

# Connecting with San Antonio's Hispanic Community

# Over 1.3 Million Hispanics Reside in San Antonio

Hispanic Population 2015  
Based on Persons 2+

SAN ANTONIO

54%

Hispanics in market  
(1.3 Million)



Source: 2015 Nielsen Universe Estimates, (San Antonio )

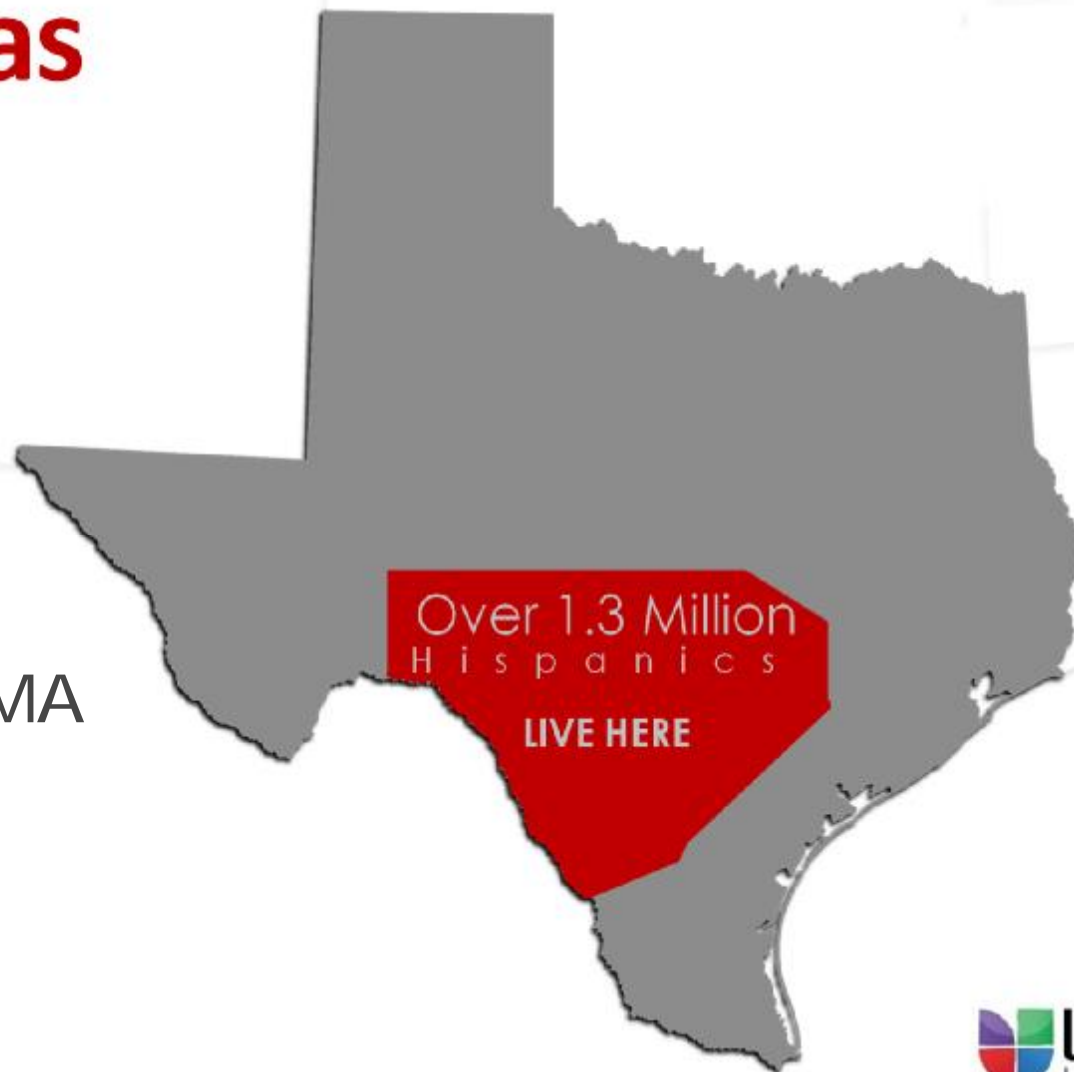


# San Antonio Represents A Large Piece of Hispanics in the State of Texas

The San Antonio DMA  
includes

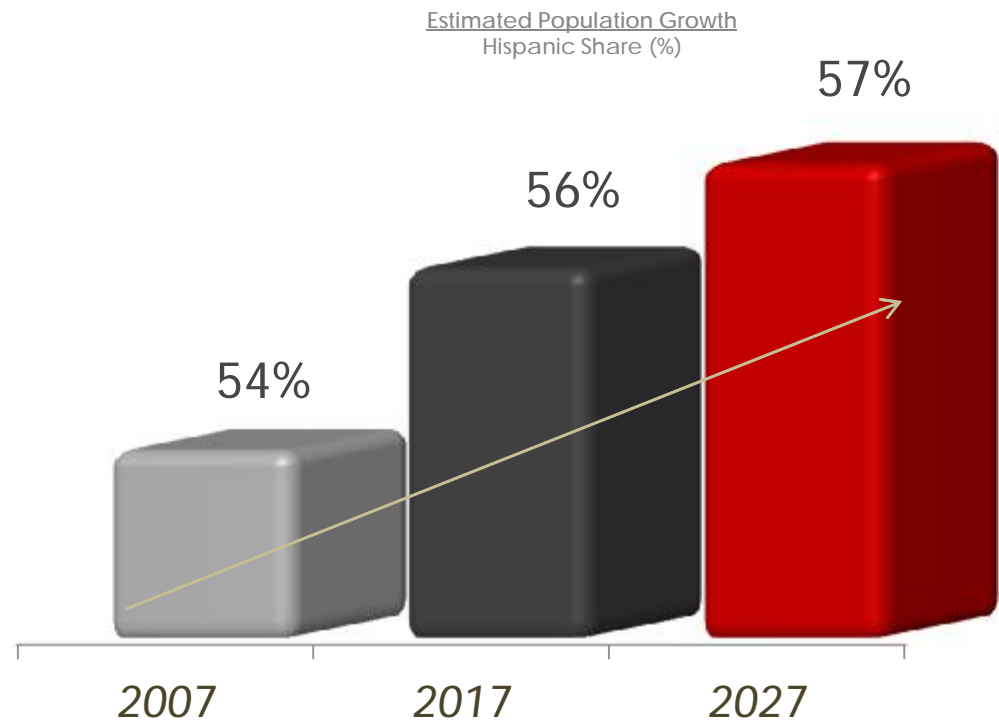
**25**

Texas counties



Source: 2015 Nielsen Universe Estimates, (San Antonio), Persons 2+

# ...and What's More, This Demographic Will Continue to Grow



**SAN ANTONIO**

Source: Global Insight - 2013 Hispanic Market Monitor. (San Antonio)



# Younger, Larger Families and Higher Employment Rates

SAN ANTONIO

People per Household<sup>1</sup>

3.0

2.4  
Non-Hispanic

Population Median Age<sup>1</sup>

32.3

36.4  
Non-Hispanic

Full Time / Part Time  
Employment<sup>2</sup>

64%

58  
Non-Hispanic



Source: 1) Nielsen TV Universe Estimates, 2015 Persons 2+ ;  
2) Scarborough, San Antonio Hispanic Study 2014 Release 1 Total  
(Feb 2013 - Jan 2014), Adults 18+ .



# An Overwhelming Share of Hispanics are **Speaking Spanish**



% Share of Language Spoken – Hispanic HH's  
Bilingual Share (%)

**SAN ANTONIO**

**84%**

Approximately 373,270 Hispanic Households

\*Bilingual: (Spanish Only; Spanish Mostly; Span/Eng Equal; English Mostly)

Source: 2015 San Antonio DMA Universe Estimates of Hispanic TV HHs by Language Strata (Language Strata defined in terms of Persons 2+)  
Total Hispanic Households: 437,740



# Because **Spanish** Connects with Hispanics, They Are More Likely To...

Be Loyal

**+128%**

Companies show appreciation for our culture by advertising in Spanish

To feel recognized

**+123%**

When I hear a company advertise in Spanish, it makes me feel like they respect my heritage and want my business

I am more likely to buy a product

**+54%**

I remember more about or pay more attention to products/services advertised in Spanish



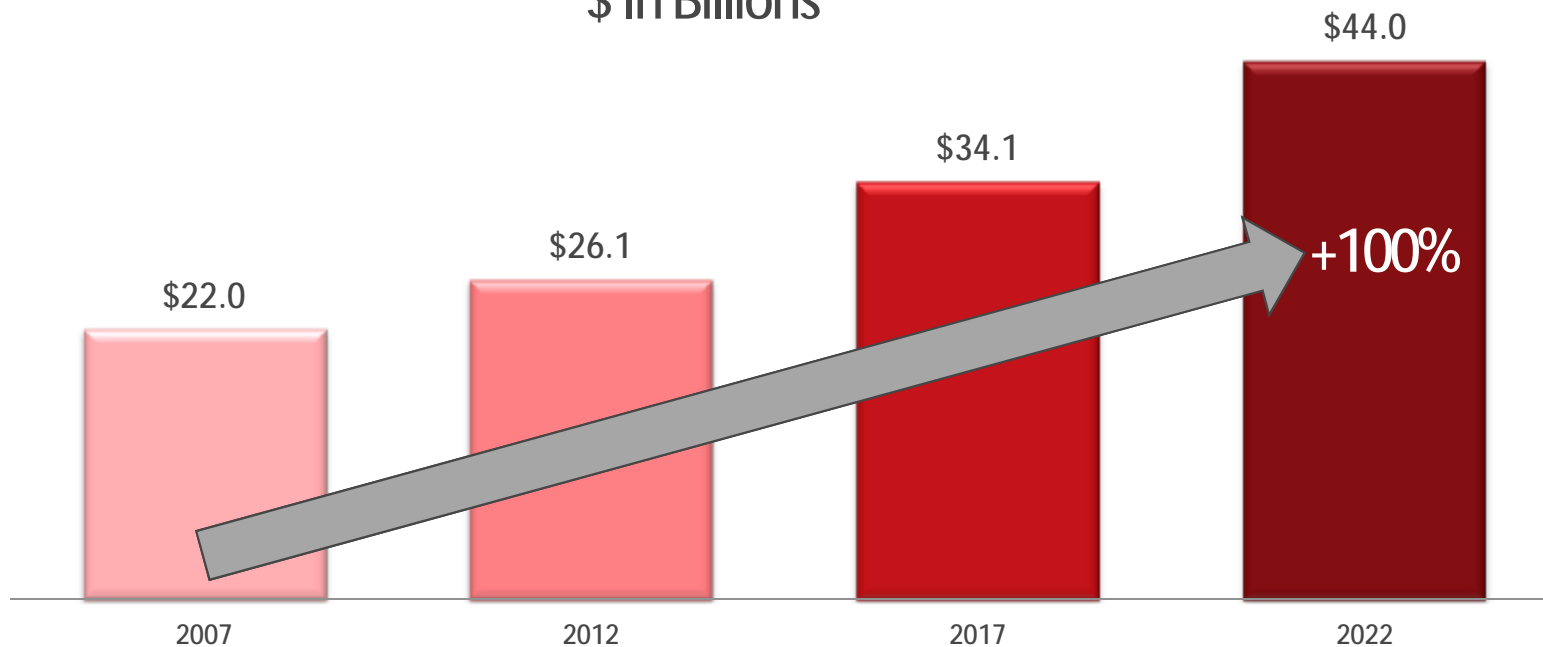
Source: Simmons Summer 2013 NHCS Adult Study 12-month (Jul12-Sep13), San Antonio.



# San Antonio Hispanic Consumer Spending will **DOUBLE** in a span of just 15 years

Hispanic Average  
HH Income:  
**\$62,714**

Hispanic Consumer Spending  
\$ In Billions



IHS Global Insight 2013 Hispanic Market Monitor Forecast





# Empresarios Mexicanos are Making Connections with San Antonio

According to the National Association of Realtors,  
65% of U.S. International homebuyers from Mexico purchased a home in Texas

## Los Angeles Times

"Wealthy, Business-Savvy Mexican Immigrants Transform TEXAS Cities"

"Settling in San Antonio with private jets and Porsches, their influence has been compared to that of well-heeled Cubans who took refuge in Miami decades ago."

March 2013



Source: National Association of Realtors, 2014 Profile of International Home Buying Activity (U.S. Home purchases by Mexican buyers 3/2013 – 3/2014)  
- Los Angeles Times 'Wealthy, Business-Savvy Mexican Immigrants Transform TEXAS Cities'  
<http://articles.latimes.com/2013/mar/24/nation/la-na-sonterrey-20130324>

