

Media

PERSONAL TECH (VS. U.S.)

| Device | DMA% | U.S.% |
|-----------------|------|-------|
| Wireless/cell | 74% | 72% |
| DVD player | 63% | 65% |
| Digital camera | 48% | 54% |
| DVR | 35% | 33% |
| Videogame | 30% | 30% |
| MP3 player | 29% | 30% |
| Satellite TV | 27% | 29% |
| HDTV | 26% | 29% |
| Satellite radio | 8% | 8% |
| PDA | 6% | 9% |

Source: Scarborough USA+ 2008, Release 1

WEB CONNECTION

| | |
|------------------|-----|
| None | 33% |
| DSL | 30% |
| Cable modem | 23% |
| Dial-up | 11% |
| Other connection | 6% |

Source: Scarborough San Antonio Study 2008, Release 2

OUT-OF-HOME

| Commuting Time (one way) | |
|--------------------------|-----|
| Less than 10 minutes | 17% |
| 10 - 19 minutes | 28% |
| 20 - 29 minutes | 24% |
| 30 - 59 minutes | 20% |
| 60+ minutes | n/a |
| Don't commute | n/a |
| Mode of Travel | |
| Carpool | n/a |
| Drive (not carpool) | 92% |
| Public transit | 10% |

Source: Scarborough San Antonio Study 2008, Release 2

TELEVISION USAGE

| | |
|-----------------------|-----|
| Early AM (5-9a) | 31% |
| Early Fringe (3-5p) | 46% |
| Early News (5-5:30p) | 54% |
| Prime Access (6-7p) | 63% |
| Prime (7-10p) | 71% |
| Late News (10-10:30p) | 66% |

Source: Nielsen, November 2008, Live + 7 Day

RADIO USAGE

| | |
|------------------|-----|
| AM Drive (6-10a) | 79% |
| Midday (10a-3p) | 70% |
| PM Drive (3-7p) | 78% |
| Evening (7p-Mid) | 48% |

Source: Arbitron Fall 2008, Persons 12+

CABLE PENETRATION

| | |
|-------------------------|-----|
| Cable, Non ADS | 59% |
| Cable with pay | 41% |
| Digital Cable | 36% |
| Alternate Delivery Sys. | 29% |

Source: Nielsen

NEWSPAPER READERS

| | |
|-----------------------|-----|
| Any Daily (avg.) | 36% |
| Any Sunday (avg.) | 51% |
| Online (past 30 days) | 31% |

Source: Scarborough San Antonio Study 2008, Release 2