

Puerto Rico Radio Today

How Puerto Rico Listens to Radio

2006 Edition

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 2006.

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 3,249,123.

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).

How Puerto Rico Listens

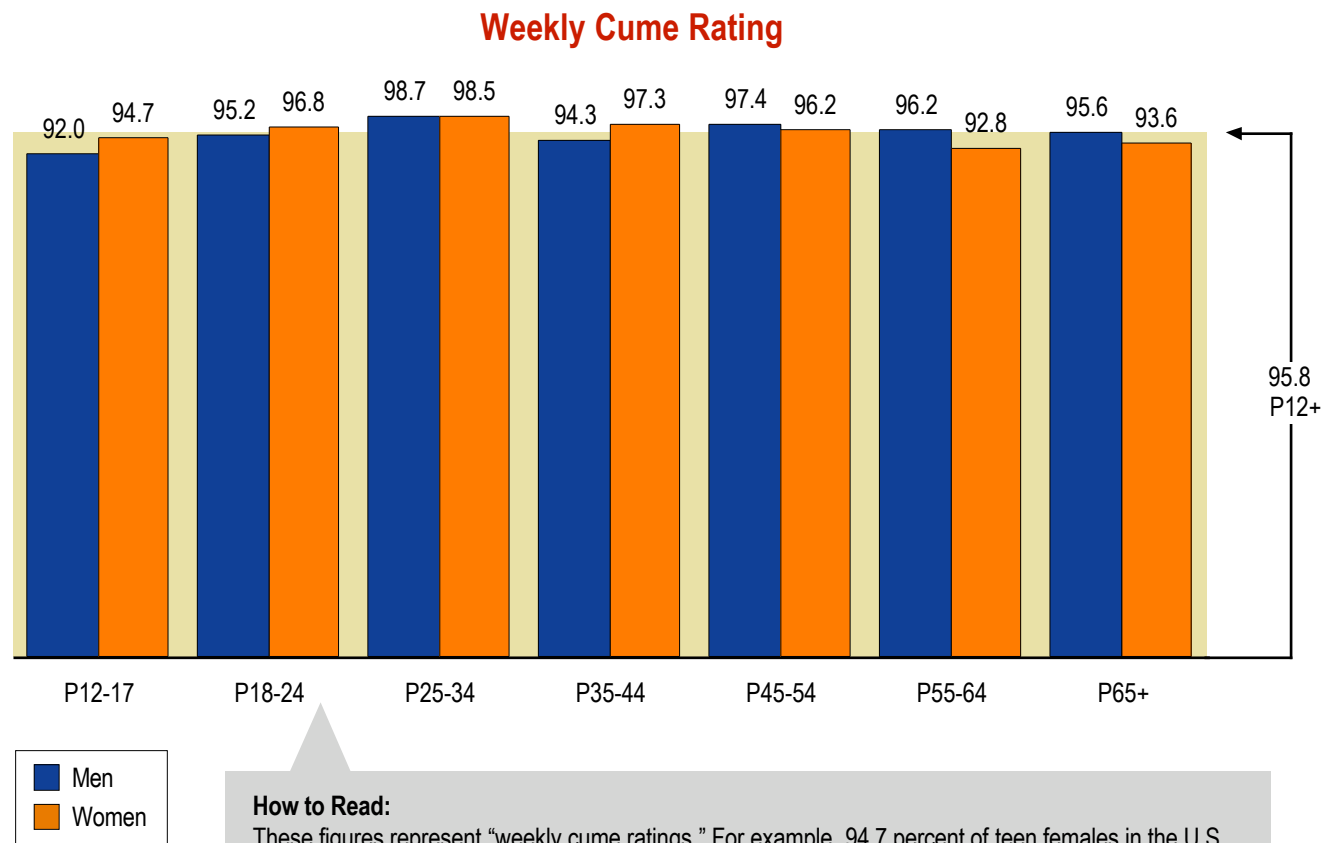
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Radio Reaches All Ages

Nearly 96 percent of all persons 12+ listen to radio each week.



How to Read:

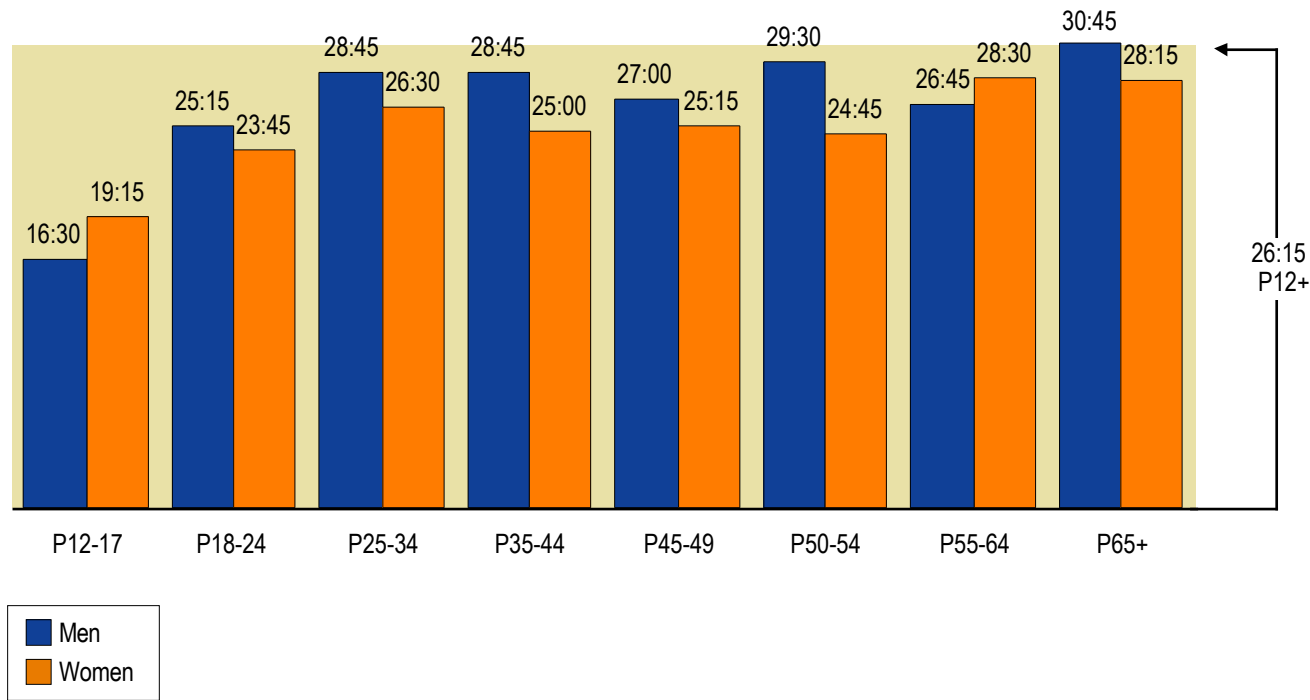
These figures represent "weekly cume ratings." For example, 94.7 percent of teen females in the U.S. tune to the radio at least once during an average week, between the hours of 6AM-Midnight, Monday through Sunday. The light green background represents the average of all Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

Source: Puerto Rico Radio Market Report, Winter 2006, Mon-Sun, 6AM-Mid.

Time Spent Listening

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

Time Spent Listening
Hours and Minutes per Week

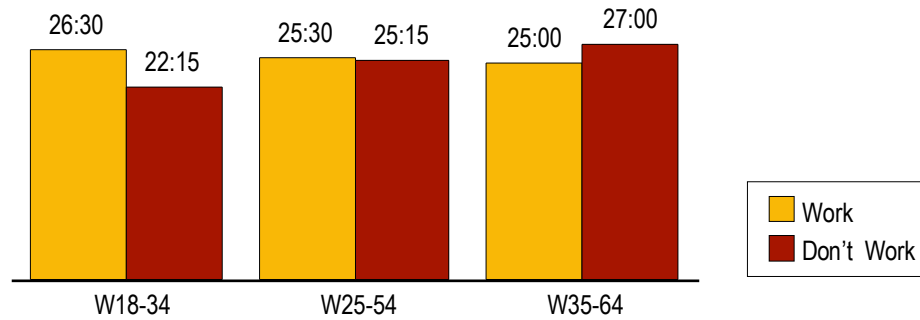


Source: Puerto Rico Radio Market Report, Winter 2006, Mon-Sun, 6AM-Mid.

Working Women

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

Time Spent Listening

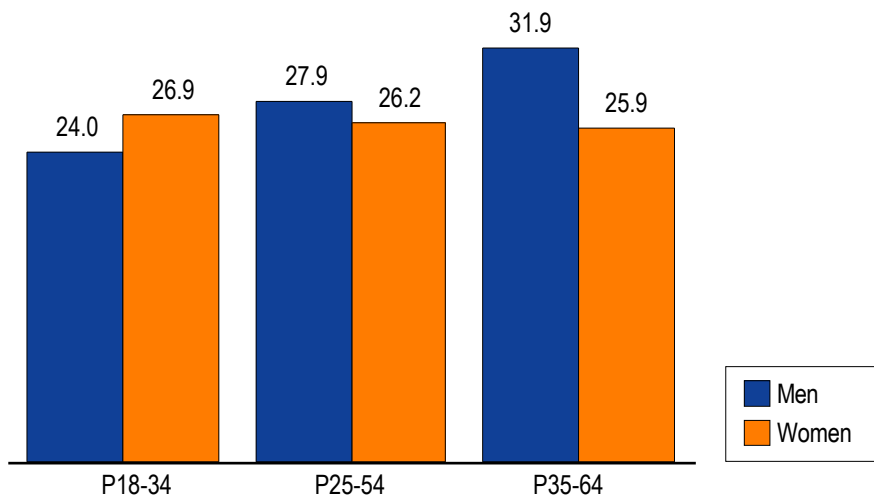


Source: Puerto Rico Radio Market Report, Winter 2006, Mon-Sun, 6AM-Mid.

Overnight Listening

Overnight listening increases along with age.

Cume Rating



Source: Puerto Rico Radio Market Report, Winter 2006, Mon-Sun, Mid-6AM.

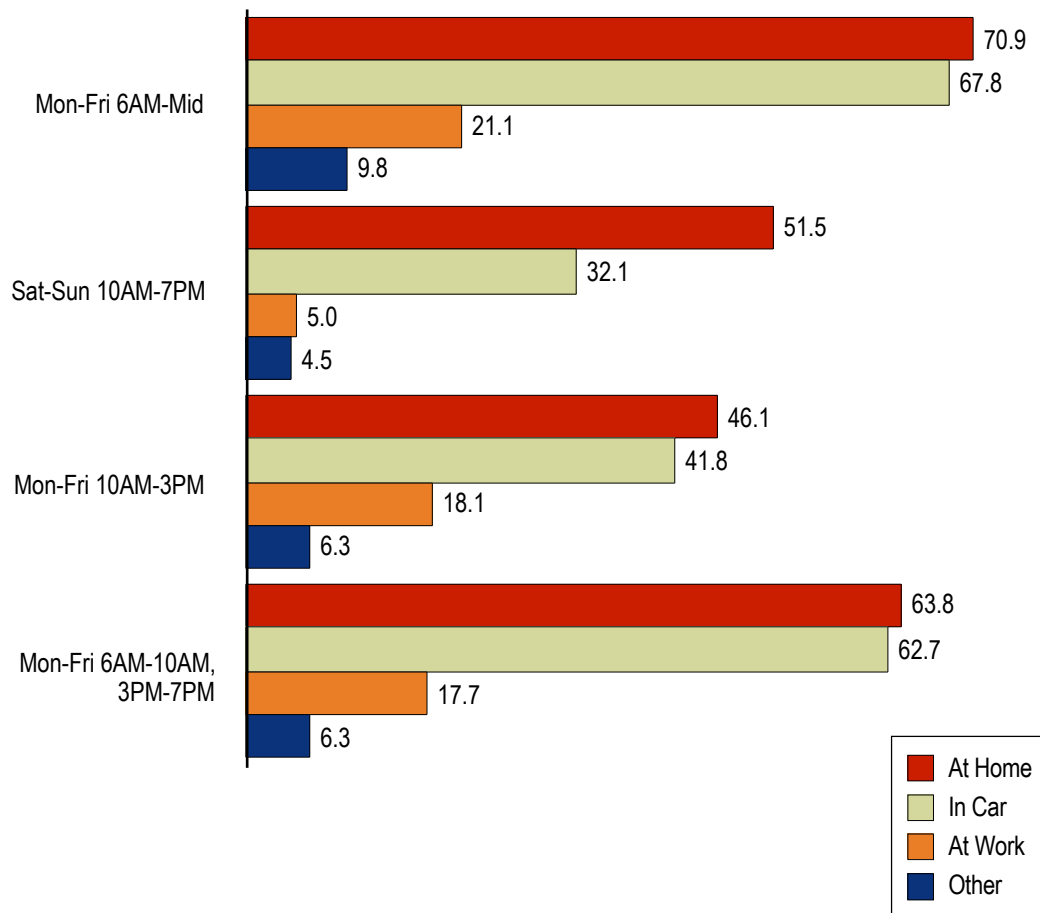
Listening Location

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.

Cume Rating

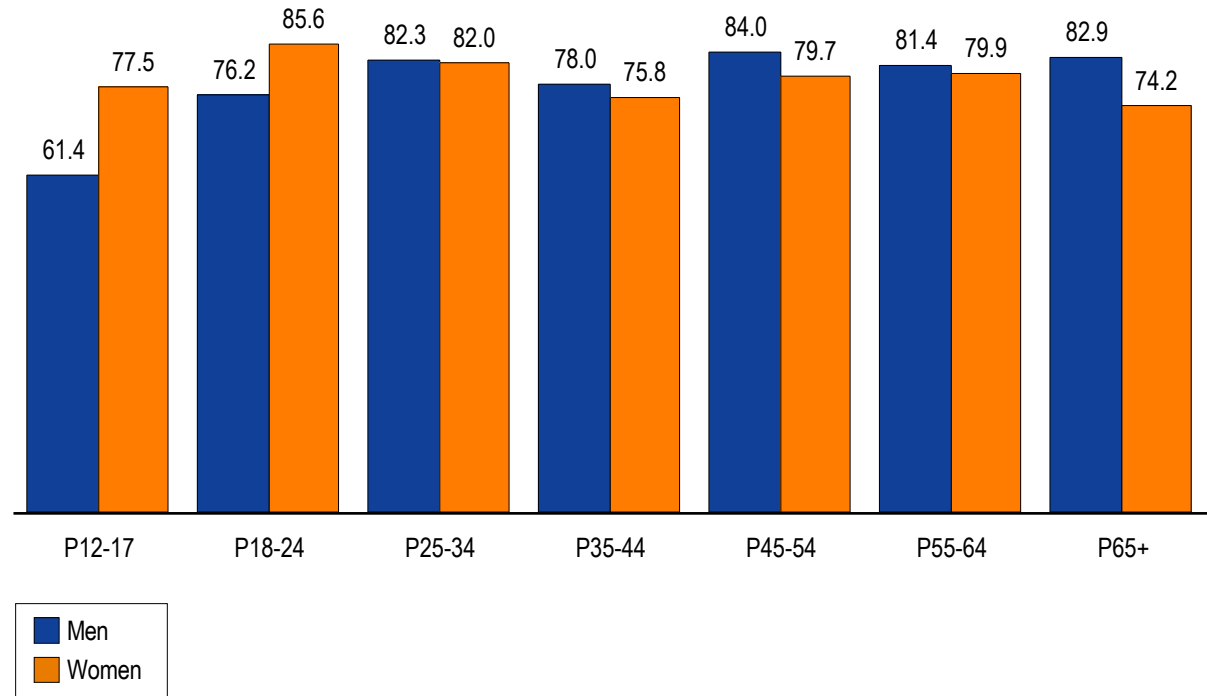


Source: Puerto Rico Radio Market Report, Winter 2006, P12+.

Radio Is Strong on Weekends

Between 70 percent and 80 percent of all men and women can be reached at home on the weekends.

Cume Rating

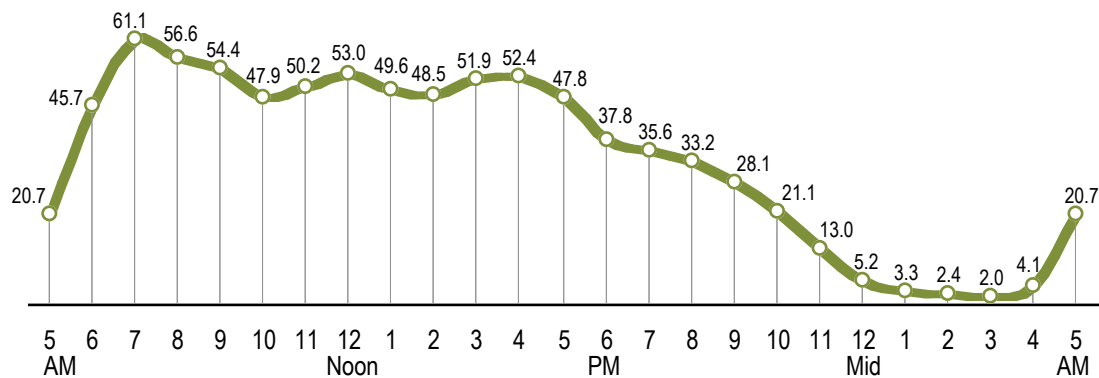


Source: Puerto Rico Radio Market Report, Winter 2006, P12+, Sat-Sun, 6AM-Mid.

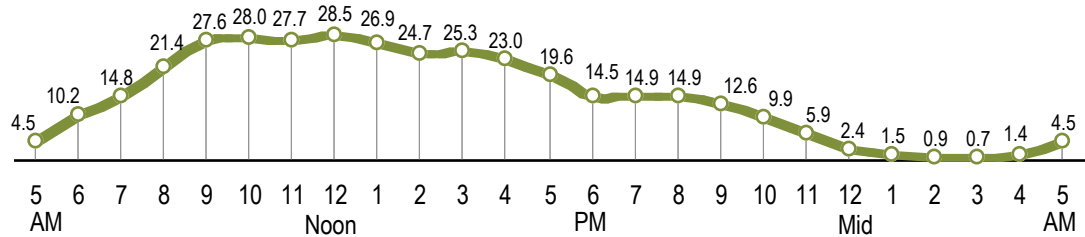
Hour-by-Hour Listening

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

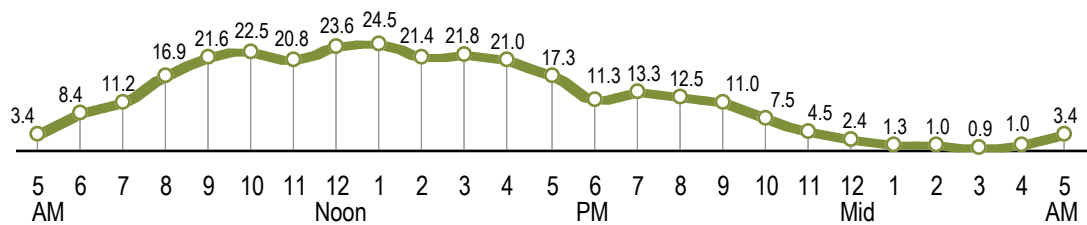
Cume Rating—Monday-Friday



Cume Rating—Saturday



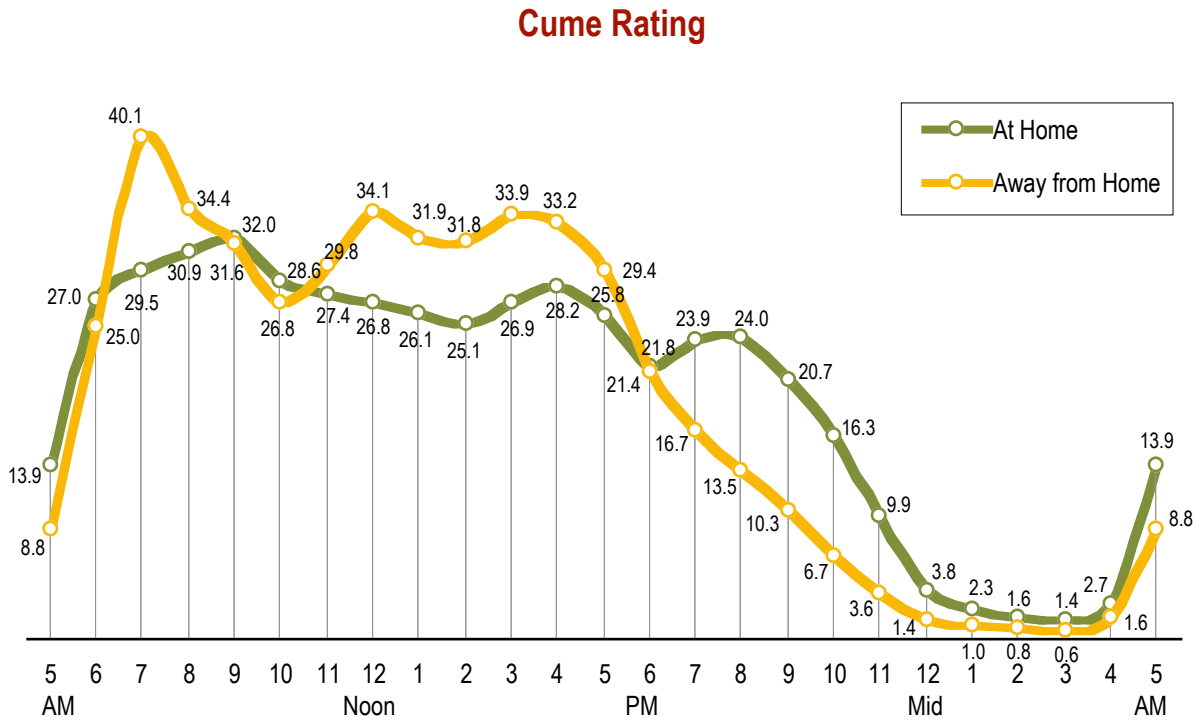
Cume Rating—Sunday



Source: Puerto Rico Radio Market Report, Winter 2006, P12+, 5AM-5AM.

At Home vs. Away from Home

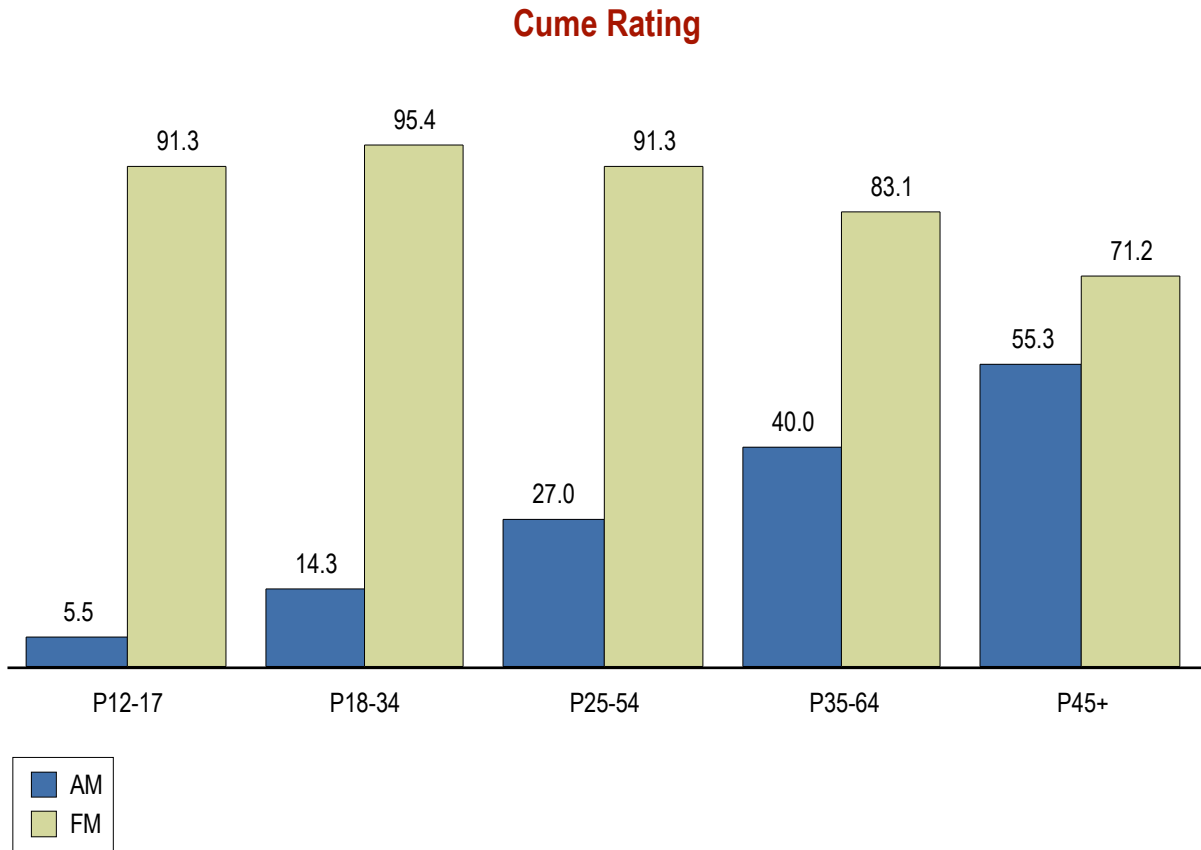
Listening has a different trend at home than away from home.



Source: Puerto Rico Radio Market Report, Winter 2006, 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.



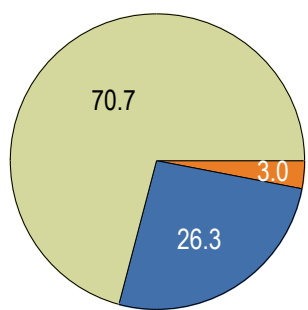
Source: Puerto Rico Radio Market Report, Winter 2006, Mon-Sun 6AM-Mid.

AM/FM Share of Listening by Region

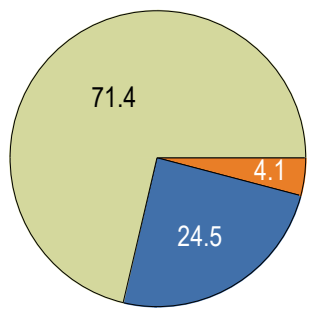
AM/FM share of listening varies among the different regions.

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

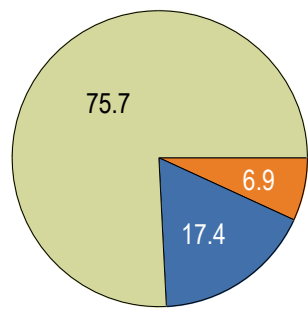
AQH Share, Persons 12+



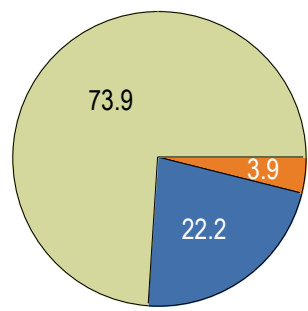
San Juan



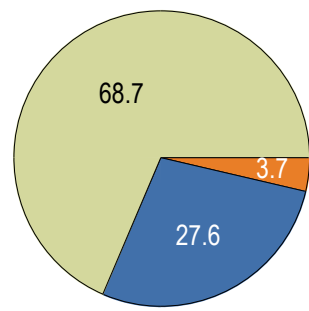
East



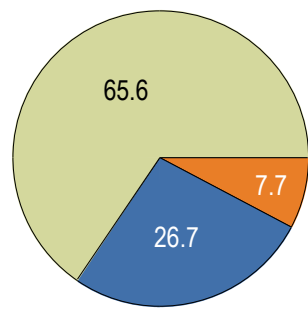
North



Northeast



South



West

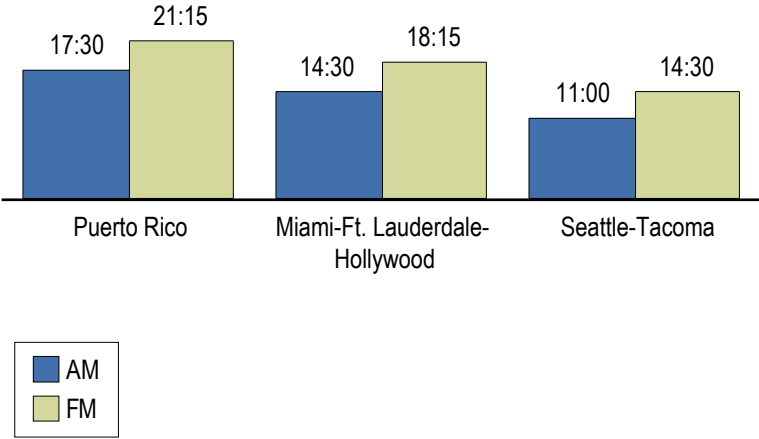


Source: Puerto Rico Radio Market Report, Winter 2006, Mon-Sun 6AM-Mid.

AM/FM Comparison Among Similar Arbitron-Ranked Markets

Overall, Puerto Ricans spend more time listening to radio than those in the Miami-Ft. Lauderdale-Hollywood Metro and listeners in Seattle-Tacoma.

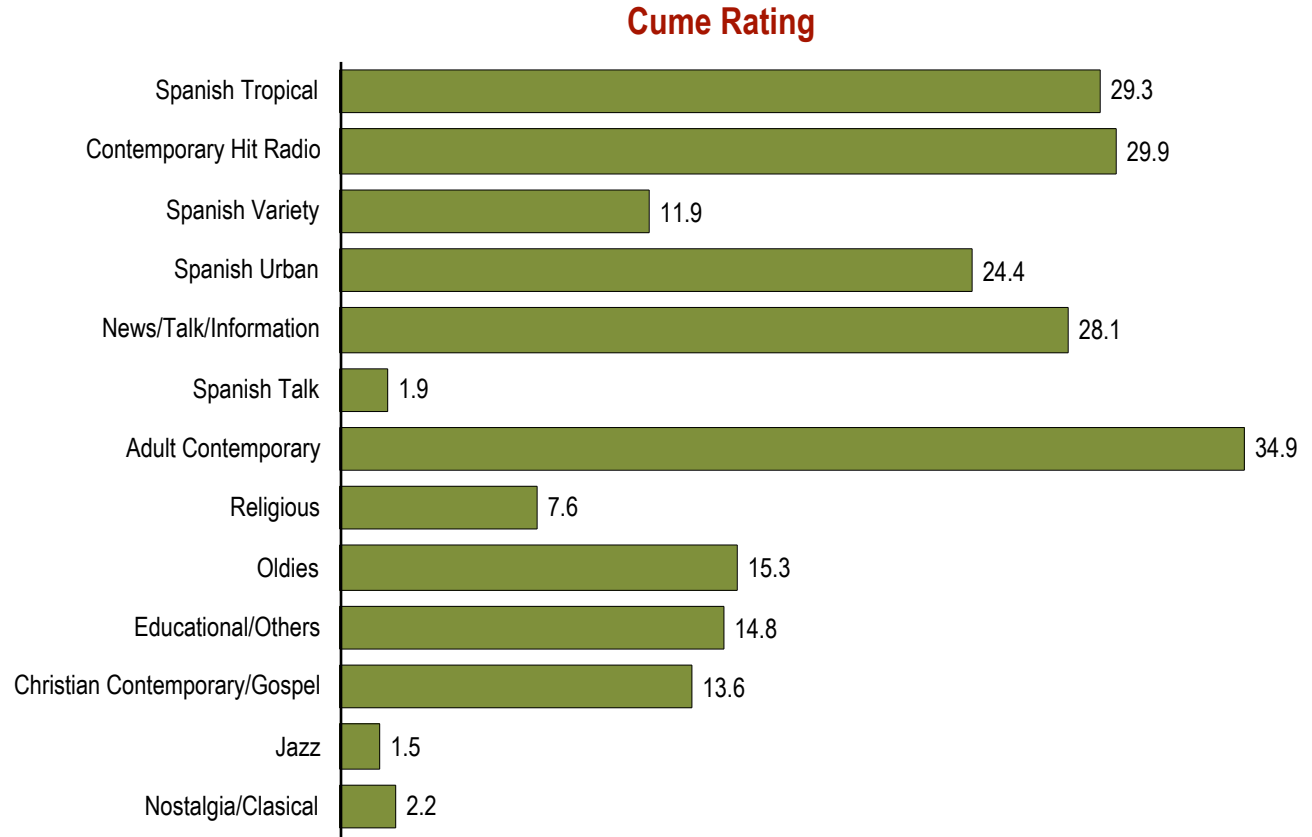
Time Spent Listening



Source: Puerto Rico, Miami-Ft. Lauderdale-Hollywood and Seattle-Tacoma Radio Market Reports, Winter 2006, P12+, Mon-Sun, 6AM-Mid.

Format Listening in Puerto Rico

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

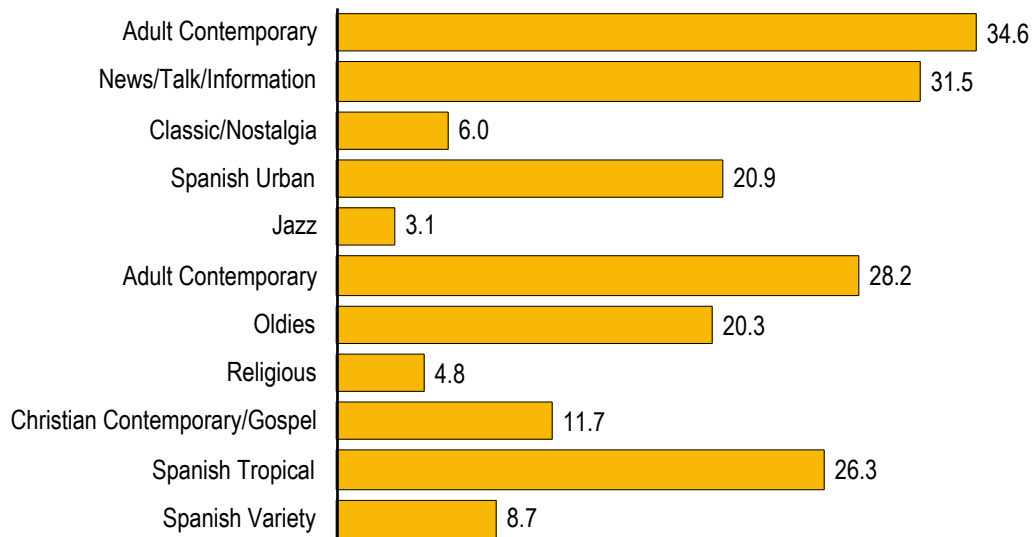


Source: Puerto Rico Radio Market Report, Winter 2006, P12+, Mon-Sun, 6AM-Mid.

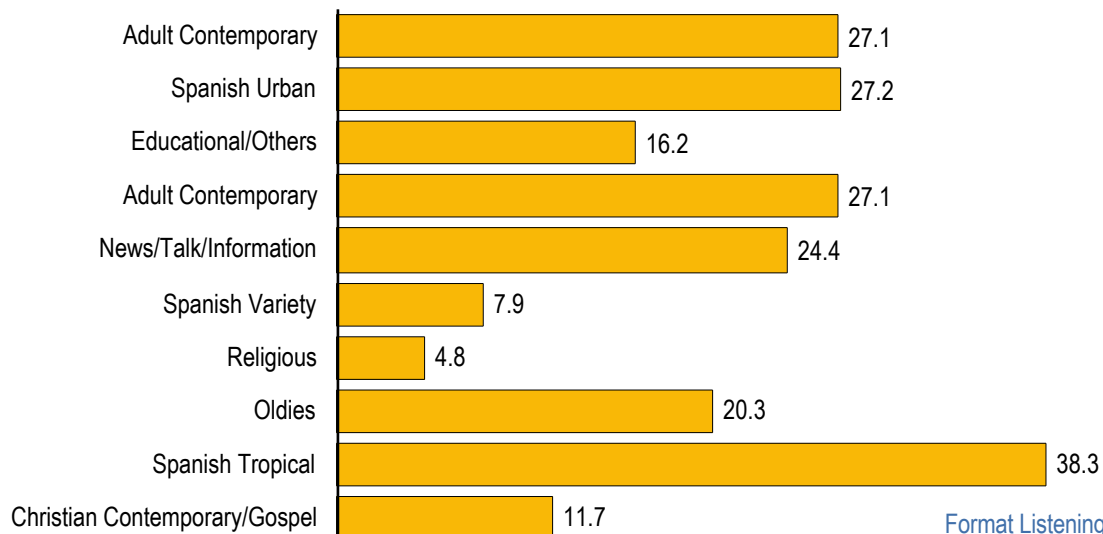
Format Listening by Region

Radio formats perform differently in different regions.

Cume Rating—San Juan



Cume Rating—East Area



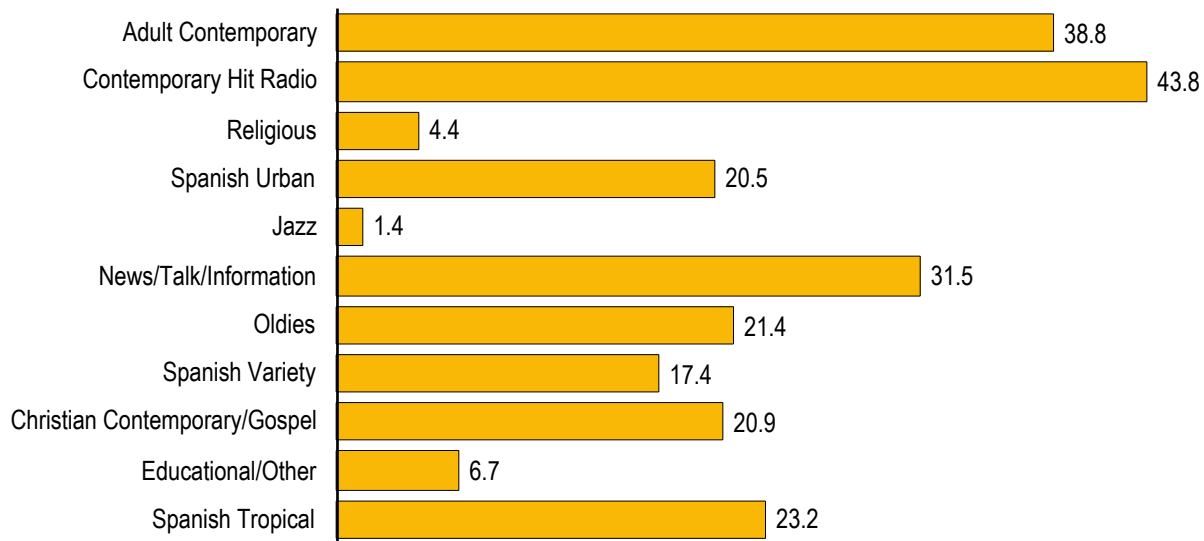
Source: Puerto Rico Radio Market Report, Winter 2006, P12+, Mon-Sun, 6AM-Mid.

Format Listening by Region continued ►

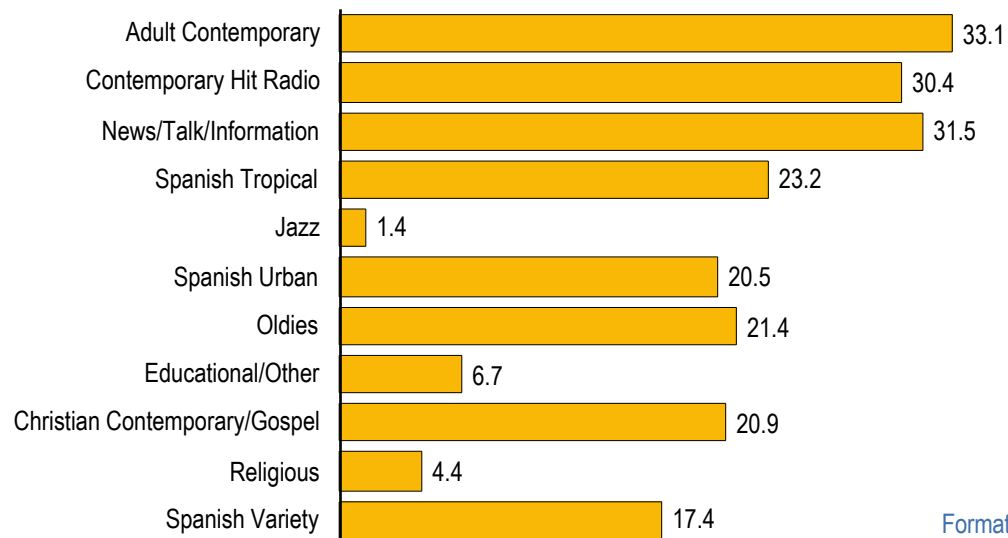
Format Listening by Region

(continued from page 16)

Cume Rating—North Area



Cume Rating—Northeast Area



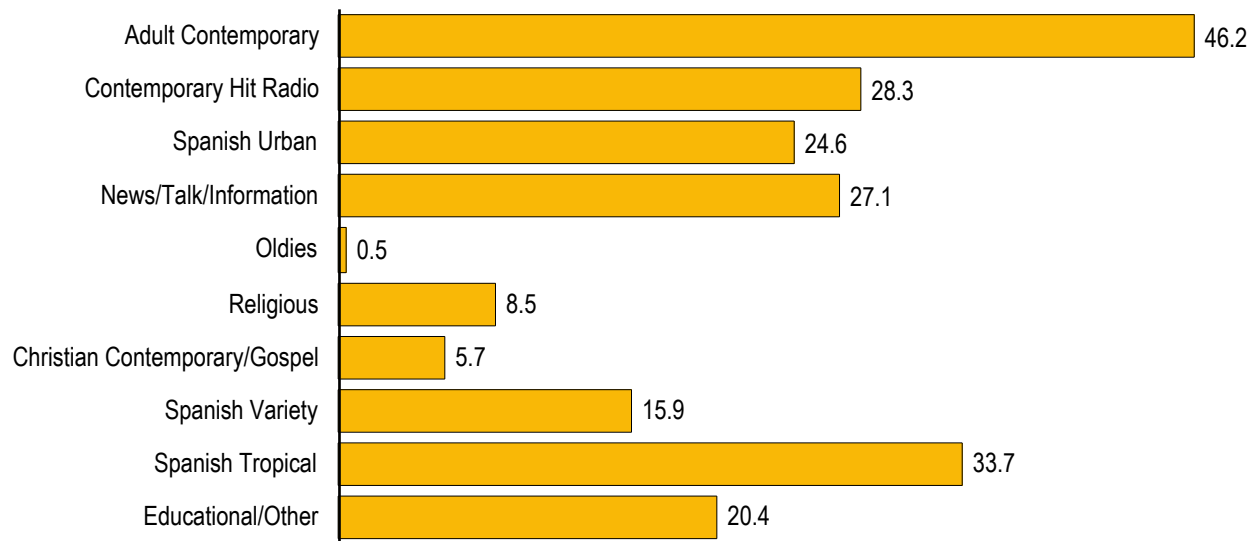
Source: Puerto Rico Radio Market Report, Winter 2006, P12+, Mon-Sun, 6AM-Mid.

Format Listening by Region continued ►

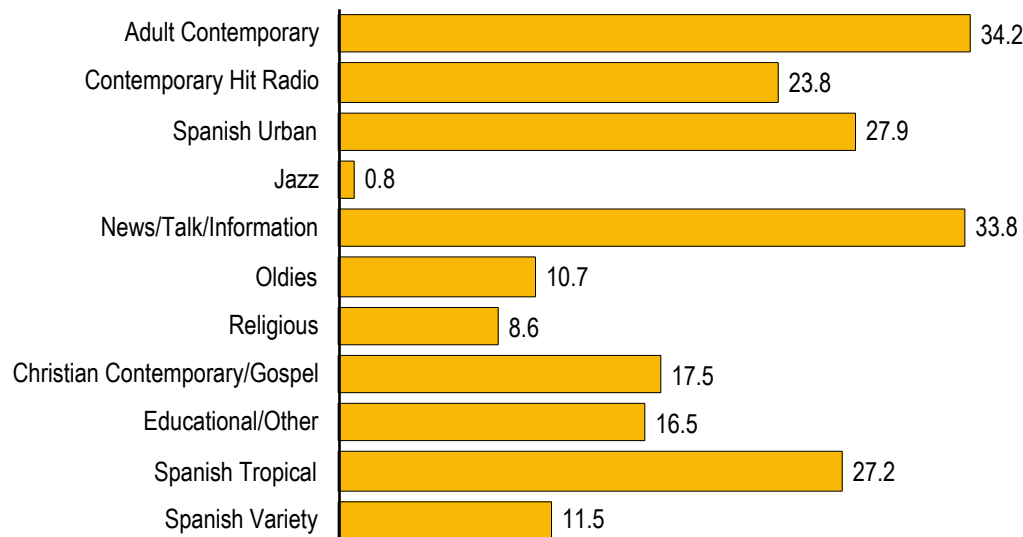
Format Listening by Region

(continued from page 17)

Cume Rating—South Area



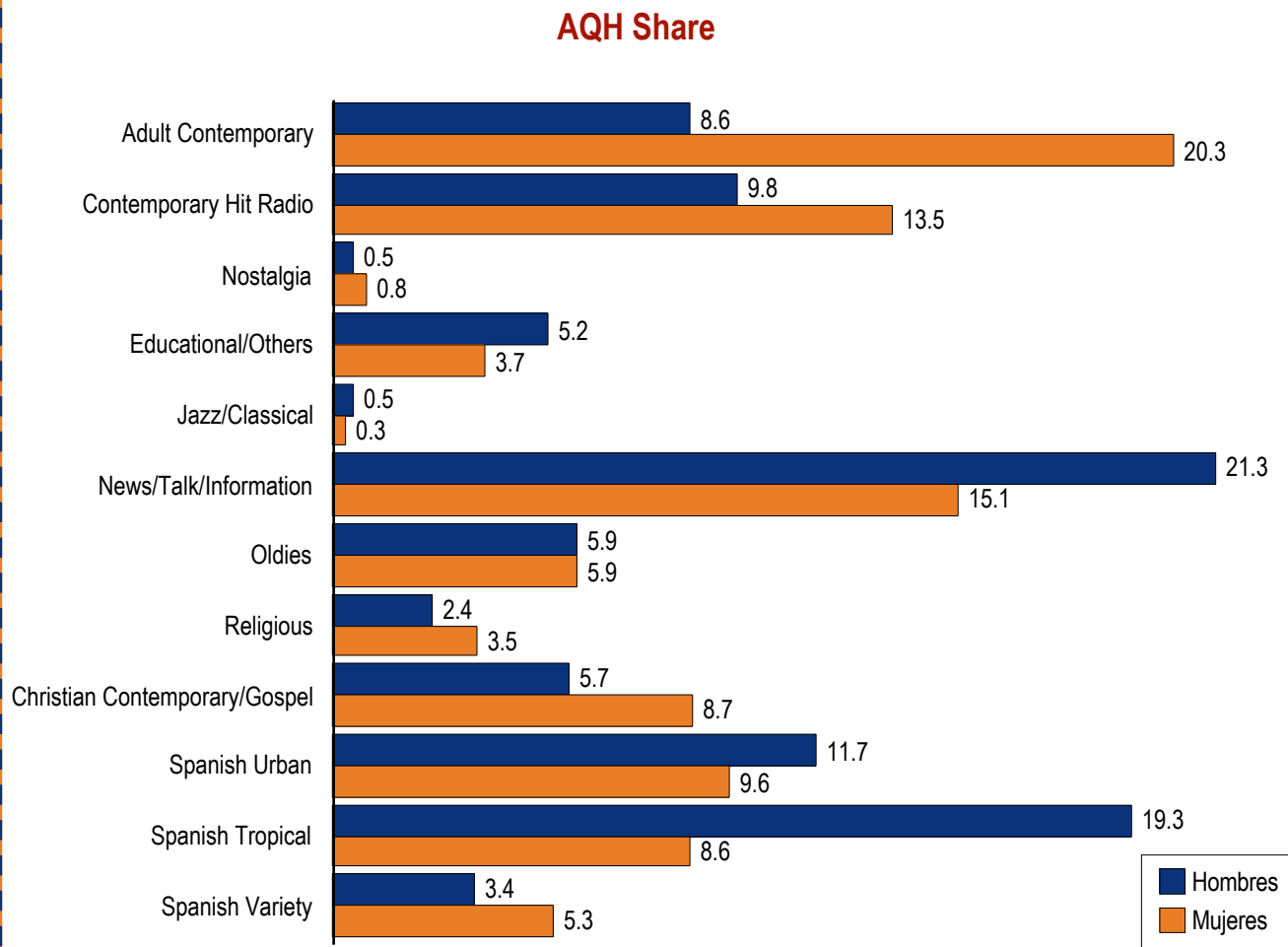
Cume Rating—West Area



Source: Puerto Rico Radio Market Report, Winter 2006, P12+, Mon-Sun, 6AM-Mid.

Format Shares by Sex

Males and females favor formats differently.

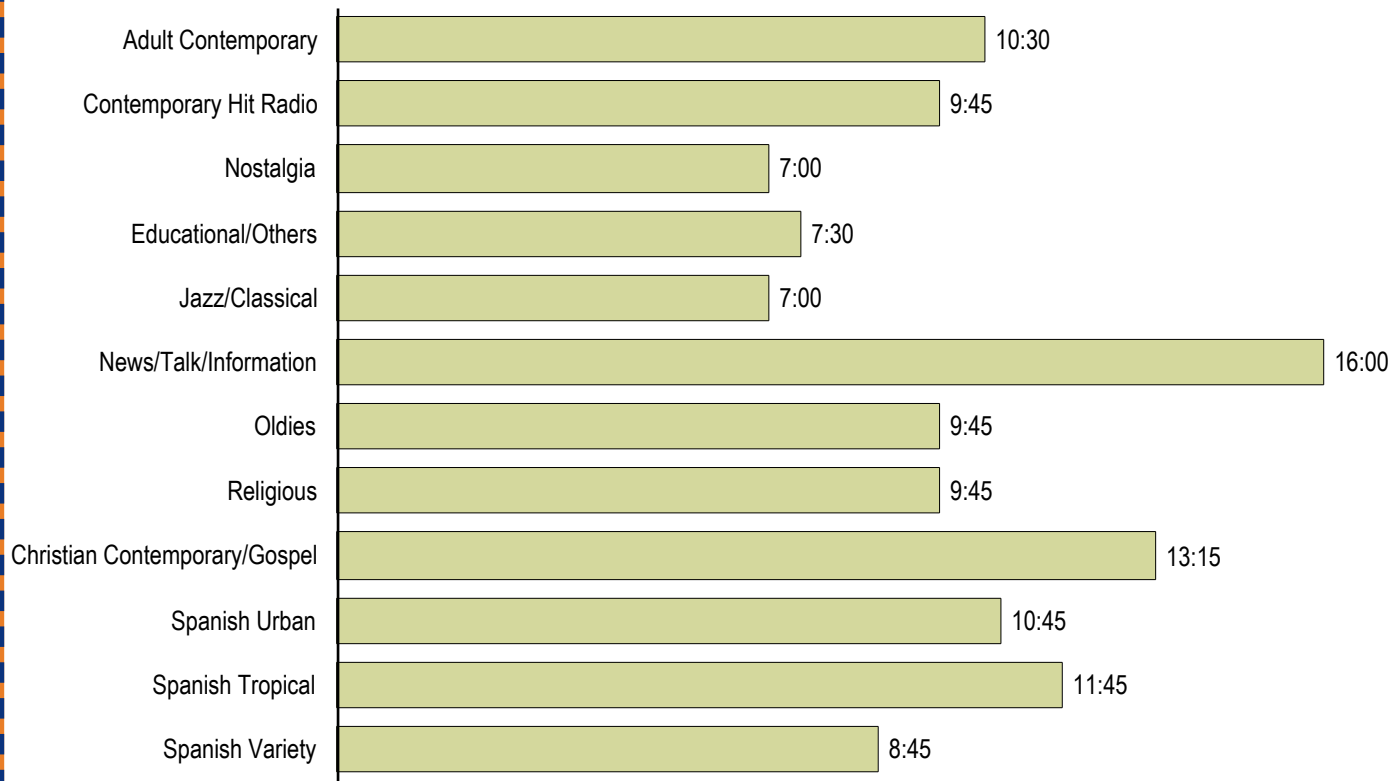


Source: Puerto Rico Radio Market Report, Winter 2006, P12+, Mon-Sun, 6AM-Mid.

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 2006, 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 630
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

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