



	<u>DMA</u>	<u>U.S. Rank</u>	<u>CBSA</u>	<u>U.S. Rank</u>
	#		#	
Households	793,500	#37	687,200	#30
Population	2,252,500	#36	1,940,500	#29
EBI	\$39.3 Billion	#38	\$35.2 Billion	#33
Retail Sales	\$33.3 Billion	#36	\$29.6 Billion	#31

### Market Highlights

- San Antonio is the 7<sup>th</sup>-largest city in the U.S., and the 3<sup>rd</sup>-largest in Texas (*Census Bureau, 2007*); it occupies an area of 430 sq. miles in S. Central Texas, approximately 140 miles NW of the Gulf of Mexico
- San Antonio's population has grown 14% from 2000, and has steadily grown approximately 20% every 10 years since 1980 (*U.S. Census; City of San Antonio Economic Development Department, as of 8/07*)
- San Antonio has the sixth-largest Hispanic population of all U.S. cities, and #1 in Texas; of top 50 DMAs, San Antonio has the highest percentage of Hispanic population (53.6%) (*Demographics USA, 2007*)
- Of the top 40 DMAs, San Antonio ranks in 5-year projected % change: #9 in total EBI; #12 in total population; and #12 in total households (*Demographics USA, 2007*)
- San Antonio has a 5% lower cost of living overall than the U.S., and is also lower than: Cleveland, Jacksonville, Orlando, Richmond, Raleigh, Chicago, Portland, Ft. Lauderdale, Baltimore, Hartford, Boston, San Diego, Washington D.C., San Francisco, and New York City (*ACCRA '08, 2<sup>nd</sup> qtr.*)
- San Antonio has 5 Fortune 500 firms: AT&T, Valero Energy, Tesoro, U.S. Automobile Assoc., Clear Channel Communications (*Fortune, 4/08*); other top firms include: USAA Insurance, S.W. Research Institute, Kinetic Concepts, Frost Nat'l Bank, Rackspace, Toyota Motor Mfg., and Cardall Cabinetry
- San Antonio has 3 military bases: Randolph AFB, Ft. Sam Houston (Army) & Lackland Air Force Base; Dept. of Defense (DoD) had an impact estimated at \$13.3 billion in 2006, with earnings of \$9.4 billion; the Base Realignment & Closure (BRAC) scheduled additional \$2.1 billion in military construction by 9/11, & economic impact is projected to be \$5.7 billion, with additional earnings of \$2.2 billion
- The San Antonio Int'l Airport is only a 15-minute drive from downtown, & the airport had 8 million passengers in 2007, the highest ever recorded, with an average of 260 daily domestic and international departures; it was ranked the #5 U.S. airport for on-time departures; construction underway for new terminal B, to be completed by 2010, & terminal C, to be completed by 2012
- San Antonio is visited by 26 million tourists annually, and popular destinations include The Alamo, River Walk, and SeaWorld San Antonio; tourism employs over 86,000 in the area, with an estimated \$72 billion economic impact; \$3.4 billion impact in arts community; home to NBA San Antonio Spurs
- New development: Grand Hyatt Convention Center Hotel opened this year; Fort Sam Houston missions will be added through 2010, & \$1.35 billion in construction began; a \$345.4 million San Antonio River Improvements project underway; Univ. of Texas at San Antonio has \$200 million in projects planned for Downtown Campus in the next several years & \$1.35 billion in construction
- San Antonio is ranked:
  - #1 "Top city for affordability" (*Travel + Leisure, 2007*)
  - #1 "Hottest spot for knowledge workers" (*KleinHersh Int'l/Business 2.0, software sales/info technology 2007*)
  - #2 "Best place to live"-education, employment, economy, crime, recreation, housing (*Relocarte-America, '08*)
  - #2 "Top U.S. market in home affordability (of 50)" (*bizjournals, 3/08*)
  - #2 "Best bang for the buck city" (*Forbes, 10/08*)
  - #2 "Best performing city" overall of top 30 large CBSAs, & #15 of top 200 large cities (*Milken Institute, 2008*)
  - #2 "Top recession-proof city" for unemployment data, job growth, and median home prices (*Forbes, 5/08*)
  - #4 "Best city for jobs" of top 100 cities, and moved up from last year's ranking of #11 (*Forbes, 1/08*)
  - #5 "Best CBSA with the lowest geographic distribution of house risk" (*PMI Mortgage Index Co., 1<sup>st</sup> qtr. 2008*)
  - #6 "Hottest U.S. city with largest labor markets, for short/long term employment trends" (*bizjournals, 9/08*)
  - #7 "Best city to live in" (*Money Magazine, 8/08, of top 100 metros*)

Source: Demographics USA, 2007



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	230,878	334,714	DMA	541,944	814,940
DMA	217,677	317,935	College Grad+	156,684	217,260
Metro	207,407	303,436	Professional/Mgr'l	126,437	208,987
			Average HH Income	\$79,718	\$77,900
			DMA Reader Income	\$43.2 Billion	\$63.5 Billion

**Newspaper Highlights**

- Newspaper is the medium that reaches the most upscale, high-end consumers in the San Antonio market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the San Antonio DMA:

	<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>
Use a stockbroker	187	72	120	3+ any dom air busn trips	162	100	59
Visit Europe	178	87	97	Money market account	154	81	83
Own/lse frgn lux veh	176	93	82	College degree+	151	94	82

- The San Antonio Express-News is the third-largest newspaper in Texas, daily and Sunday
- The San Antonio Express-News is more than 5 times larger in daily circulation than all of the newspapers combined in the DMA
- On an average weekday, the San Antonio Express-News reaches over 200,000 metro households – over 6 times more households reached by Newsweek and Time weekly magazines combined (33,425)  
*(Circulation 2008; ABC Magazine Market Coverage Report, 2007- MSA)*
- Over 9 out of 10 adults who read a newspaper in the San Antonio metro turn to the Express-News daily (93%) and Sunday (98%)
- Daily, the San Antonio Express-News readers have a 16% higher HHI than the average DMA adult – a difference of over \$10,900; on Sunday, San Antonio Express-News readers have a HHI 13% higher (over \$9,100) more) than the average DMA adult
- The San Antonio Express-News has the highest readership penetration of top CBSA newspapers in Texas (Daily: 30.2%; Sunday: 44.2%)
- 1 Sunday issue reaches over 60% of metro area college grads and adults with HHI \$75,000+ **ok**
- San Antonio Express-News provides far greater coverage of DMA adults than A.M. drive-time radio, or even 1 prime time TV spot each from ABC, CBS, FOX, & NBC combined: *(Scarborough 2008, Release 1)*  

	<i>% DMA Adults</i>		<i>% DMA Adults</i>
Daily San Antonio Express-News	32%	A.M. Drive Time Radio (average ¼ hour, 51 stations)	19%
Sunday San Antonio Express-News	49%	Prime Time TV: ABC, CBS, FOX, NBC	14%
- Of top 40 DMA newspapers, the San Antonio Express-News has the 3<sup>rd</sup>-highest % daily household newspaper penetration (27.2%), and 3<sup>rd</sup> on Sunday (40.1%) *(Demographics USA 2007; Circulation 2008)*
- Compared to the average adult in the U.S., daily San Antonio Express-News readers are:  
 64% more likely to have home improvement loan    42% more likely to have a home equity loan  
 51% more likely to use a financial planner        40% more likely to have a post graduate degree+  
 43% more likely to own a high-definition T.V.    36% more likely to take a cruise
- Compared to the average adult in the U.S., Sunday San Antonio Express-News readers are:  
 77% more likely to own a PDA                            32% more likely to have an internet provider  
 44% more likely to own 2+ new cars                30% more likely to own a pool or spa  
 34% more likely to take 3+ dom air trips-prs/vac    24% more likely to stay at upscale hotel-pers/vac
- MySa.com, website for the San Antonio Express-News, is the area's most powerful local medium for effective online advertising, with 1,519,000 unique users monthly *(AccessABC, Audience-FX Data Base, 2008)*

Source: Circulation 2008; Scarborough 2008, Release 1