

# SAN ANTONIO MARKET FACTS

## TV DMA Rank

Total.....	33
Hispanic.....	7

Source: Nielsen Universe Estimates, 2015  
Rank based on number of TV Households

## RADIO Metro Rank

Total.....	27
Hispanic.....	9

Source: Nielsen Audio Fall MSA 2014 Populations

## DMA Population (Persons 2+)

Total.....	2,446,017
Hispanic.....	1,327,881
Non-Hispanic.....	1,118,136

Source: Nielsen Universe Estimates, 2015

## Metro Population (Persons 12+)

Total.....	1,939,800
Hispanic.....	1,018,500
% Hispanic.....	53%

Source: Nielsen Audio Fall MSA 2014 Populations

## Hispanic Share of Key Demos

Kids 2-11.....	62%
Teens 12-17.....	62%
18-34.....	59%
18-49.....	57%
25-54.....	55%
50+.....	43%

Source: Nielsen Universe Estimates, 2014

## Population Growth 2000 to 2014

Hispanic .....	+40%
Non-Hispanic.....	+14%

Source: Geoscape American Marketscape Datastream, 2014 Series; O+ Population

## Median Age

Total.....	35.2
Hispanic.....	29.8
Non-Hispanic.....	41.3

Source: Geoscape American Marketscape DataStream 2014

## Number of Persons 2+ per Household

Total.....	2.7
Hispanic.....	3.0
Non-Hispanic.....	2.4

Source: Nielsen Universe Estimates, 2014

## Hispanic Origin Penetration

Mexican.....	94%	South American.....	1%
Puerto Rican.....	2%	Cuban.....	0%
Central American.....	1%	Dominican.....	0%

Source: Geoscape. American Marketscape DataStream 2014

## Hispanic Household Language Usage

Any Spanish Spoken.....	85%
Spanish Dominant.....	21%
Spanish/English Equally.....	24%
English Dominant.....	55%

Source: Nielsen Universe Estimates, 2014, Hispanic TV Households by Language Strata (based on Persons 2+)

## Consumer Spending

Total.....	\$65.3 Bil
Hispanic.....	\$26.1 Bil
Non-Hispanic.....	\$39.2 Bil

Source: IHS Global Insight 2013 Hispanic Market Monitor Forecast

## Hispanic Consumer Category Spending

Food at Home.....	\$10.1 Bil
Food Away from Home.....	\$6.7 Bil
Alcoholic Beverages.....	\$1.6 Bil
Clothing/Apparel.....	\$4.6 Bil
Footwear.....	\$4.3 Bil
Vehicle Purchases.....	\$3.3 Bil
Personal Care.....	\$2.5 Bil
Healthcare.....	\$1.6 Bil

Source: IHS Global Insight 2013 Hispanic Market Monitor Forecast



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