

The San Antonio Express-News

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	1,695,572	494,668	29	769,541	45	1,469,066	463,534	32	740,334	50
Men	819,353	256,014	31	353,214	43	707,778	236,207	33	338,654	48
Women	876,219	238,654	27	416,327	48	761,288	227,327	30	401,680	53
18-24 Years of Age	233,195	25,117	11	60,450	26	208,732	16,536	8	60,450	29
25-34	329,000	52,491	16	114,116	35	283,216	50,298	18	110,079	39
35-44	317,232	88,560	28	128,269	40	279,713	83,439	30	126,517	45
45-54	307,531	109,917	36	165,171	54	269,892	106,123	39	160,243	59
55-64	235,005	84,992	36	131,549	56	203,442	83,720	41	125,958	62
65+	273,609	133,591	49	169,986	62	224,071	123,418	55	157,087	70
College Graduate+	376,947	134,553	36	200,618	53	344,108	132,064	38	194,659	57
Any College+	889,792	287,117	32	438,522	49	805,653	278,963	35	427,627	53
Prof'l/Mgmt/Busn & Finc'l Operations	395,455	109,777	28	195,183	49	349,400	105,076	30	186,775	54
Mgmt/Busn & Finc'l Operations	184,694	46,631	25	88,512	48	161,642	43,262	27	83,544	52
White collar	652,891	192,139	29	324,022	50	575,464	181,437	32	309,672	54
Employed	1,075,478	292,977	27	479,135	45	937,270	271,140	29	463,481	50
Married	1,016,296	328,067	32	499,420	49	868,357	311,515	36	474,570	55
1+ Children in HH	785,778	170,665	22	297,868	38	687,332	164,339	24	291,000	42
White	1,522,785	457,116	30	702,612	46	1,313,255	425,982	32	674,378	51
Black/African American	120,434	25,447	21	47,306	39	106,642	25,447	24	47,306	44
Hispanic	851,525	212,353	25	330,466	39	727,535	193,608	27	321,443	44
HHI \$75,000+	461,527	175,871	38	252,124	55	417,077	172,091	41	244,783	59
HHI \$50,000+	782,058	260,225	33	409,354	52	708,428	252,970	36	396,093	56
HHI \$35,000+	1,158,287	369,462	32	568,620	49	1,015,113	343,641	34	542,866	54
Own Home	1,251,102	414,964	33	622,728	50	1,078,069	389,965	36	596,792	55
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,344,402	378,165	28	597,325	44	1,143,155	351,770	31	570,104	50
Own/lease 1+ Foreign Vehicles	843,672	257,896	31	408,070	48	772,392	255,076	33	399,960	52
HH Owns 2+ Vehicles	1,179,891	346,272	29	554,291	47	1,021,222	329,364	32	528,437	52
HH Own any Vehicle Bght New or Leased	1,017,794	330,311	33	505,491	50	911,579	323,003	35	491,010	54
HH Plans to Buy Veh New/leased Next Yr.	231,571	64,897	28	109,713	47	186,927	60,912	33	101,730	54
Business Decision Maker For:										
Computer Hardware/Software	100,917	31,163	31	40,717	40	76,318	27,278	36	37,500	49
Information Technology (Network/Internet)	66,672	17,081	26	24,940	37	44,902	13,196	29	21,723	48
Communication Equipment	18,477	4,791	26	5,812	32	7,917	3,460	44	2,956	37
Communication Services	30,643	9,040	30	11,654	38	20,083	7,709	38	8,798	44
Overnight Delivery Services	45,285	18,377	41	20,149	45	39,313	16,184	41	20,149	51
Business Travel or Convention	53,215	20,916	39	22,588	42	38,659	17,392	45	21,257	55
Office Equipment (Photocopier, Fax, Etc.)	49,464	18,011	36	13,244	27	23,375	7,193	31	9,219	39

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Financial										
Own Any Stock	393,432	144,623	37	205,981	52	325,914	135,910	42	195,188	60
Account With Broker	126,345	49,373	39	74,242	59	109,844	49,012	45	69,608	63
Own Mutual Funds	424,203	163,399	39	232,323	55	380,937	159,469	42	224,975	59
Used Any Amex Card-3 Months	144,854	54,254	38	73,292	51	115,021	49,597	43	63,122	55
Used Any Visa Card-3 Months	837,697	264,526	32	398,555	48	727,149	251,209	35	380,000	52
Domestic Travel										
1+ Trips	642,223	195,680	31	299,432	47	556,530	176,267	32	285,087	51
1+ Air Trips	614,804	215,134	35	322,738	53	574,391	207,954	36	315,225	55
1+ Personal/Vacation Air Trips	540,877	190,908	35	280,600	52	508,175	185,921	37	273,087	54
1+ Business Air Trips	174,113	47,913	28	83,151	48	152,054	46,582	31	77,653	51
Used Travel Agent	85,349	29,731	35	45,029	53	79,801	29,731	37	42,622	53
Car Rental For Business	167,242	54,407	33	77,310	46	154,673	52,214	34	74,903	48
Car Rental For Personal/Vacation	390,573	127,933	33	197,686	51	372,383	126,061	34	193,407	52
Hotel/Motels-For Business	356,081	119,164	34	170,910	48	310,451	115,300	37	161,985	52
Hotel/Motels-For Personal/Vacation	879,609	287,602	33	420,083	48	767,854	271,774	35	411,329	54
Foreign Travel										
1+ Foreign Trips	656,325	202,353	31	279,301	43	551,754	192,989	35	268,901	49
1+ Cruise	165,129	64,343	39	87,220	53	161,387	63,982	40	86,859	54
Domestic Destinations										
Las Vegas	143,716	47,450	33	71,336	50	130,571	43,840	34	67,046	51
Florida	124,223	48,374	39	76,137	61	117,118	47,948	41	73,730	63
Austin	277,820	80,369	29	119,258	43	246,098	78,782	32	114,309	46
Foreign Destinations										
Canada	48,819	13,782	28	19,117	39	40,256	13,421	33	18,756	47
Mexico	449,357	125,970	28	169,256	38	363,578	117,906	32	160,760	44
Hawaii	57,361	15,874	28	29,946	52	50,614	15,874	31	29,346	58
Europe	112,271	53,225	47	62,121	55	108,452	52,286	48	60,841	56
Caribbean/Bahamas	101,671	41,112	40	52,695	52	101,254	40,751	40	52,334	52
Technology										
Own Cellular Phone	1,296,467	385,546	30	613,035	47	1,145,718	370,231	32	592,318	52
Own PC	1,167,789	360,208	31	579,975	50	1,049,562	345,595	33	559,534	53
Bought Hardware/Software	701,225	202,224	29	338,772	48	624,159	193,881	31	324,415	52
Have Online Service	1,123,908	340,378	30	533,666	48	1,007,817	321,888	32	520,083	52
Shop Online	831,573	249,330	30	385,039	46	741,450	233,375	32	376,191	51
Purchase Online	772,957	236,062	31	357,568	46	682,834	220,107	32	348,720	51