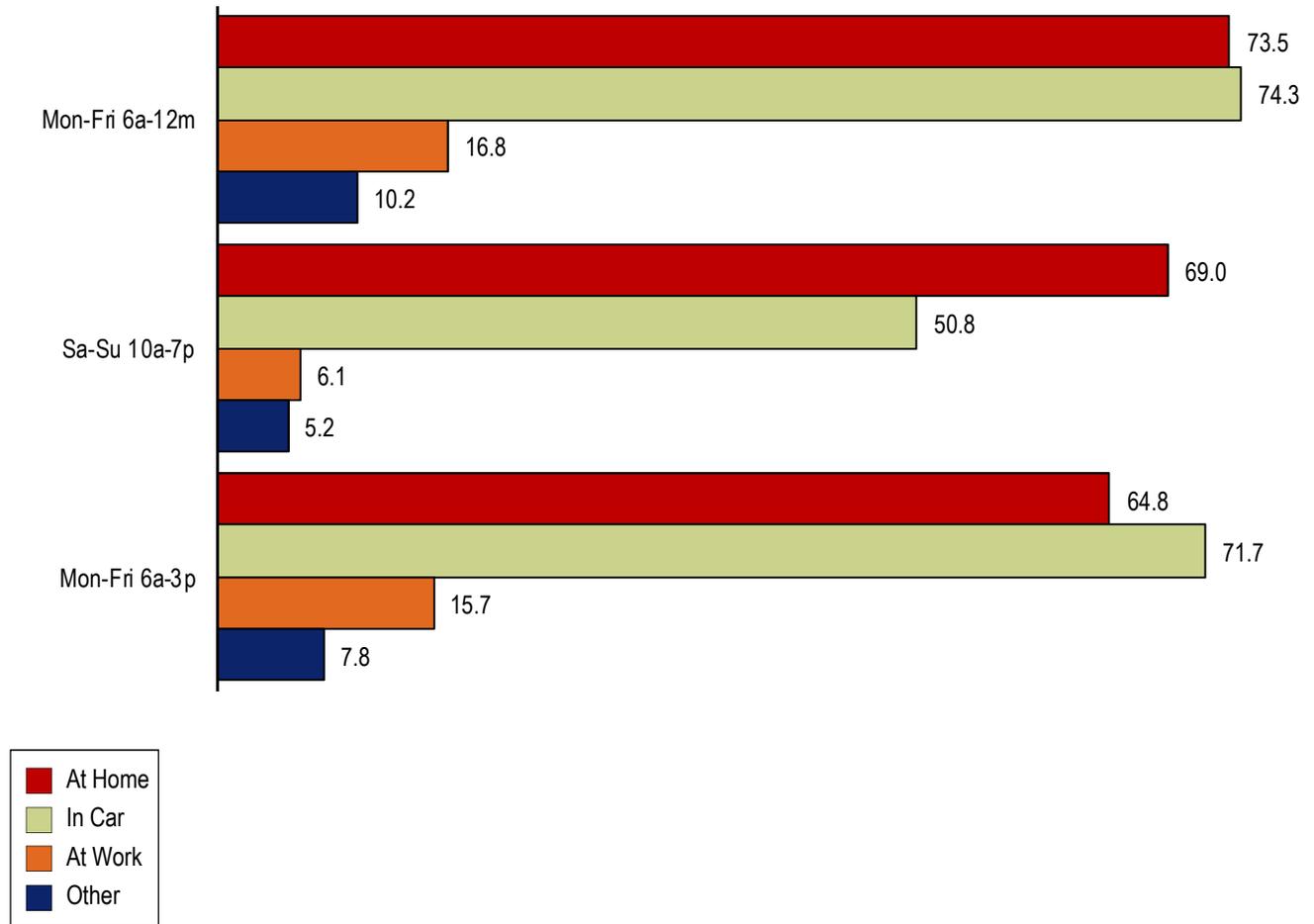
Listening Location

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.

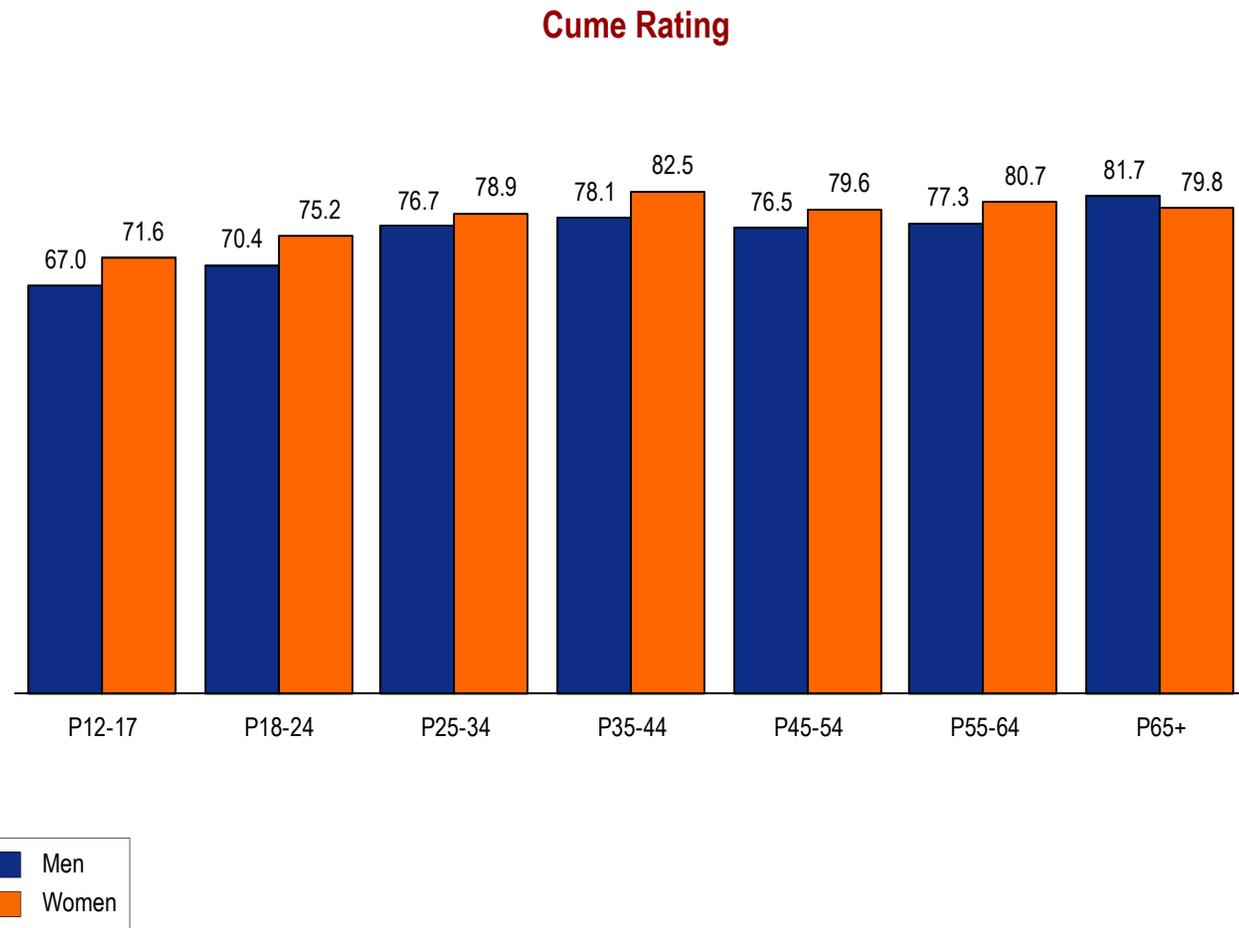
Cume Rating



Source: Puerto Rico Radio Market Report, Fall 2011.
P12+.

Radio Is Strong on Weekends

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

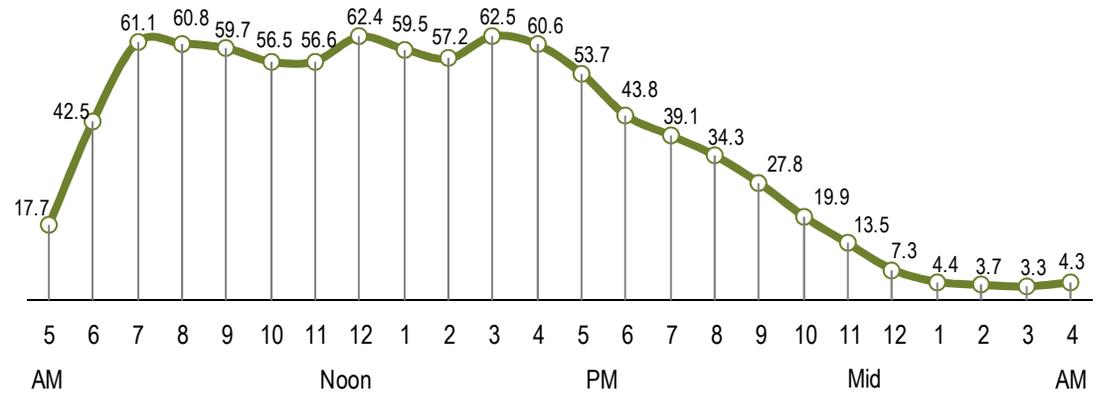


Source: Puerto Rico Radio Market Report, Fall 2011, P12+, Saturday-Sunday, 6AM-Midnight.

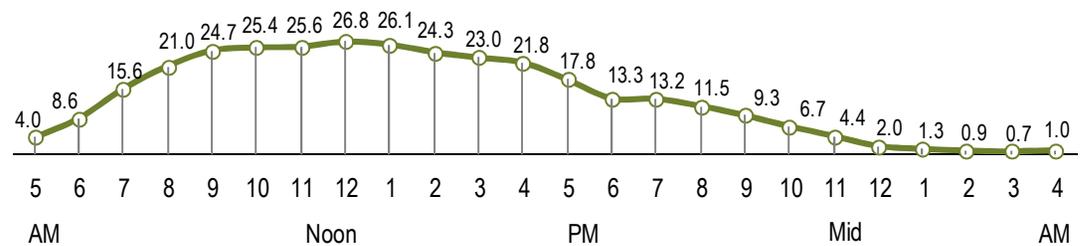
Hour-By-Hour Listening

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

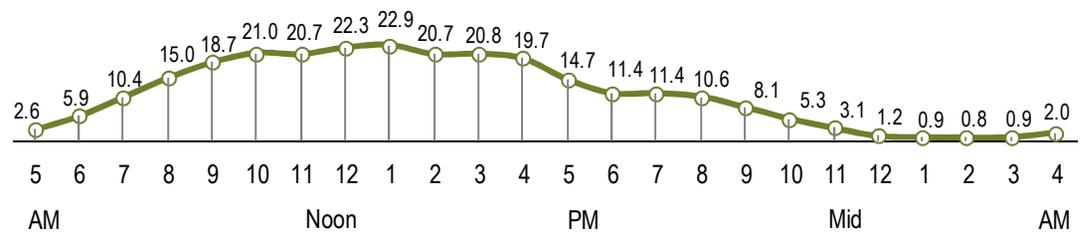
Cume Rating—Monday-Friday



Cume Rating—Saturday



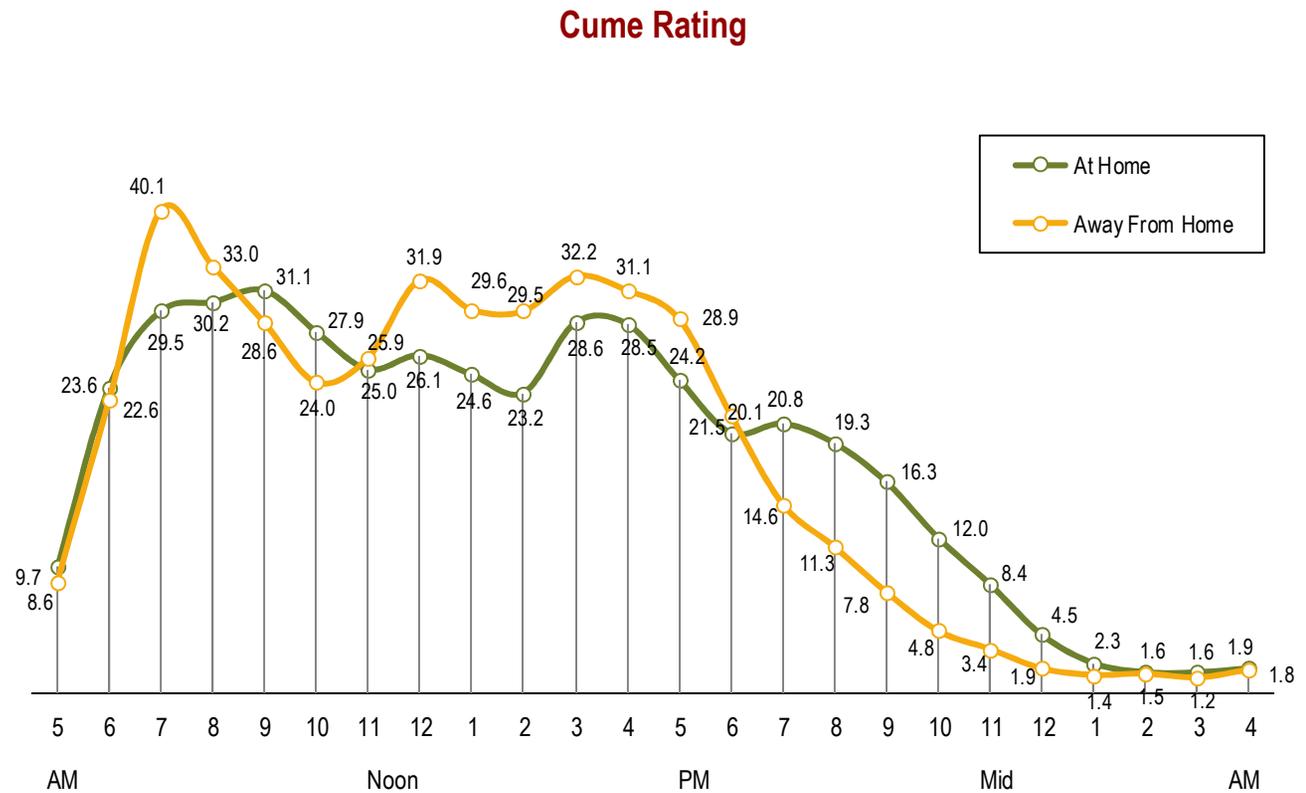
Cume Rating—Sunday



Source: Puerto Rico Radio Market Report, Fall 2011, P12+, 5AM-5AM.

At Home vs. Away From Home

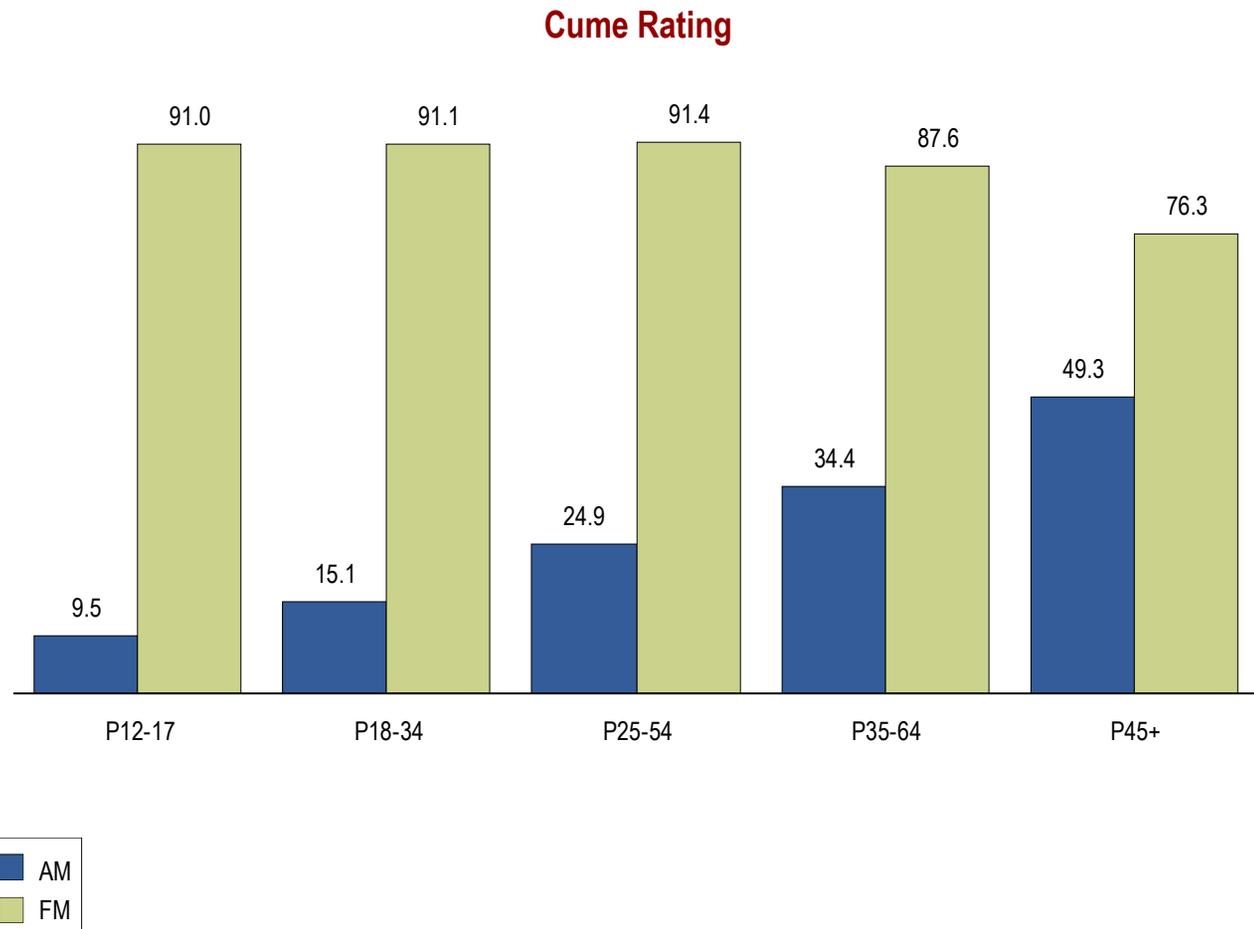
Hour-by-hour listening has a different trend at home vs. away from home.



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.



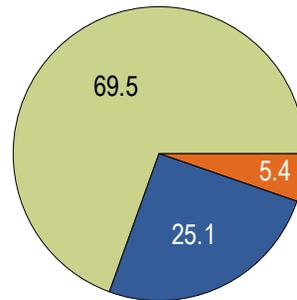
Source: Puerto Rico Radio Market Report, Fall 2011, Monday-Sunday, 6AM-Midnight.

AM/FM Share of Listening by Region

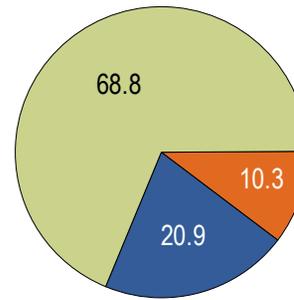
AM/FM share of listening varies among the different regions of Puerto Rico.

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

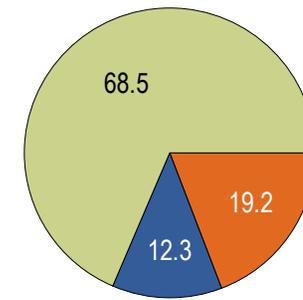
AQH Share, Persons 12+



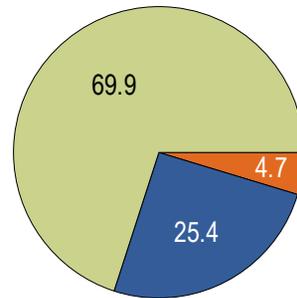
San Juan



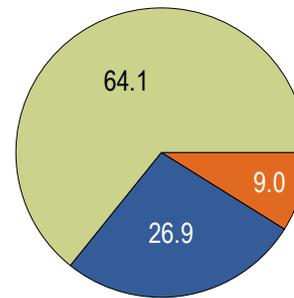
East



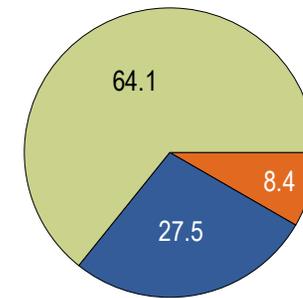
North



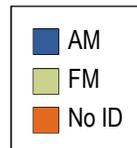
Northeast



South



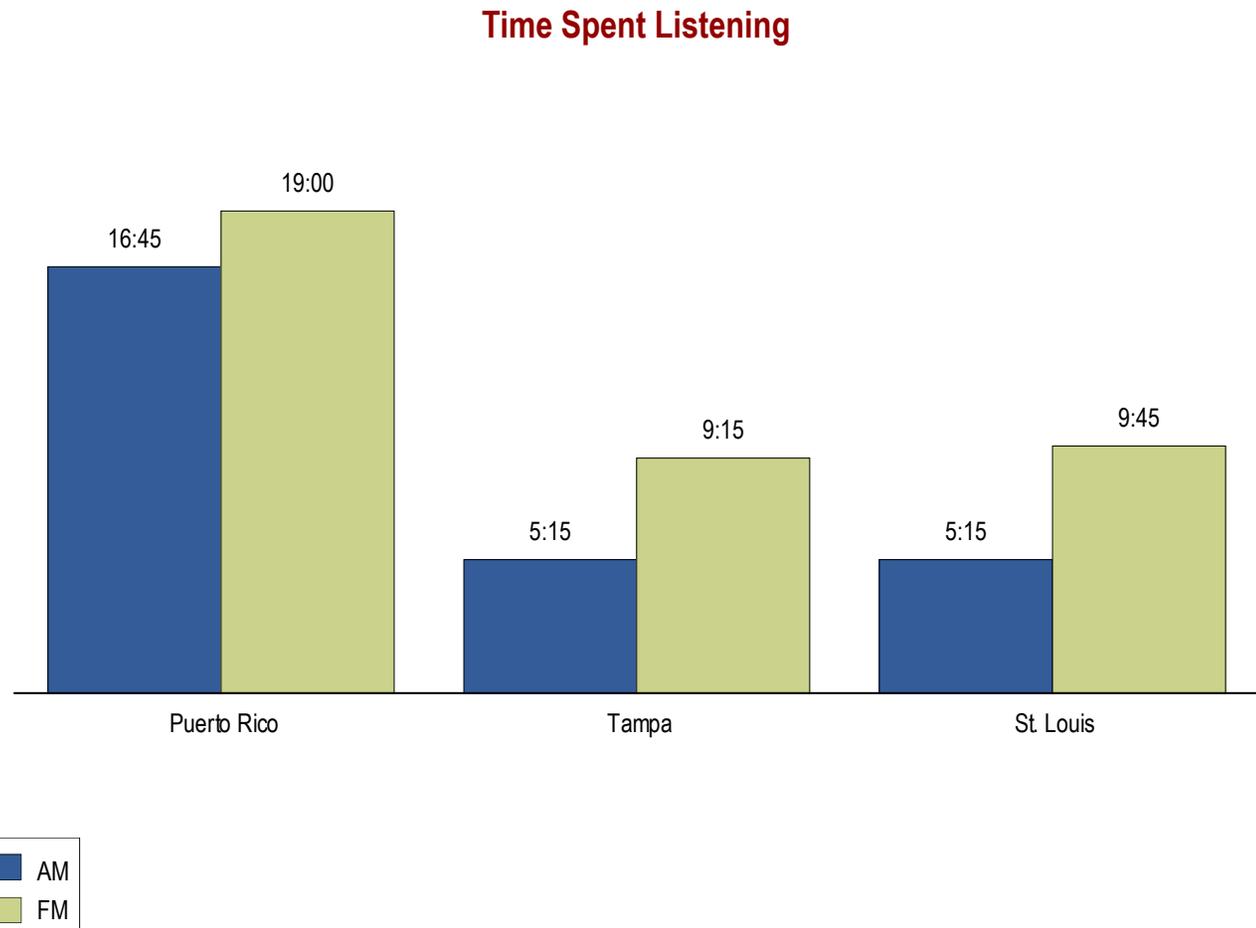
West



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

AM/FM Comparison Among Similar Arbitron-Ranked Markets

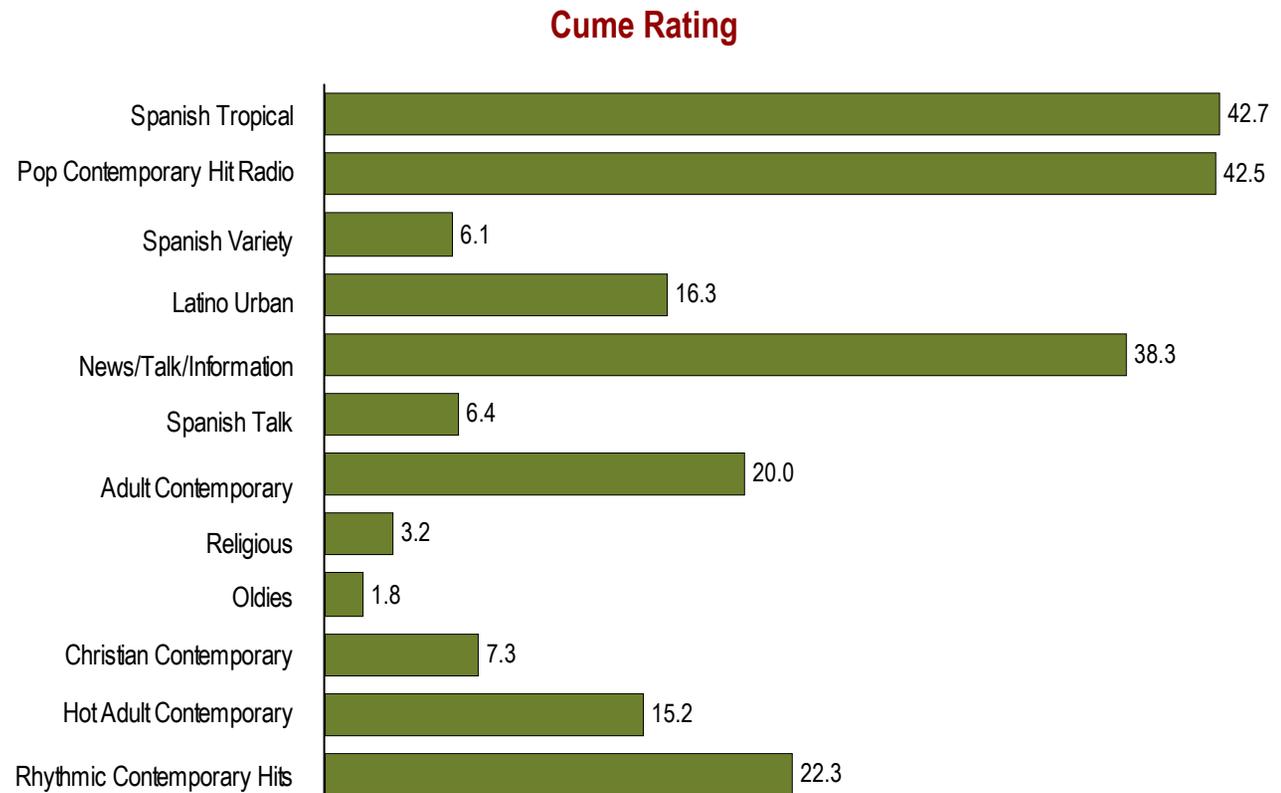
Puerto Ricans listen to more radio than most U.S. mainland consumers. For example, Puerto Ricans listen to twice as much FM radio and more than three times as much AM than consumers in the Tampa-St. Petersburg-Clearwater Metro.



Source: Puerto Rico, Tampa-St. Petersburg-Clearwater, and St. Louis Radio Market Reports, Fall 2011, P12+, Monday-Sunday, 6AM-Midnight.

Format Listening in Puerto Rico

Spanish Tropical, Pop CHR, and News/Talk/Information are the most popular formats on the island, followed by Rhythmic CHR radio.

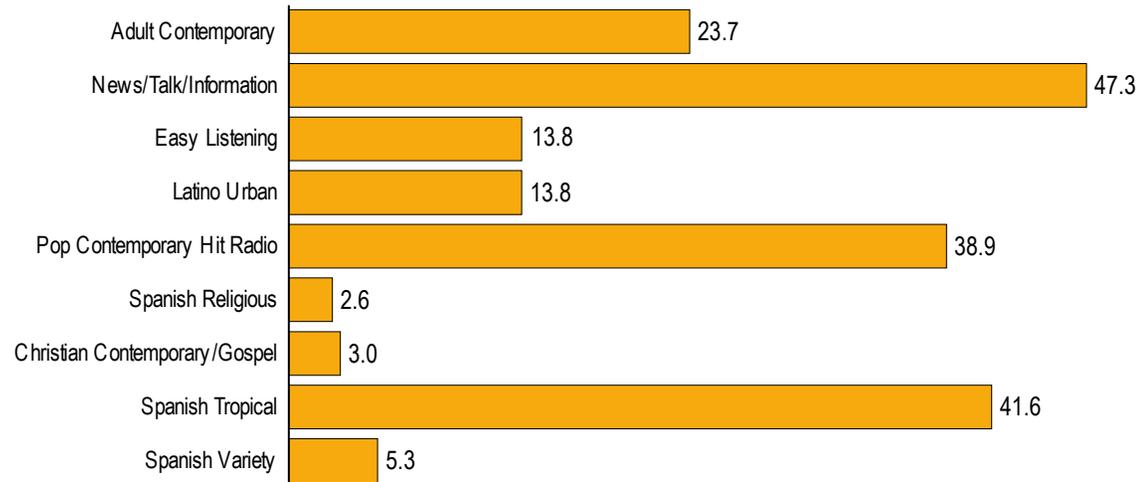


Source: Puerto Rico Radio Market Report, Fall 2011,
Monday-Sunday, 6AM-Midnight

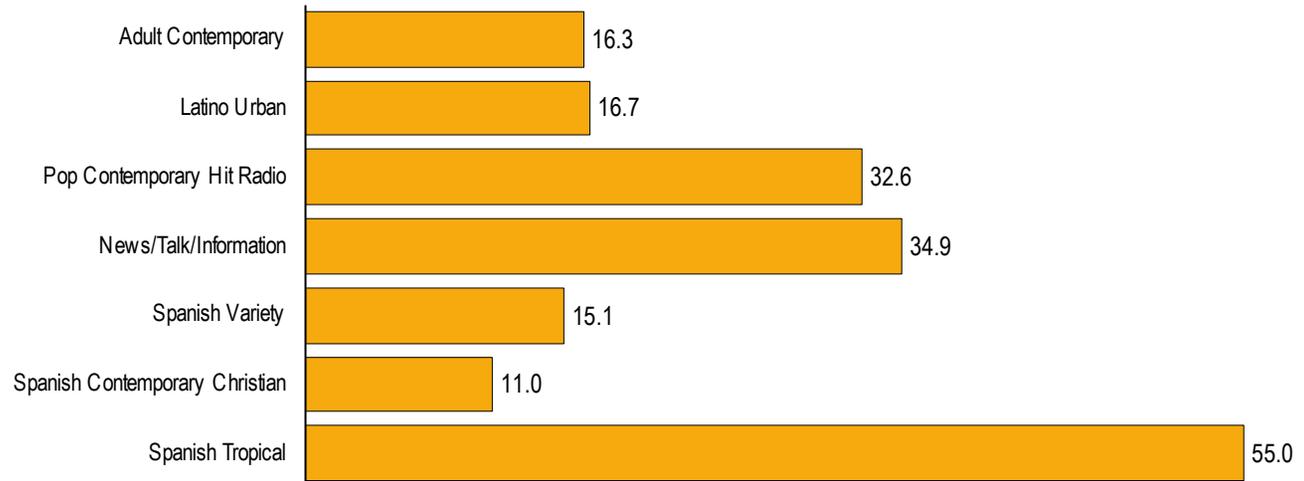
Format Listening by Region

Radio formats perform differently in different regions.

Cume Rating—San Juan



Cume Rating—East Area



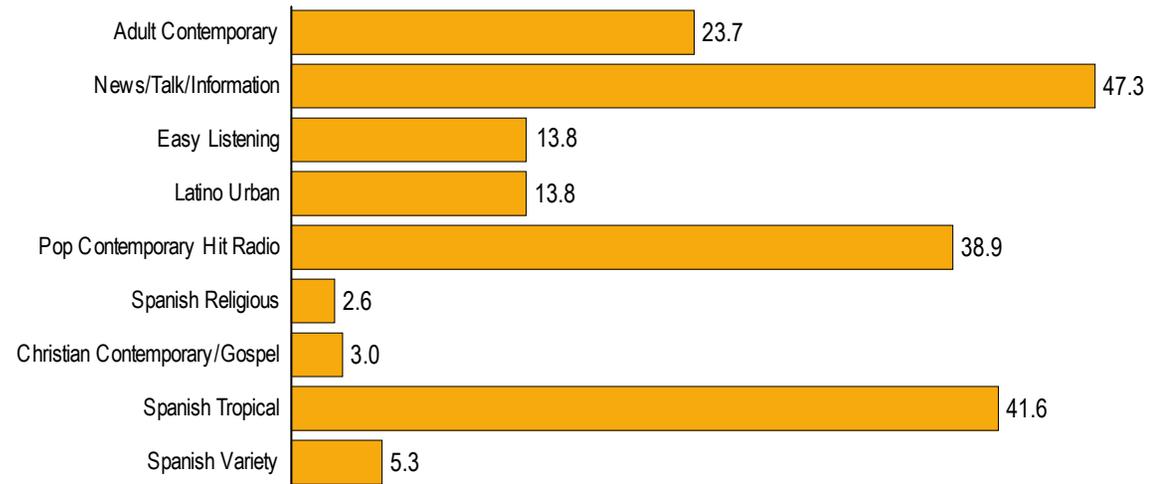
Source: Puerto Rico Radio Market Report, Fall 2011, Monday-Sunday, 6AM-Midnight.

Format Listening by Region continued ►

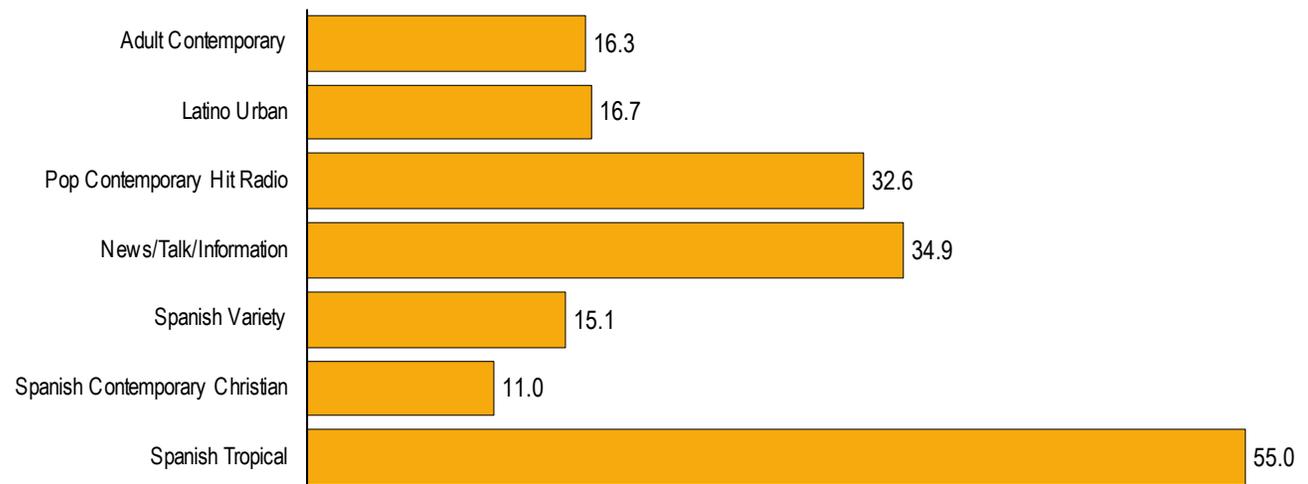
Format Listening by Region

(continued)

Cume Rating—North Area



Cume Rating—Northeast Area



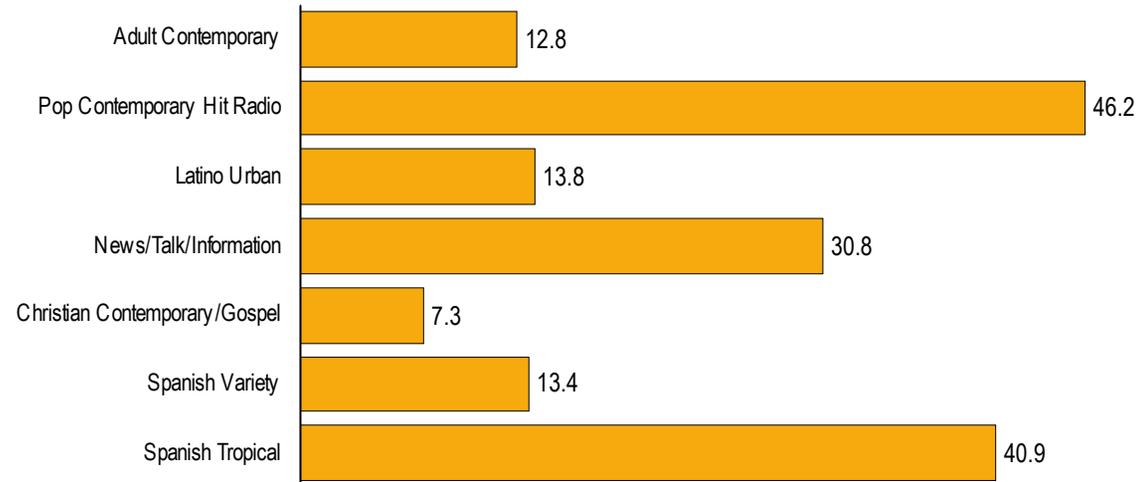
Source: Puerto Rico Radio Market Report, Fall 2011
Monday-Sunday, 6AM-Midnight.

Format Listening by Region continued ►

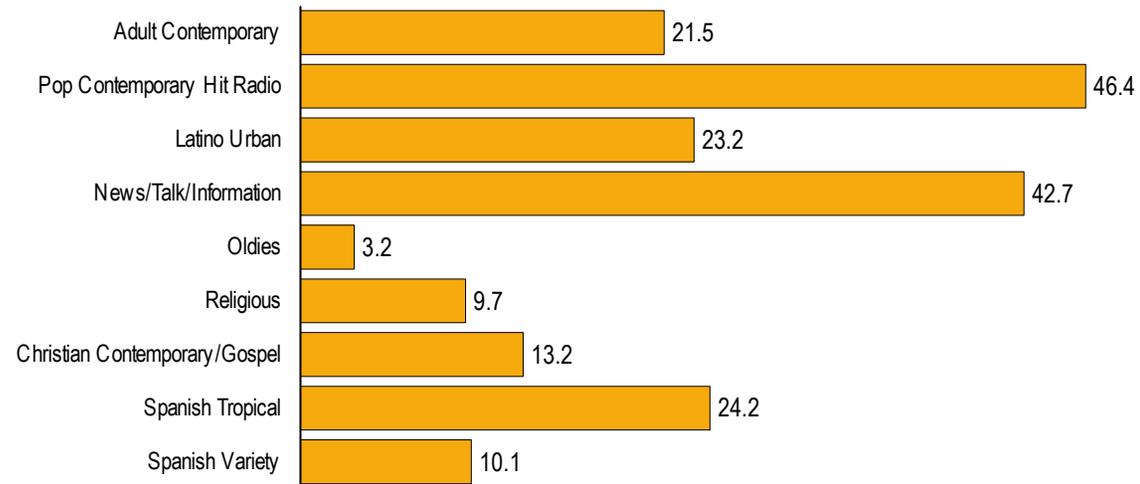
Format Listening by Region

(continued)

Cume Rating—South Area



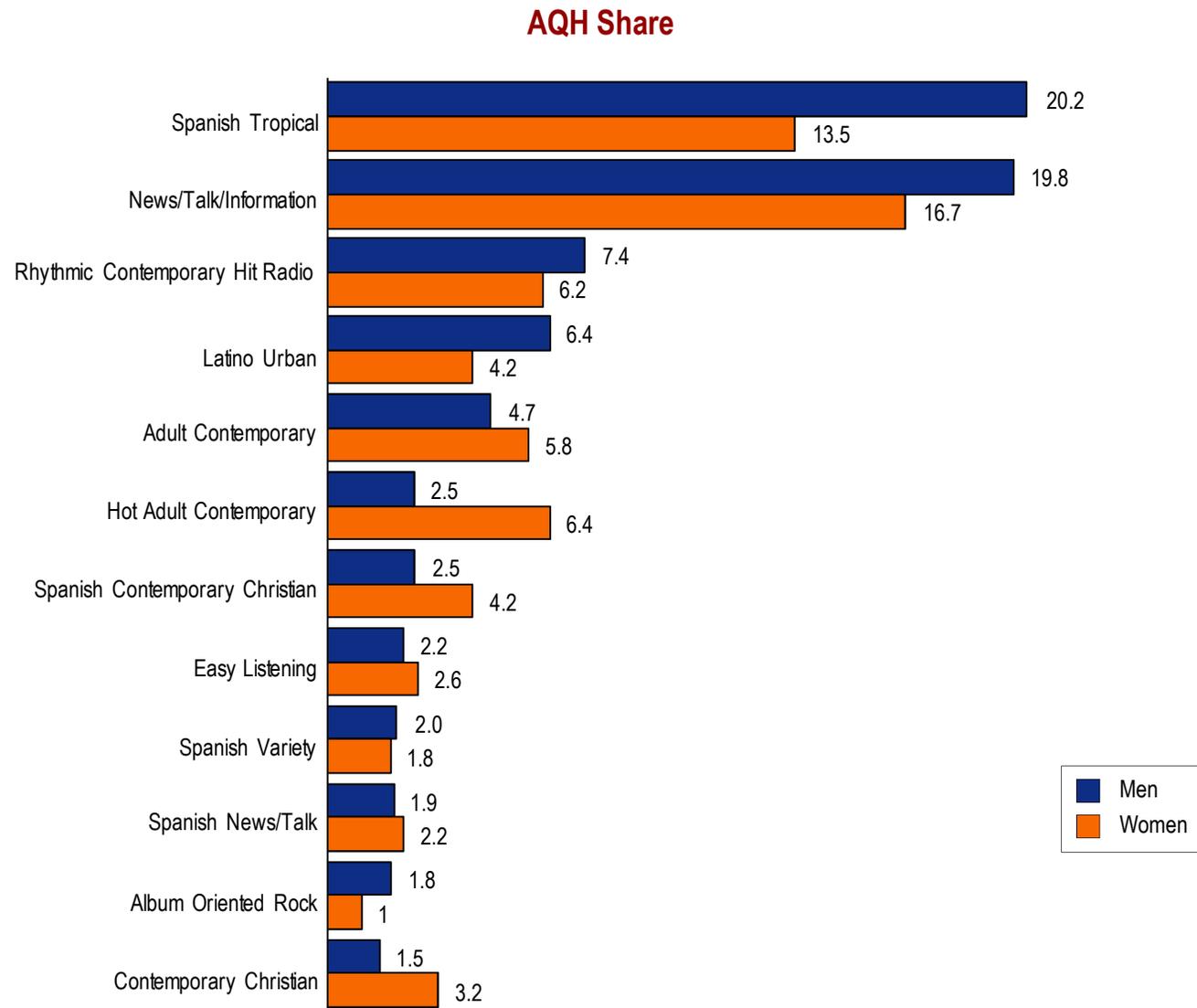
Cume Rating—West Area



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

Format Shares by Sex

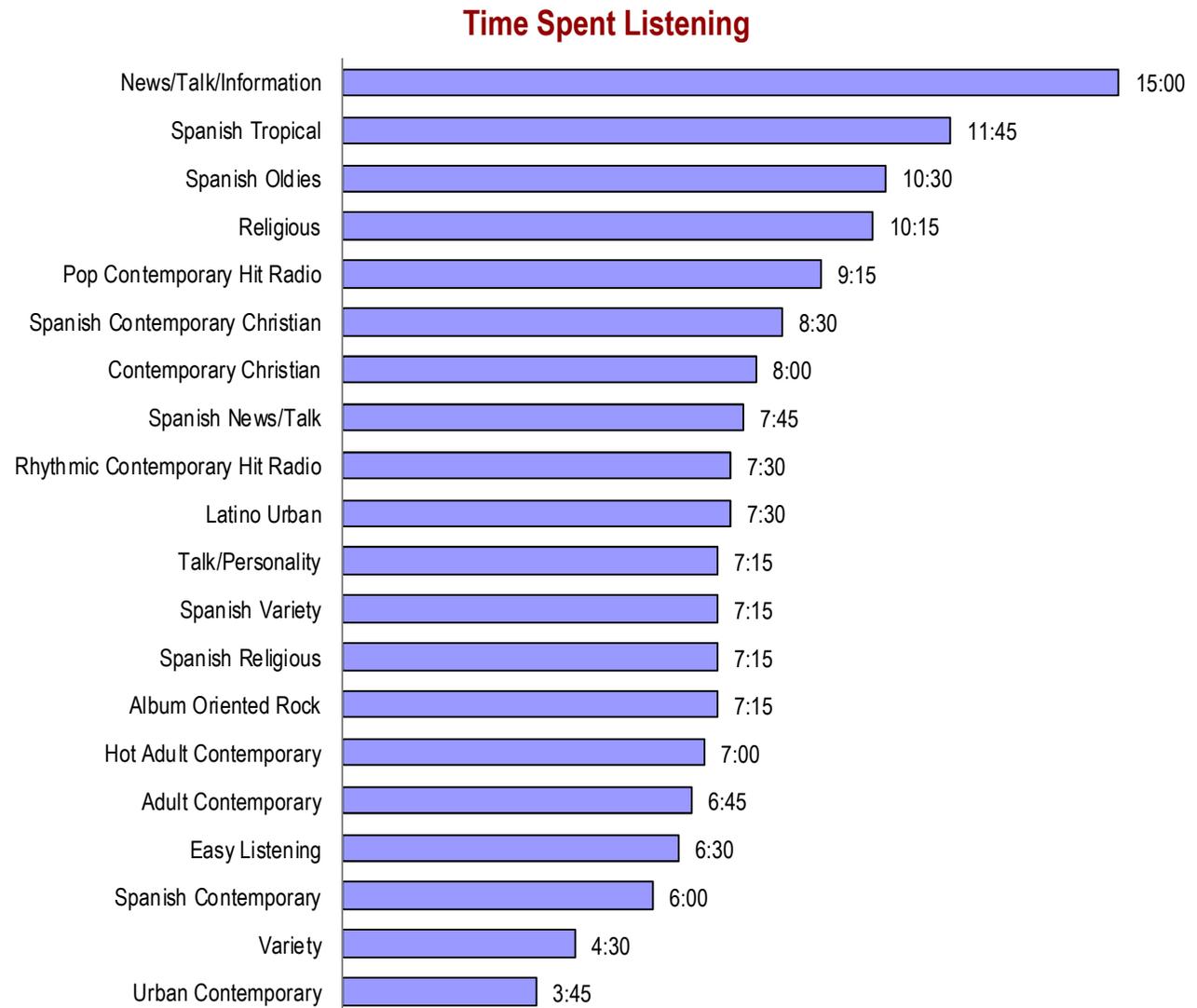
Men and women have somewhat different format preferences.



Source: Puerto Rico Radio Market Report, Fall 2011, Monday-Sunday, 6AM-Midnight, Men 12+, Women 12+.

Format by Time Spent Listening

Time Spent Listening varies according to format.



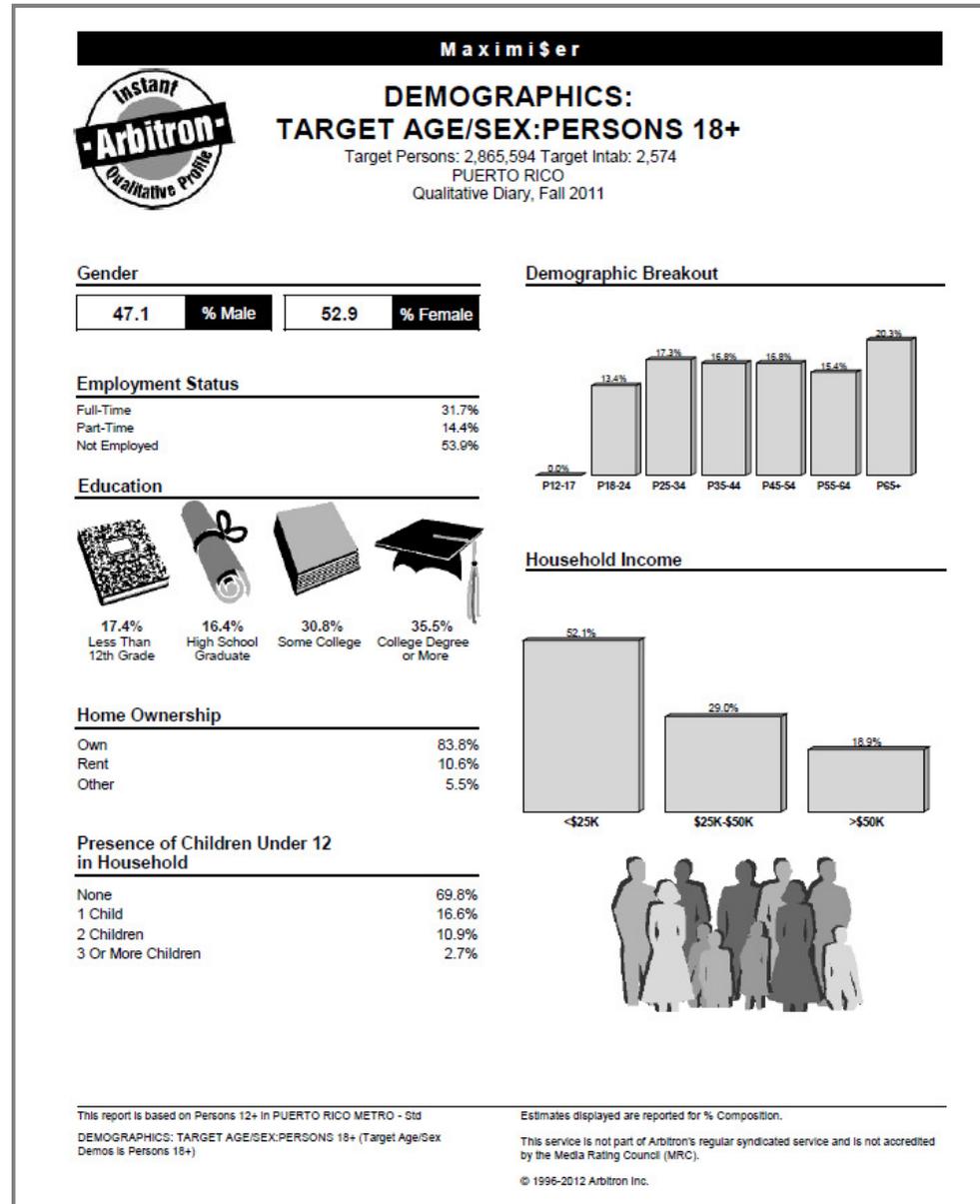
Source: Puerto Rico Radio Market Report, Fall 2011
Monday-Sunday 6AM-Midnight.

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.

Source: Puerto Rico Radio Market Report. The Qualitative Diary, Fall 2011. P18+



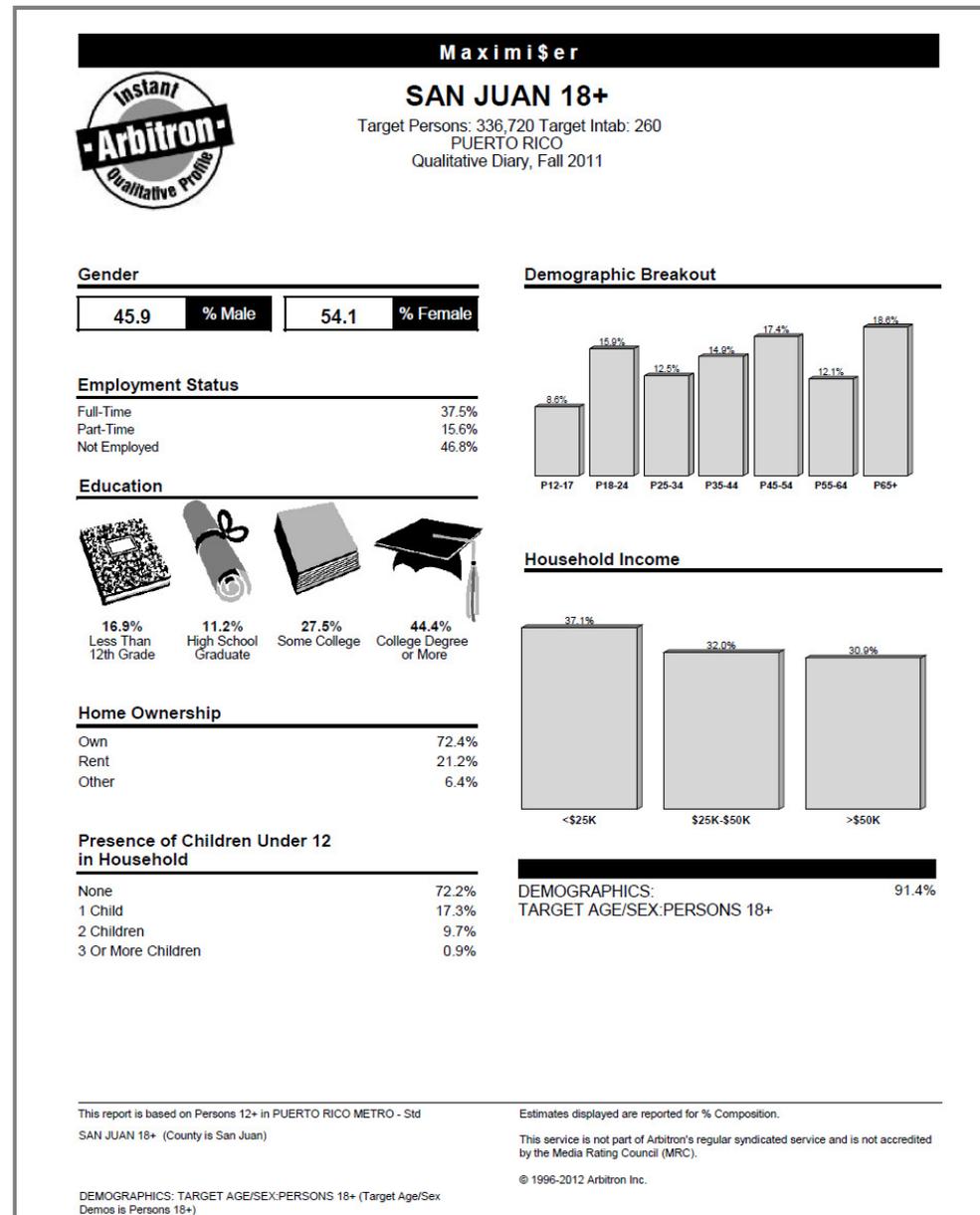
San Juan: Qualitative Profile 18+

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.

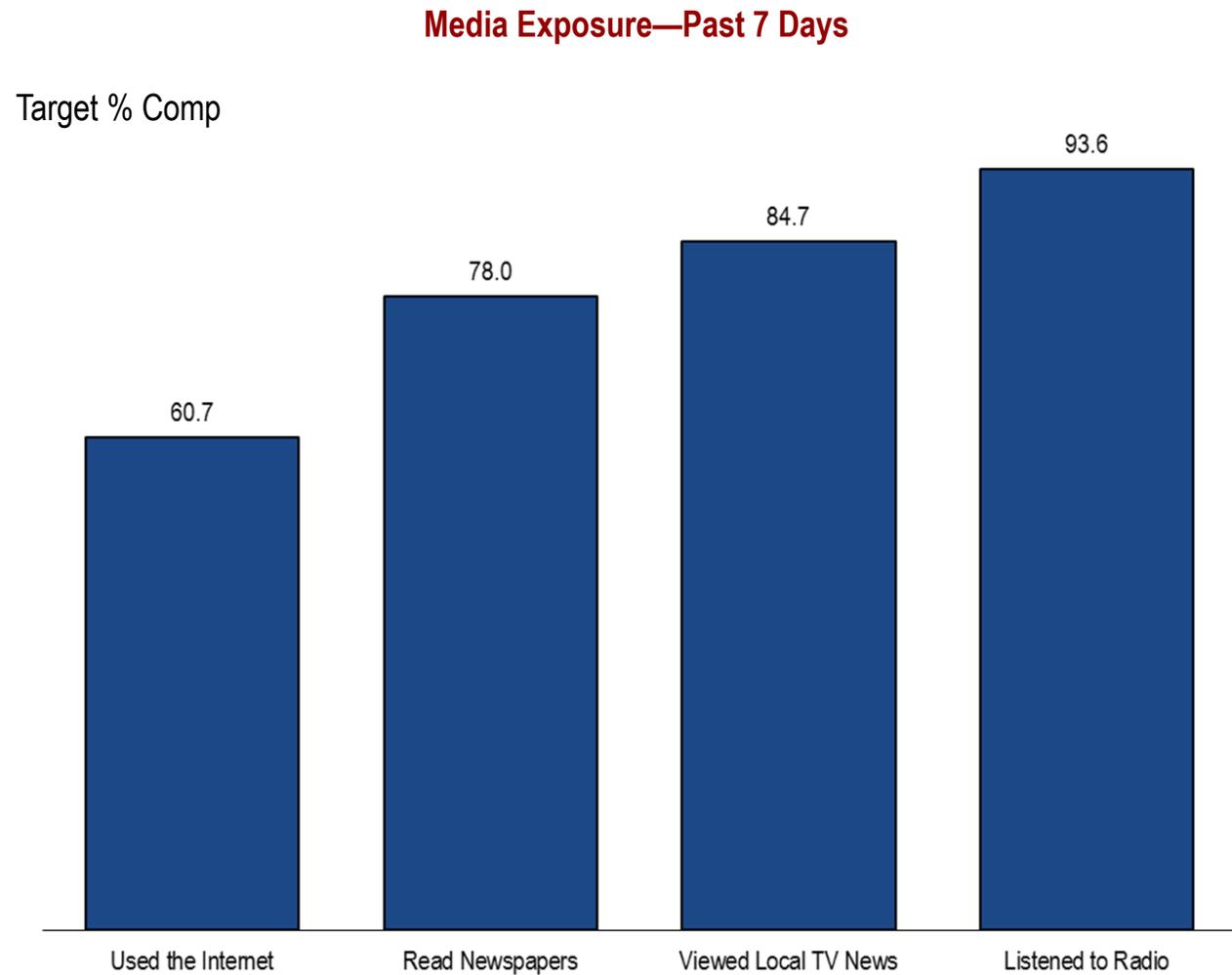
Source: Puerto Rico Radio Market Report. The Qualitative Diary, Fall 2011. Demographics: P18+



Puerto Rico: Media Exposure During One Week

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.

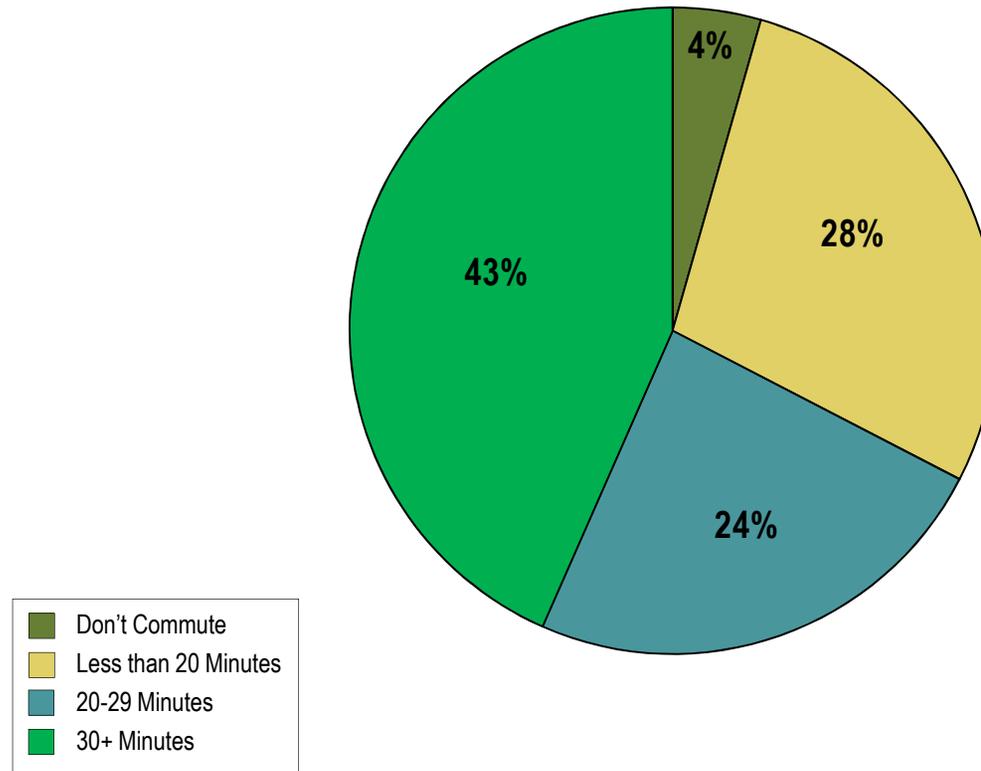


Source: Puerto Rico *Radio Market Report*. The Qualitative Diary, Fall 2011. Demographics: Persons 12+

Time Spent Traveling to Work One Way

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

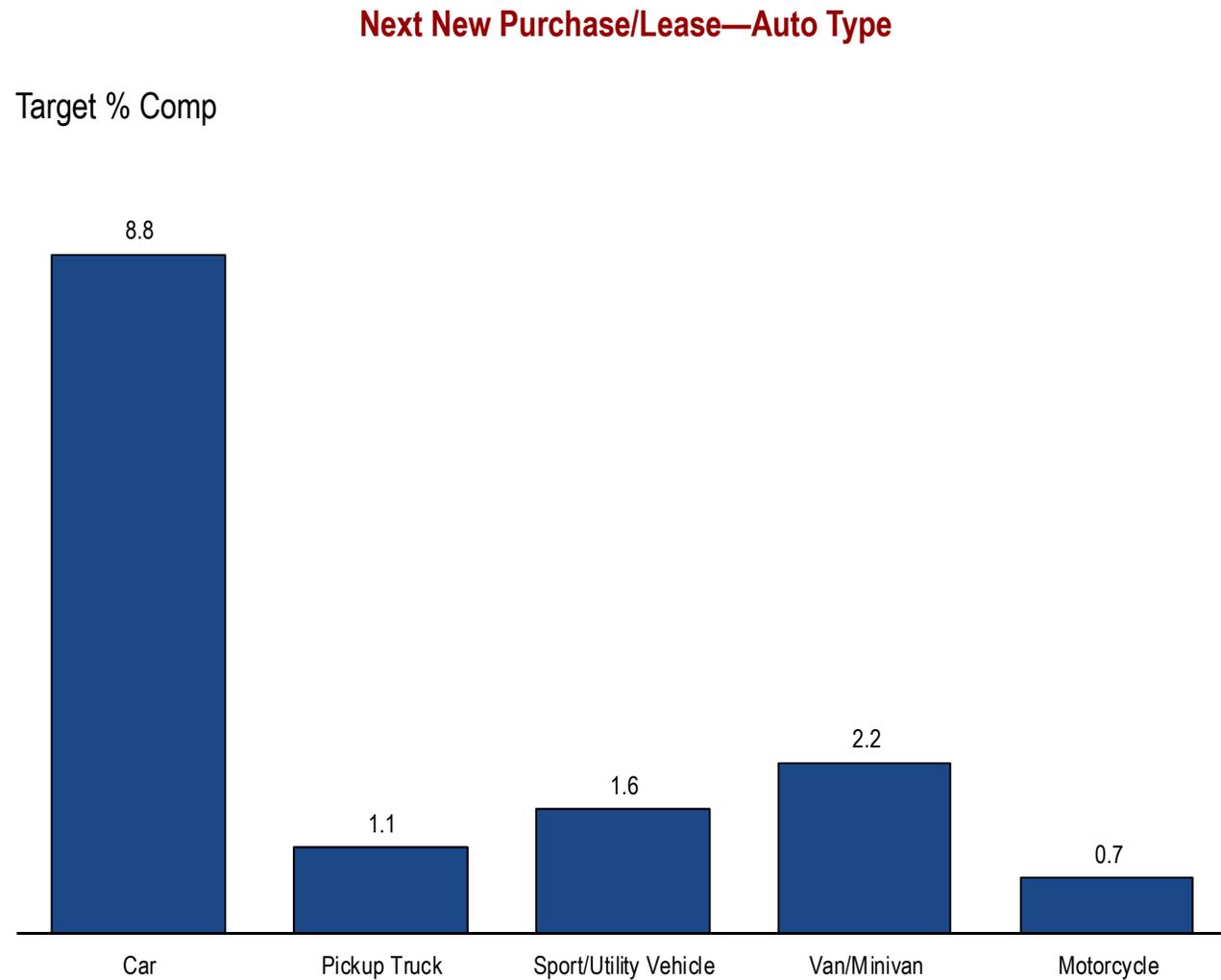
Time Spent Traveling To Work One Way



Source: Puerto Rico *Radio Market Report*. The Qualitative Diary, Fall 2011. P18+ and employed.

Puerto Rico Preferences: Automotive

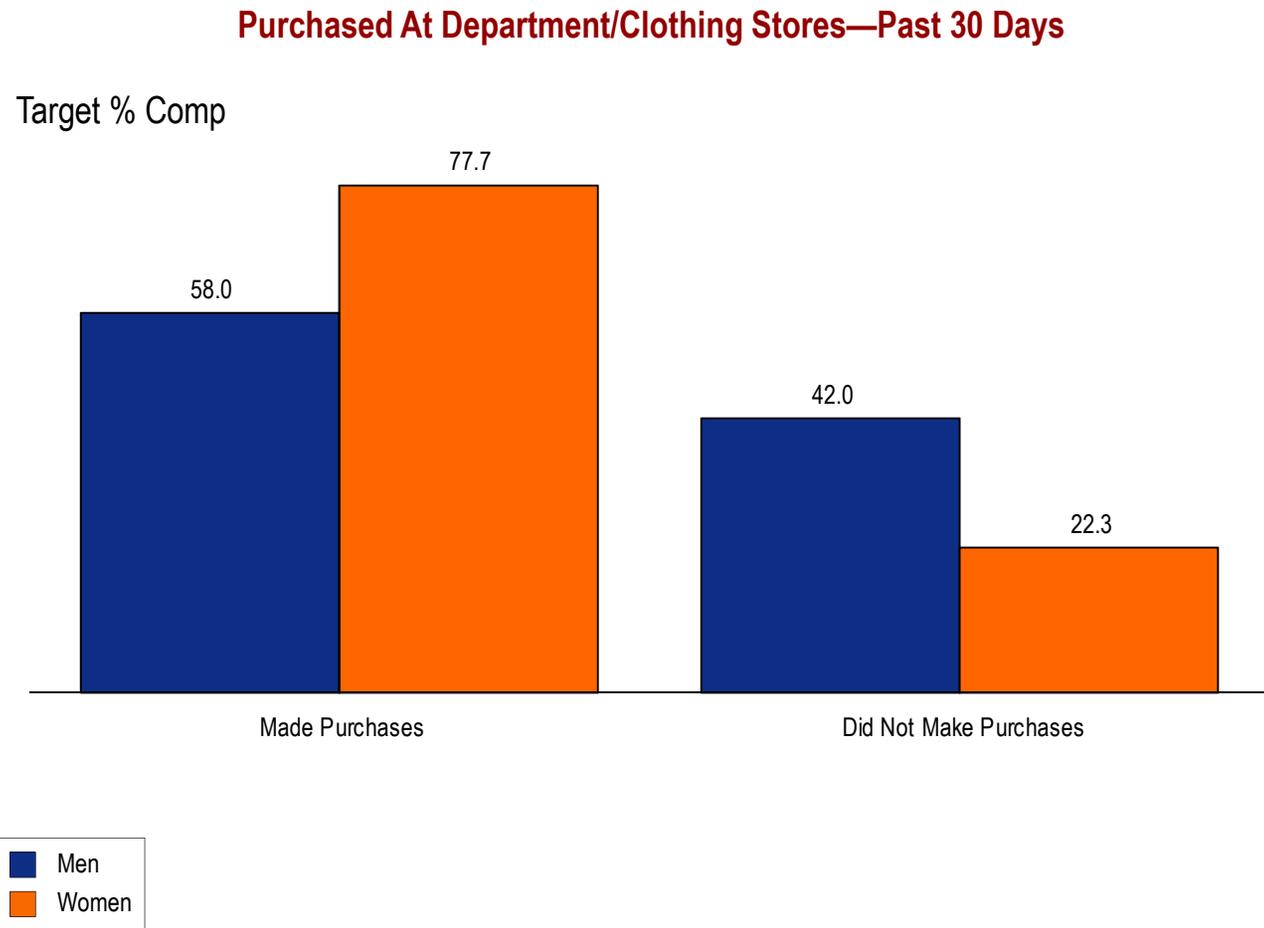
Well over 10% of Puerto Ricans aged 18+ plan to purchase or lease a new vehicle.



Source: Puerto Rico *Radio Market Report*. The Qualitative Diary, Fall 2011. P18+

Puerto Rico Preferences: Department Stores Purchases

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

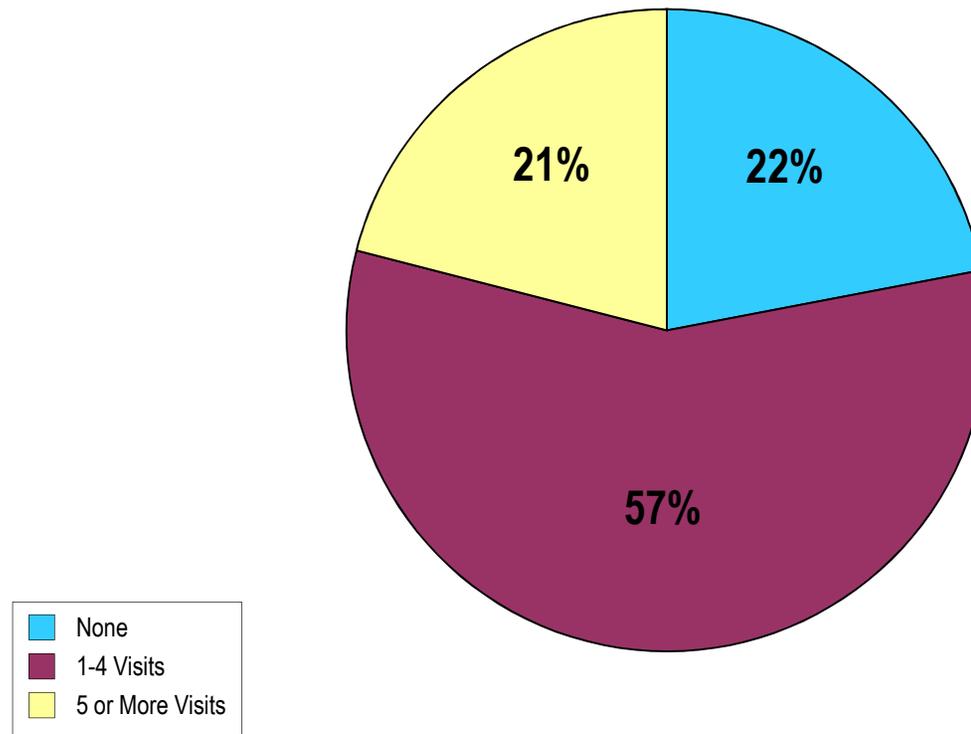


Source: Puerto Rico *Radio Market Report*. The Qualitative Diary, Fall 2011. Women 18+, Men 18+

Puerto Rico: Quick Service Restaurant Visits

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

Have Visited Quick Service Restaurants—Past 30 Days



Source: Puerto Rico *Radio Market Report*. The Qualitative Diary, Fall 2011. P12+



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