



Puerto Rico  
Radio Today

# Puerto Rico Radio Today

How Puerto Rico Listens to Radio  
2002 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 2002.

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 3,303,500.

When analyzing the island, there are several regions—San Juan, West, South, East, North and North-east—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 (3,808,610 vs. 3,405,565).

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

# Contents

## How Puerto Rico Listens

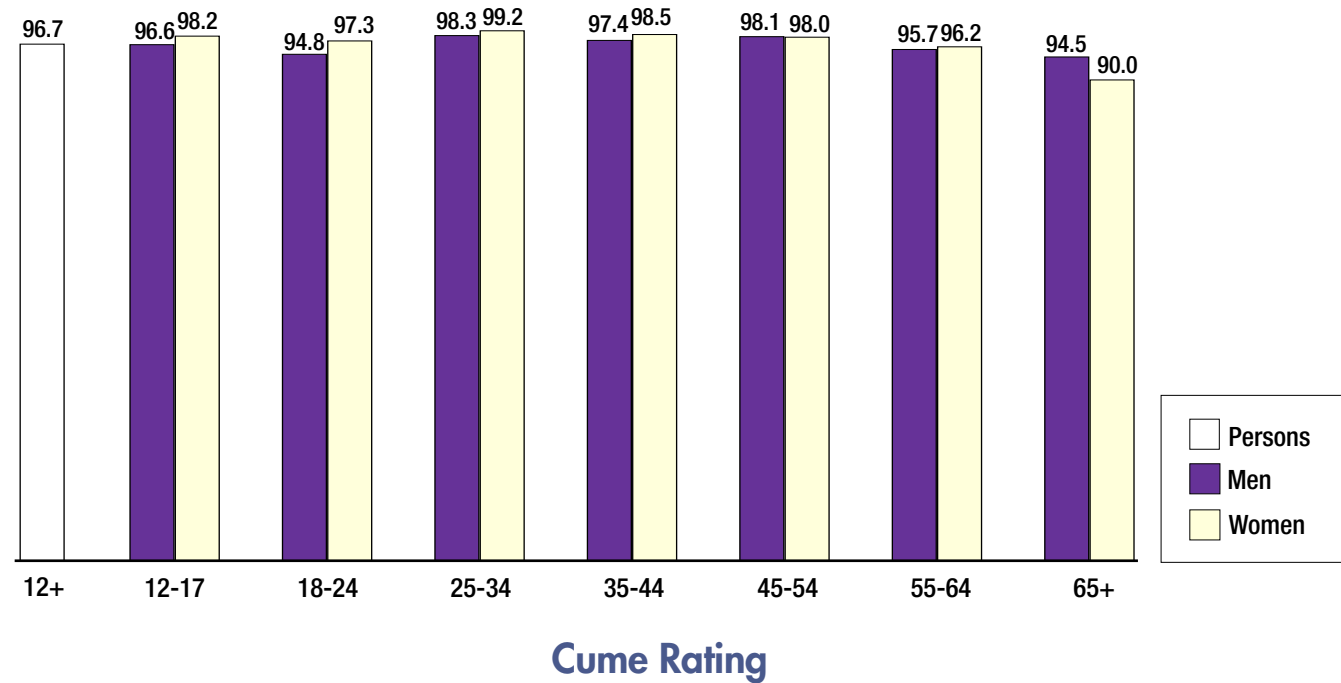
Radio Reaches All Ages .....	4
Time Spent Listening .....	5
Working Women .....	6
Overnight Listening .....	7
Listening Location .....	8
Radio Is Strong on Weekends .....	9
Hour by Hour .....	10
At Home vs. Away from Home .....	11

## 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

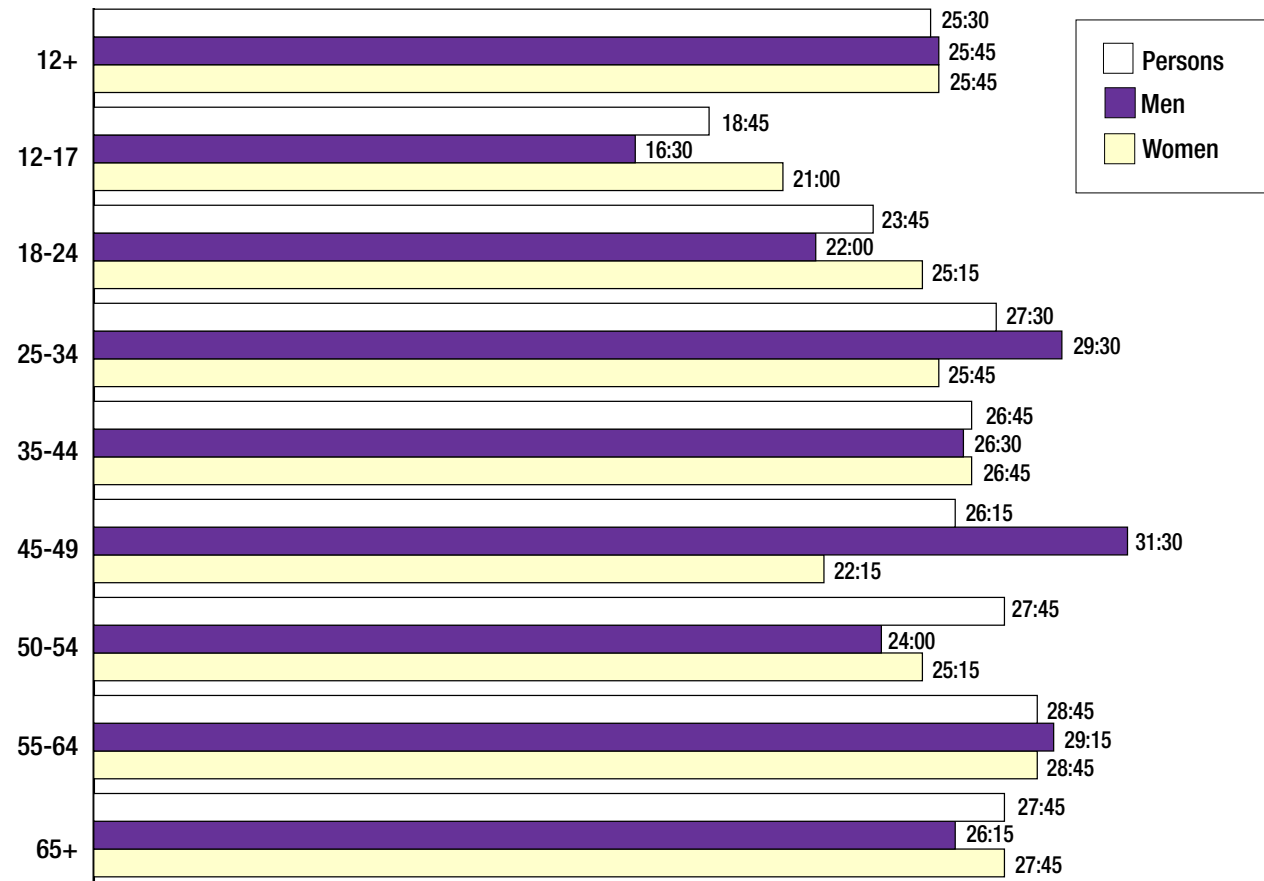
# Radio Reaches All Ages

Ninety-seven percent of all persons 12+ listen to radio each week.



# Time Spent Listening

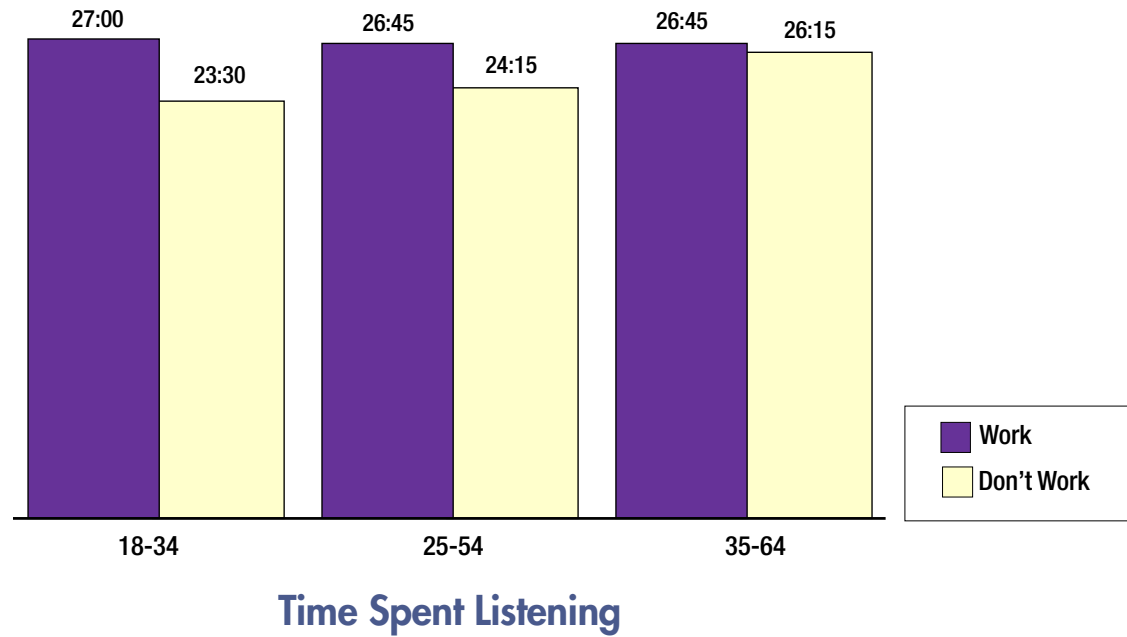
Nearly all persons 12+ spend about 25 hours a week listening to radio.



Time Spent Listening

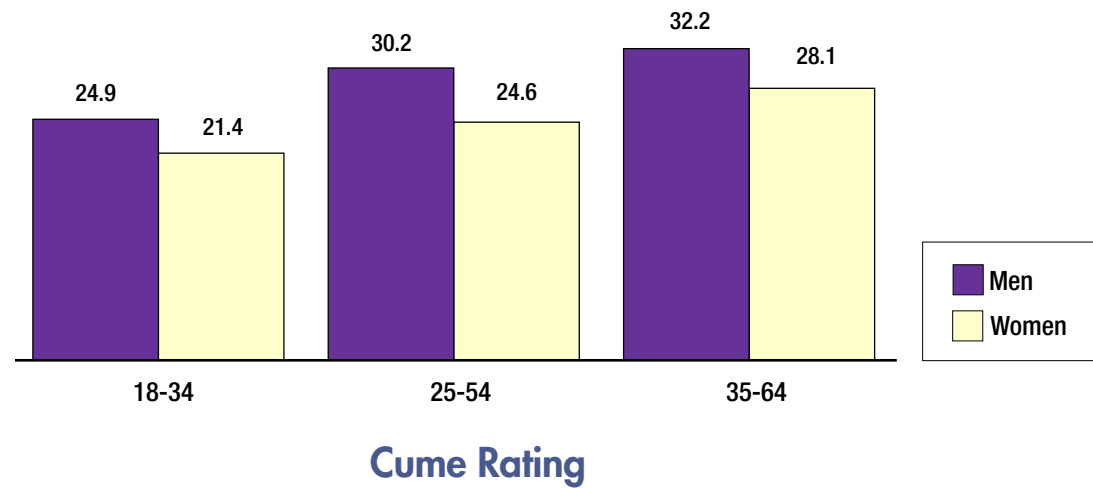
# Working Women

Working women spend more time listening to radio than nonworking women.



# Overnight Listening

Overnight listening increases along with age.

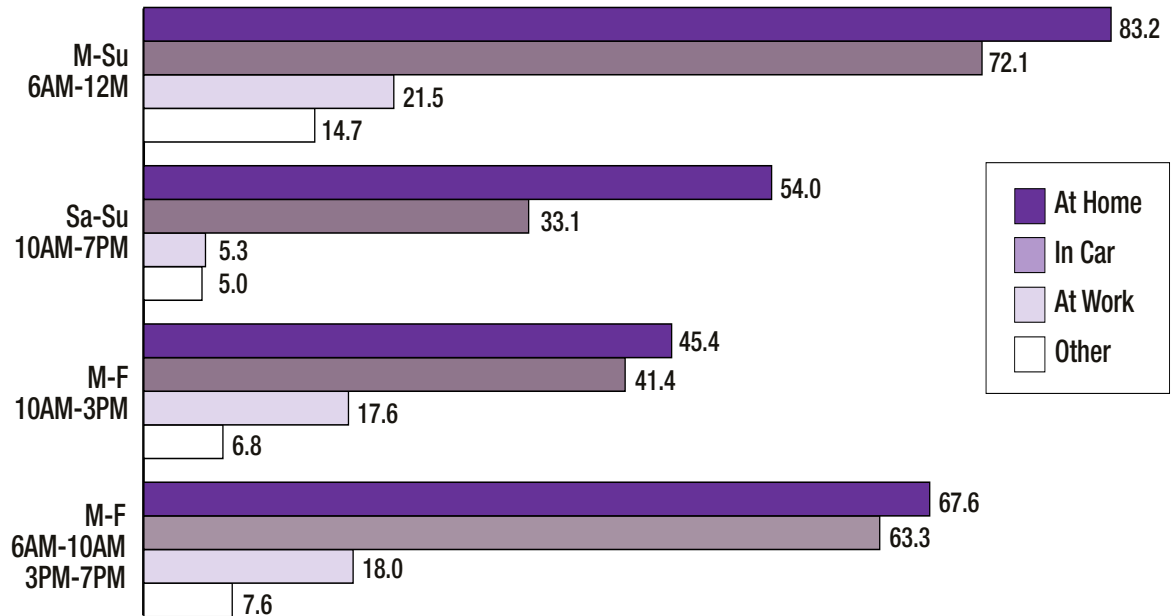


# Listening Location

More than half of the radio audience can be reached at home on the weekends.

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

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

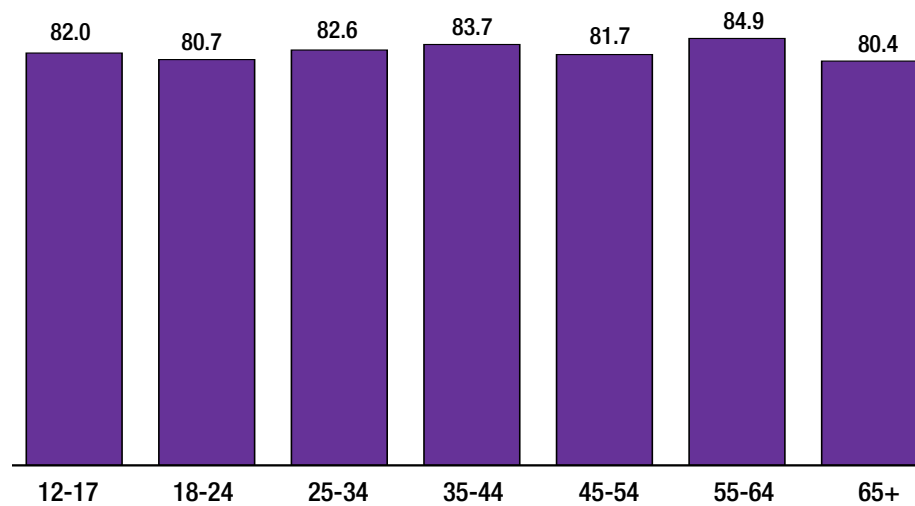


Cume Rating

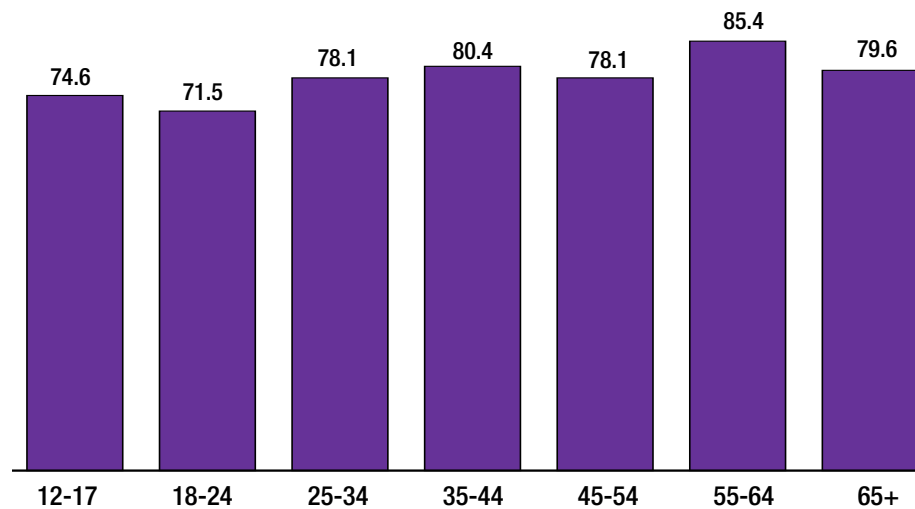


# Radio Is Strong on Weekends

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



Cume Rating—Women

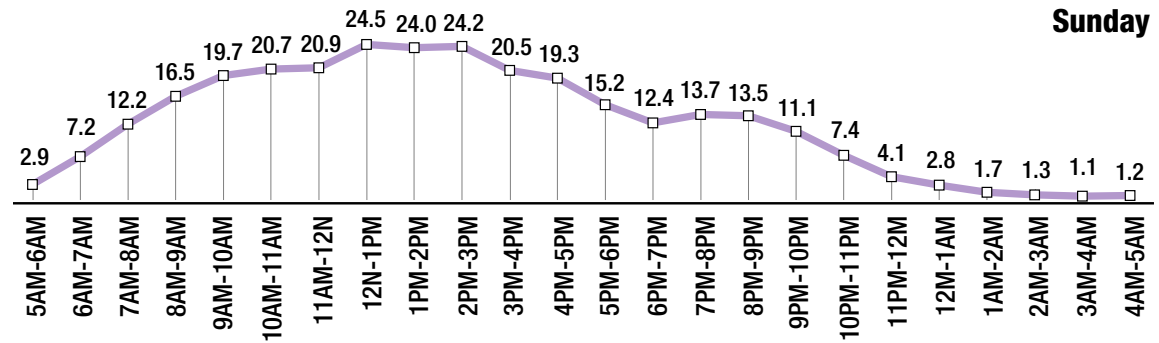
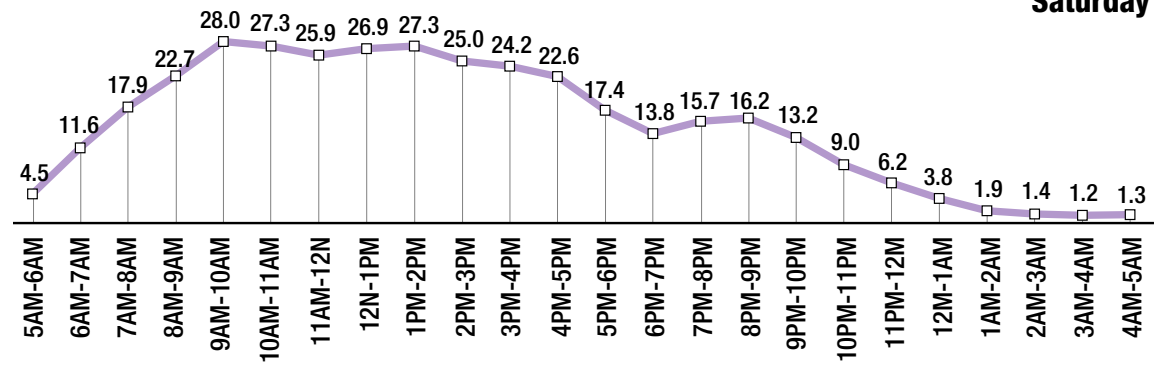
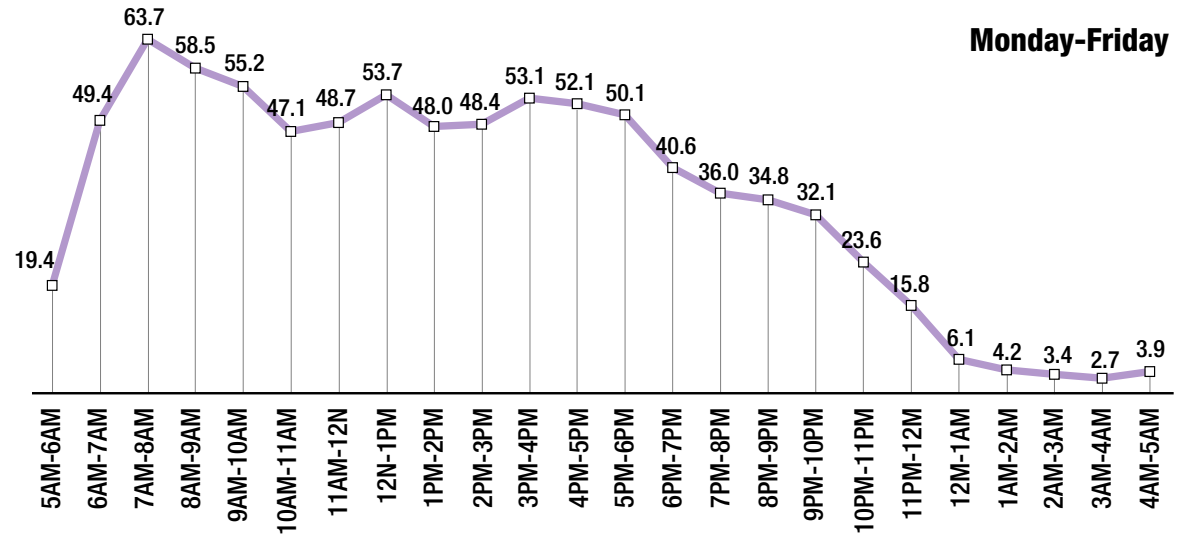


Cume Rating—Men

Source: Puerto Rico Radio Market Report, Winter 2002, P12+, Sa-Su, 6:00AM-12:00M.  
© 2002 Arbitron Inc.

# Hour by Hour

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

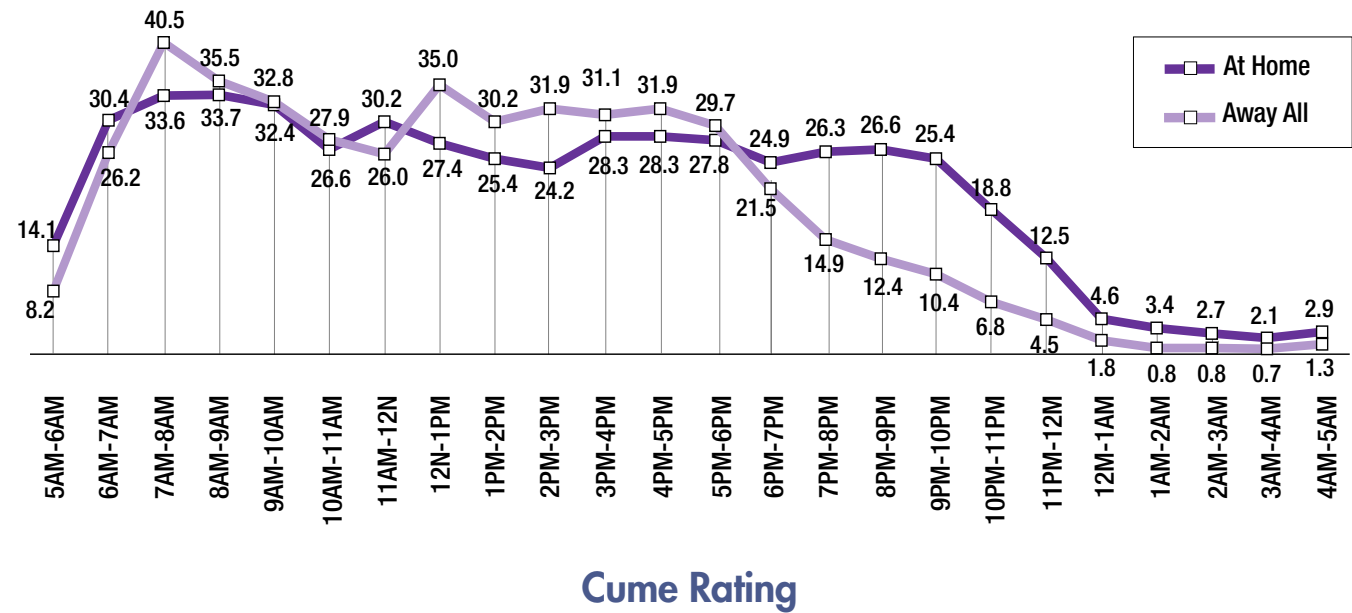


## Cume Rating

Source: Puerto Rico Radio Market Report, Winter 2002, P12+, 5:00AM-5:00AM.  
© 2002 Arbitron Inc.

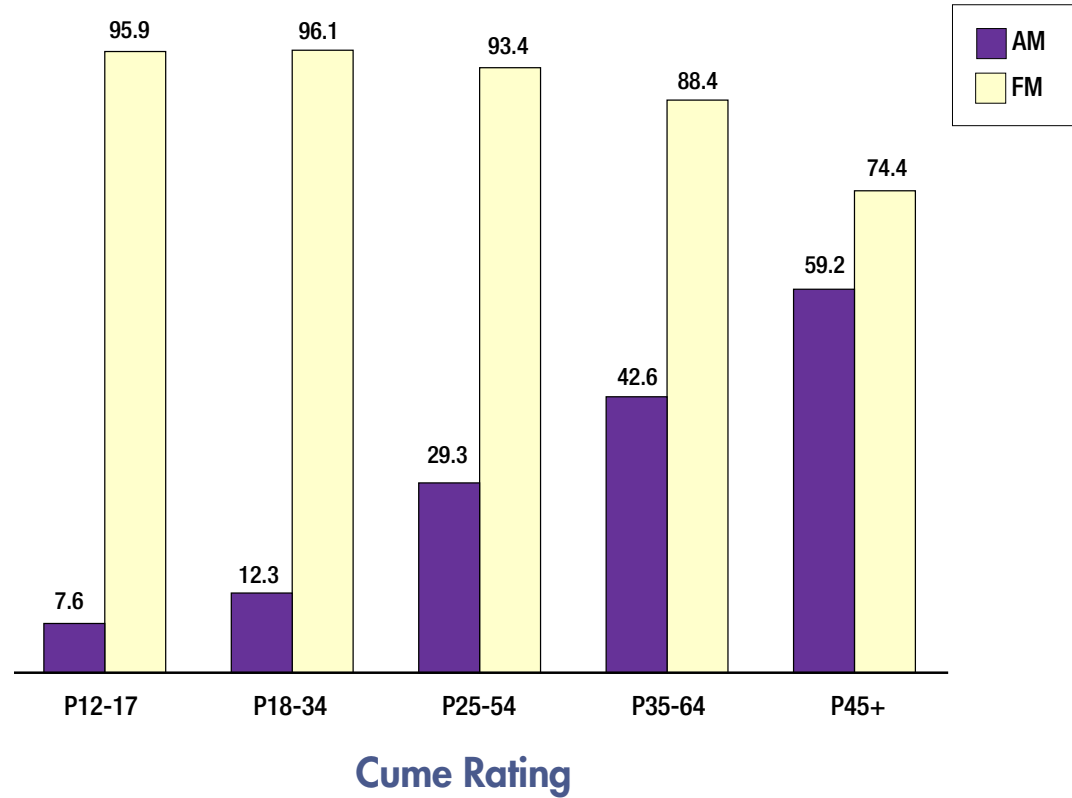
# At Home vs. Away from Home

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



# AM/FM Listening

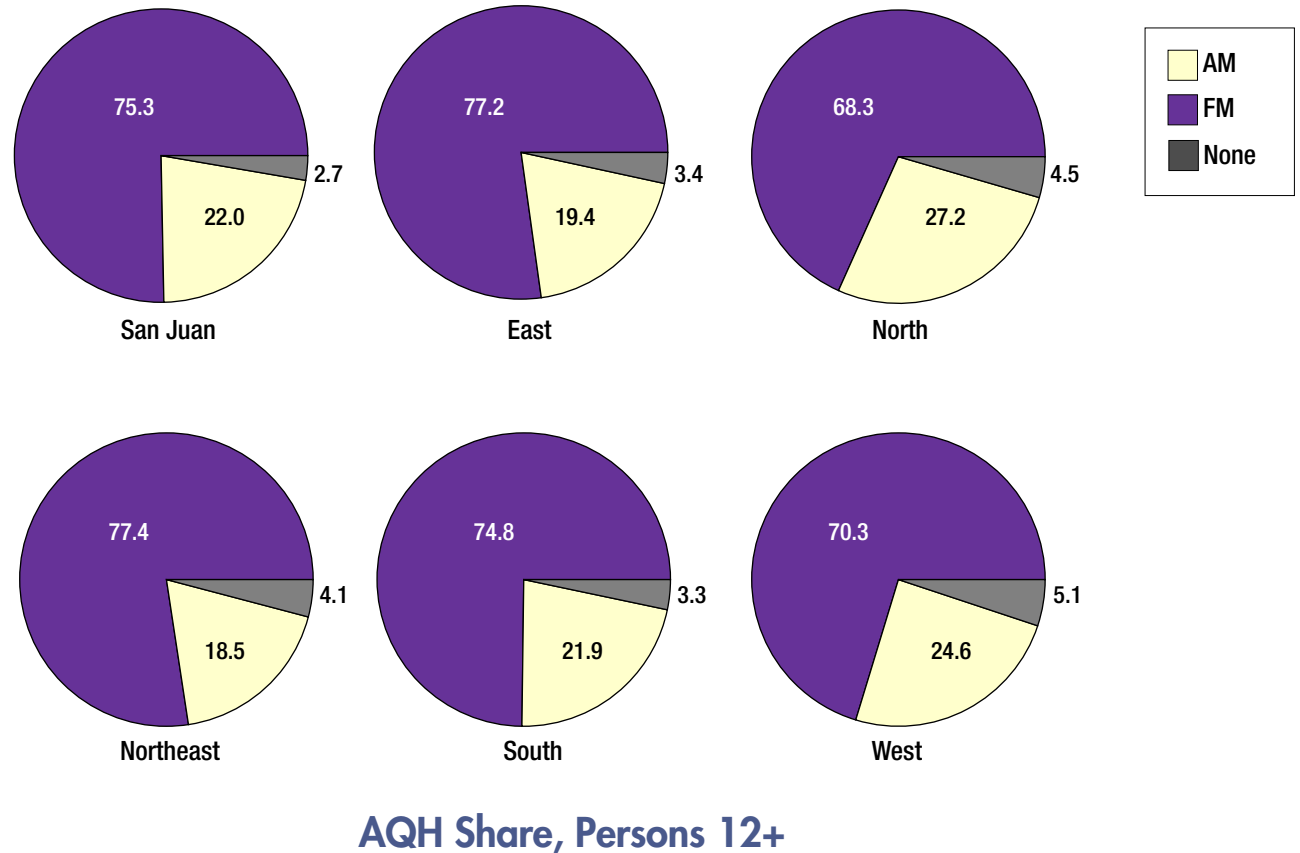
AM's listening clearly increases as the audience matures. FM's listening tends to decrease as the audience matures.



# AM/FM Share of Listening by Region

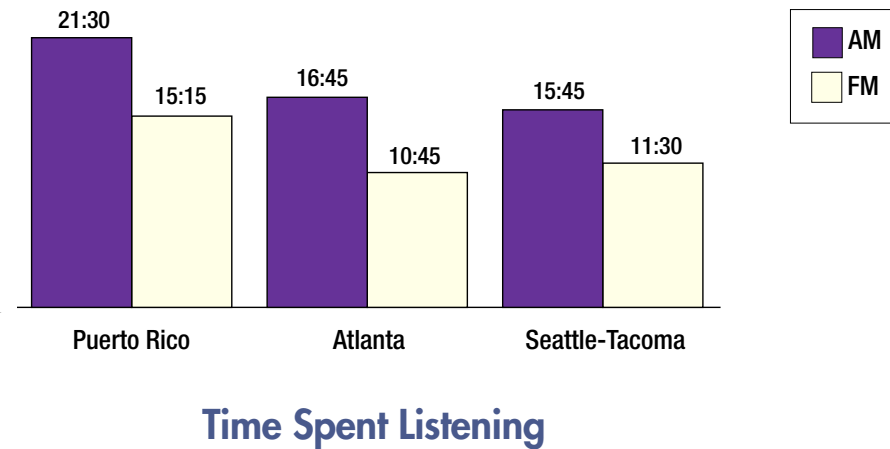
AM/FM share of listening varies among the different regions.

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



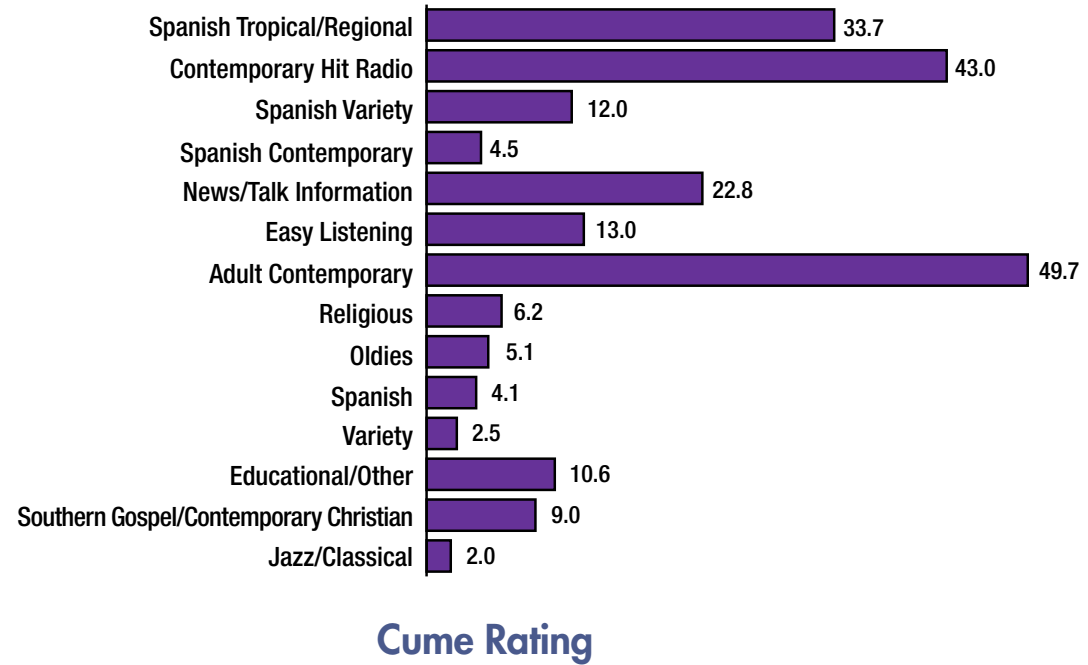
# AM/FM Comparison Among Similar Arbitron- Ranked Markets

Overall, Puerto Rico spends more time listening to radio than Atlanta and Seattle-Tacoma.



# Format Listening in Puerto Rico

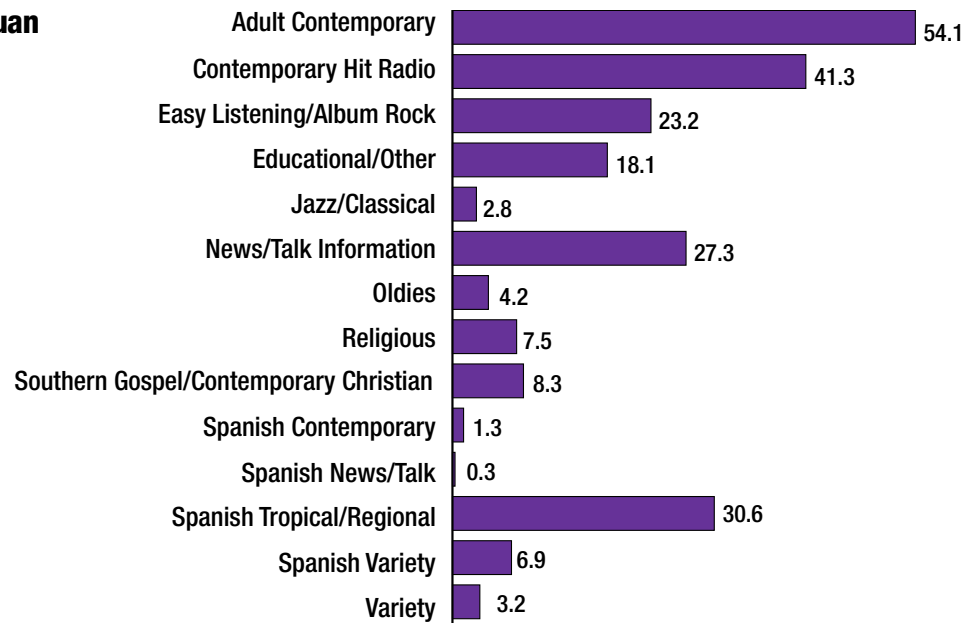
Adult Contemporary is the most popular format on the island, followed by Contemporary Hit Radio.



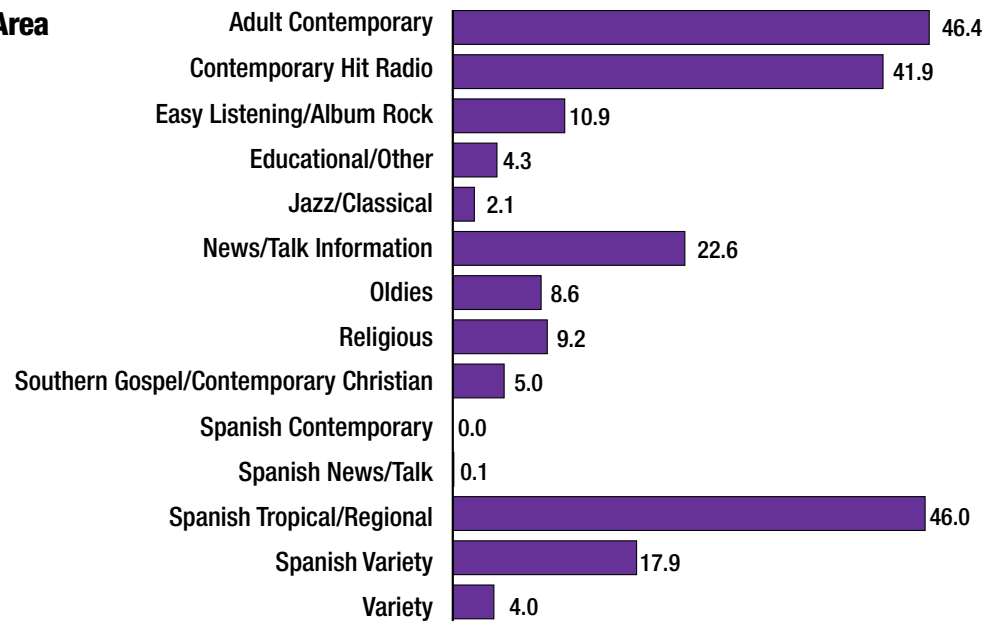
# Format Listening by Region

Radio formats perform differently in different regions.

## San Juan



## East Area



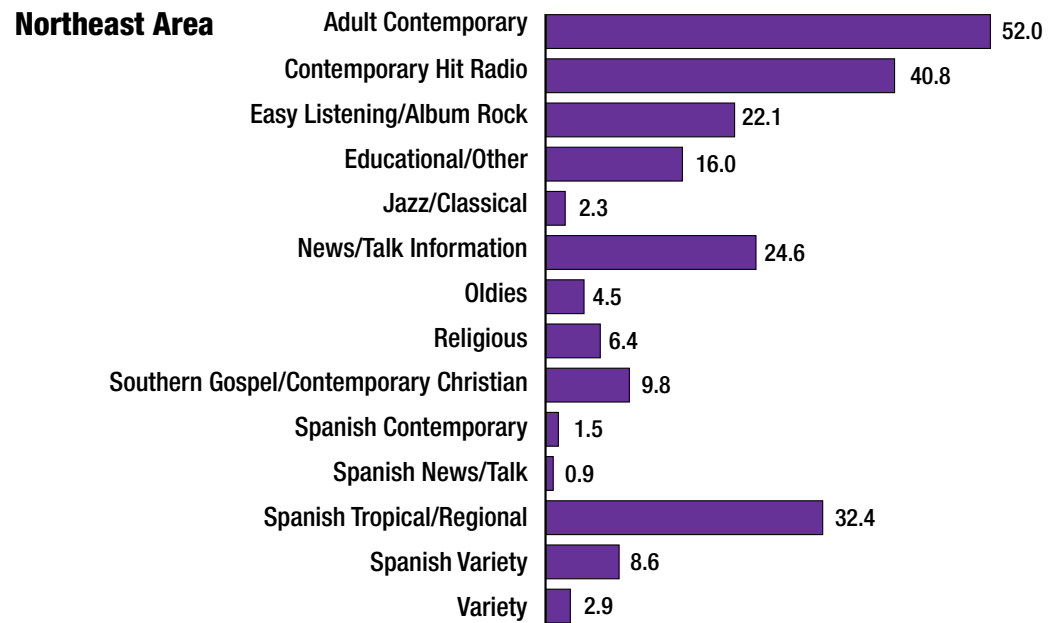
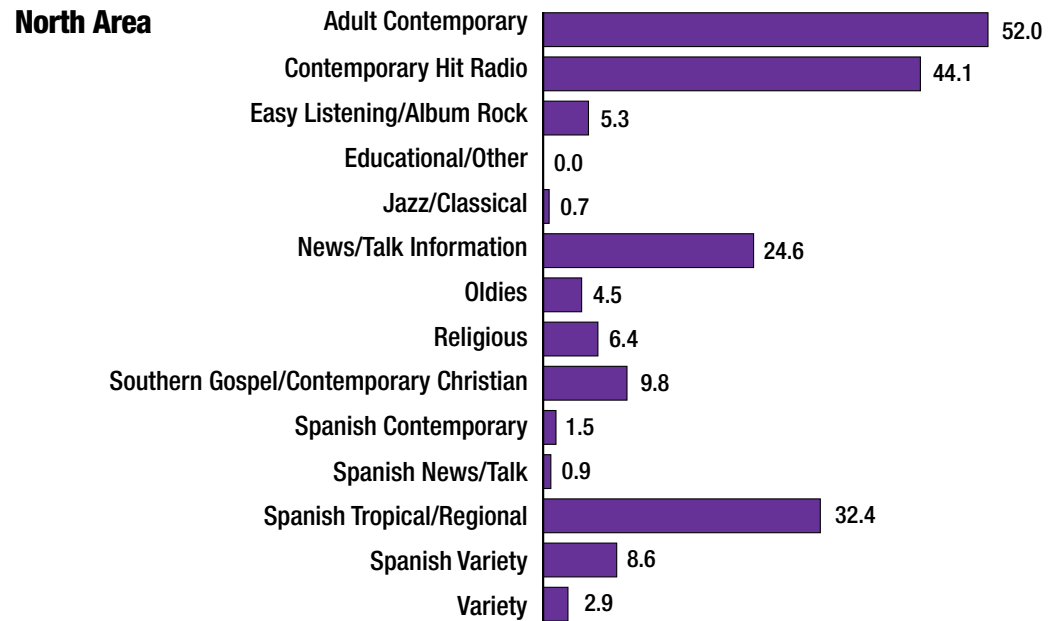
## Cume Rating

Source: Puerto Rico Radio Market Report, Winter 2002, P12+, M-Su, 6:00AM-12:00M.  
© 2002 Arbitron Inc.



# Format Listening by Region

(continued)



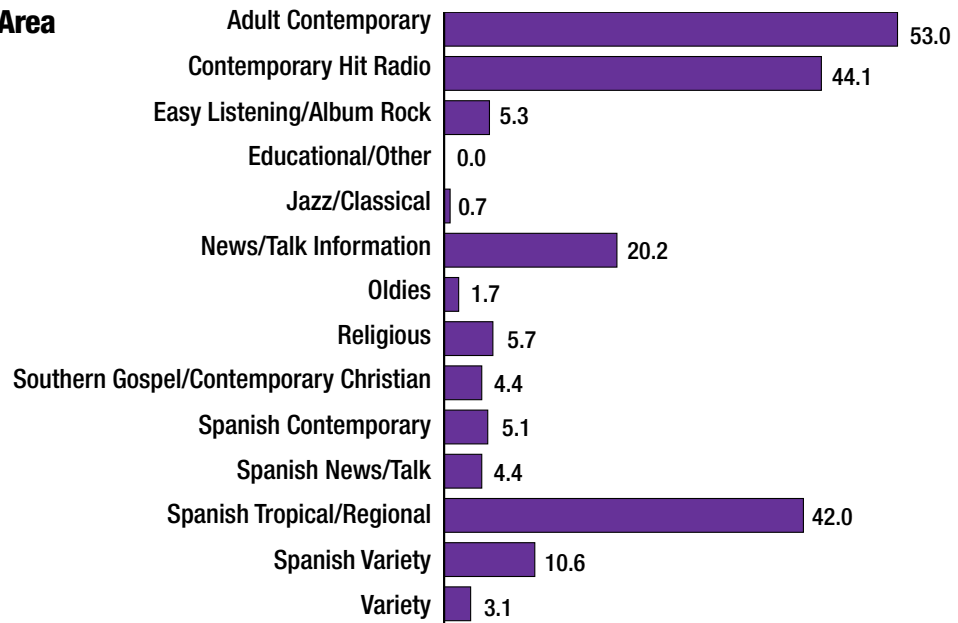
## Cume Rating

Source: Puerto Rico Radio Market Report, Winter 2002, P12+, M-Su, 6:00AM-12:00M.  
 © 2002 Arbitron Inc.

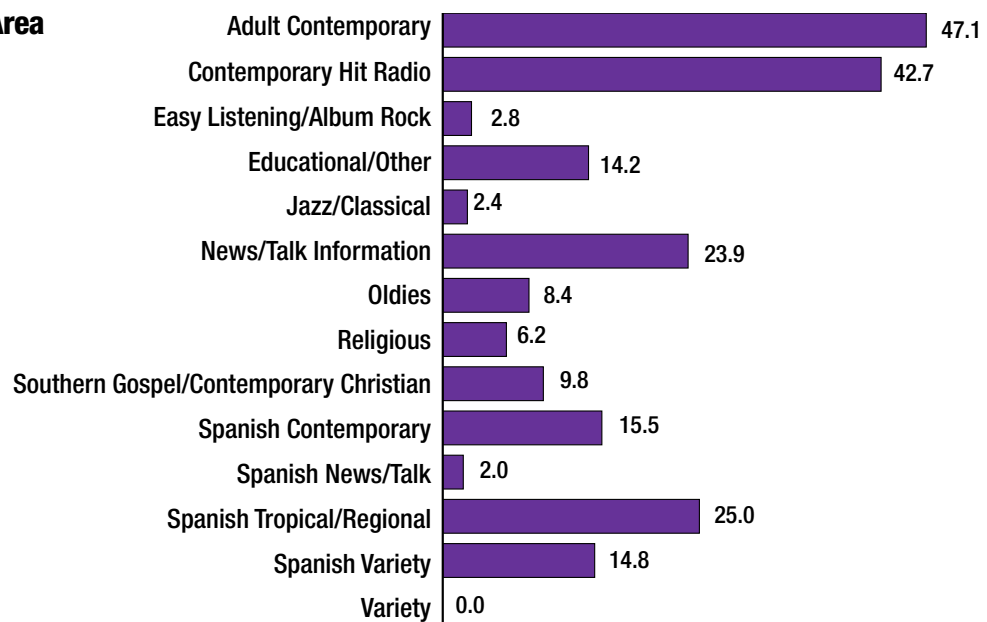
# Format Listening by Region

(continued)

## South Area



## West Area

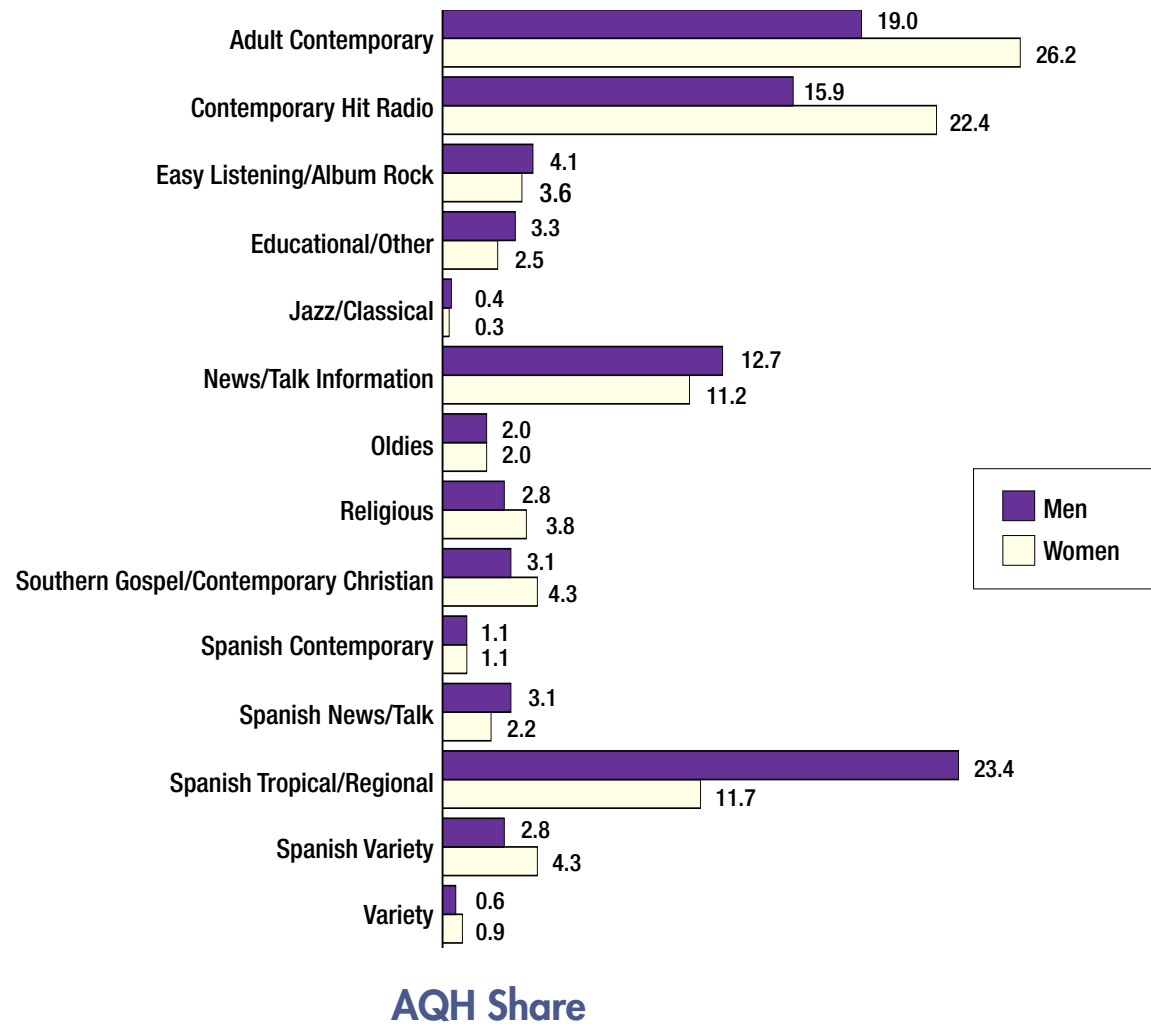


## Cume Rating

Source: Puerto Rico Radio Market Report, Winter 2002, P12+, M-Su, 6:00AM-12:00M.  
© 2002 Arbitron Inc.

# Format Shares by Sex

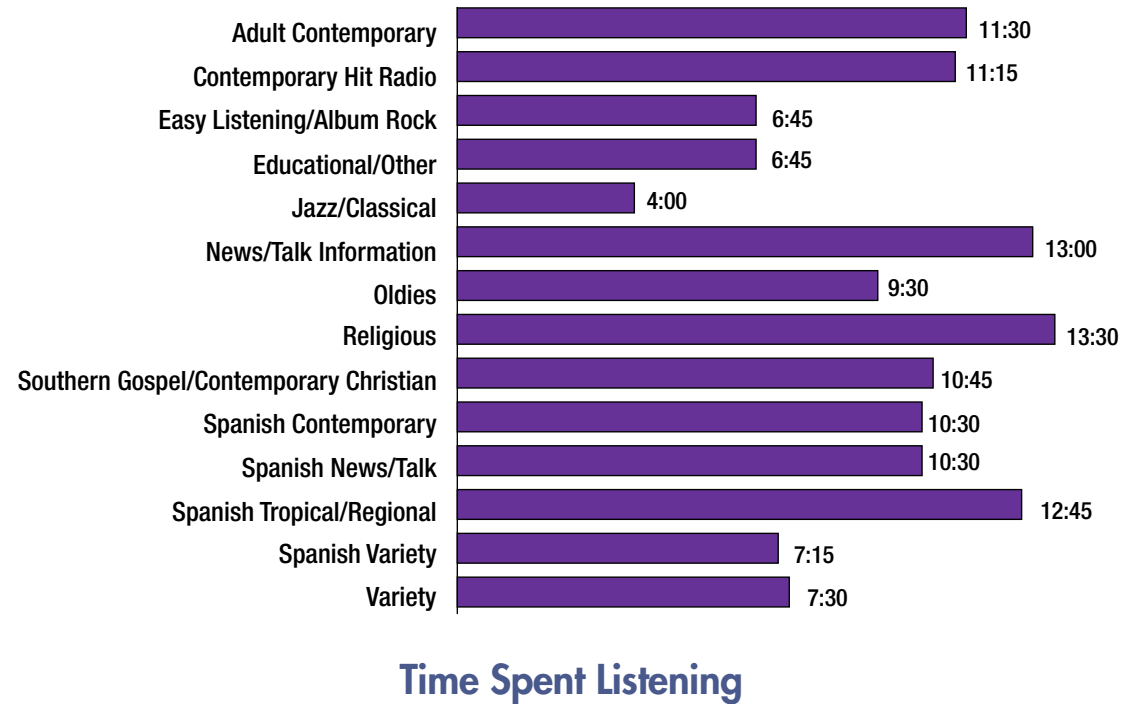
Males and females favor formats differently.



Source: Puerto Rico Radio Market Report, Winter 2002, P12+, M-Su, 6:00AM-12:00M.  
© 2002 Arbitron Inc.

# Format by Time Spent Listening

Time Spent Listening changes with each format and each demographic.





© 2002 Arbitron Inc.

02-RSS-567 5/02

[www.arbitron.com](http://www.arbitron.com)

**New York**

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

**Chicago**

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

**Atlanta**

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

**Los Angeles**

10877 Wilshire Boulevard  
Suite 1600  
Los Angeles, CA 90024  
(310) 824-6600

**Dallas**

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

**Washington/Baltimore**

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

**Birmingham**

3500 Colonnade Parkway  
Suite 400  
Birmingham, AL 35243