HOUSTON #1 ...

- Houston Tops the Census List on New Metro Area Residents adding over 159,000 residents from 2014 to 2015
  U.S. Census – March 2016

- Top Cities for Competitiveness to Attract Investment in Chemicals & Plastics; Machinery, Equipment & Construction; Metals and Transportation & Logistics
  Conway – 2015

- Best Metro for Building Wealth
  Bankrate.com (as reported by U.S. News & World Report) – October 26, 2015

- Top U.S. Metro for Exports in 2014
  Department of Commerce – August 25, 2015

- Top Deals and Hot Markets – “Mega Market of the Year”

- Fastest Growing County in Texas by 2050 – Harris County
  Houston Business Journal – March 10, 2015

- Fastest Growing Cities in 2014
  The Houston Chronicle (as reported by Forbes) – January 27, 2015

- Houston Surpasses New York and Los Angeles as the ‘Most Diverse In Nation”
  The Huffington Post, March 5, 2012

Source: http://www.houston.org/business/news-rankings.html
THE HOUSTON AREA IS A TOP RANKED HISPANIC MARKET

Behind Los Angeles and New York, Houston represents the third largest U.S. Hispanic population ...

#3 Hispanic Population
- Persons 2+
- Persons 12-24
- Persons 12-34
- Adults 18-34
- Adults 18-49
- Adults 21-49
- Adults 25-54

6,559,073
Total Persons 2+

2,277,274
Hispanic Persons 2+

35%
Of the Total Population

Source: Nielsen 2015-16 Universe Estimates; HOU DMA (Designated Market Area)
### Houston Hispanic Density by County

<table>
<thead>
<tr>
<th>County</th>
<th>Base Count</th>
<th>Hispanic Pop</th>
<th>Hisp % of Total Pop</th>
<th>Hisp % of County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harris County, TX</td>
<td>4,555,625</td>
<td>1,922,963</td>
<td>75.67%</td>
<td>42.21%</td>
</tr>
<tr>
<td>Fort Bend County, TX</td>
<td>716,783</td>
<td>173,821</td>
<td>6.84%</td>
<td>24.25%</td>
</tr>
<tr>
<td>Montgomery County, TX</td>
<td>539,328</td>
<td>123,302</td>
<td>4.85%</td>
<td>22.86%</td>
</tr>
<tr>
<td>Brazoria County, TX</td>
<td>347,038</td>
<td>103,970</td>
<td>4.09%</td>
<td>29.96%</td>
</tr>
<tr>
<td>Galveston County, TX</td>
<td>322,054</td>
<td>78,588</td>
<td>3.09%</td>
<td>24.40%</td>
</tr>
<tr>
<td>Liberty County, TX</td>
<td>79,466</td>
<td>16,832</td>
<td>0.66%</td>
<td>21.18%</td>
</tr>
<tr>
<td>Walker County, TX</td>
<td>70,628</td>
<td>12,848</td>
<td>0.51%</td>
<td>18.19%</td>
</tr>
<tr>
<td>Waller County, TX</td>
<td>48,097</td>
<td>14,352</td>
<td>0.56%</td>
<td>29.84%</td>
</tr>
<tr>
<td>Polk County, TX</td>
<td>46,588</td>
<td>6,884</td>
<td>0.27%</td>
<td>14.78%</td>
</tr>
<tr>
<td>Wharton County, TX</td>
<td>41,416</td>
<td>16,670</td>
<td>0.66%</td>
<td>40.25%</td>
</tr>
<tr>
<td>Chambers County, TX</td>
<td>39,437</td>
<td>8,686</td>
<td>0.34%</td>
<td>22.03%</td>
</tr>
<tr>
<td>Matagorda County, TX</td>
<td>36,890</td>
<td>15,224</td>
<td>0.60%</td>
<td>41.27%</td>
</tr>
<tr>
<td>Washington County, TX</td>
<td>35,003</td>
<td>5,541</td>
<td>0.22%</td>
<td>15.83%</td>
</tr>
<tr>
<td>Austin County, TX</td>
<td>29,512</td>
<td>8,043</td>
<td>0.32%</td>
<td>27.05%</td>
</tr>
<tr>
<td>Grimes County, TX</td>
<td>27,755</td>
<td>6,829</td>
<td>0.26%</td>
<td>23.88%</td>
</tr>
<tr>
<td>San Jacinto County, TX</td>
<td>27,631</td>
<td>3,555</td>
<td>0.14%</td>
<td>12.87%</td>
</tr>
<tr>
<td>Calhoun County, TX</td>
<td>22,056</td>
<td>10,721</td>
<td>0.42%</td>
<td>48.61%</td>
</tr>
<tr>
<td>Colorado County, TX</td>
<td>20,886</td>
<td>6,110</td>
<td>0.24%</td>
<td>29.25%</td>
</tr>
<tr>
<td>Jackson County, TX</td>
<td>14,933</td>
<td>4,864</td>
<td>0.19%</td>
<td>32.57%</td>
</tr>
<tr>
<td>Trinity County, TX</td>
<td>14,308</td>
<td>1,503</td>
<td>0.06%</td>
<td>10.50%</td>
</tr>
<tr>
<td><strong>Total DMA Population</strong></td>
<td><strong>7,035,434</strong></td>
<td><strong>2,541,106</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>36.12%</strong></td>
</tr>
</tbody>
</table>

**Source:** 2016 SMS Claritas Consumer Concentration Report; HOU Pop by County - DMA – Designated Market Area

**Note:** Houston Hispanic Impact Summit ~ Data for reference purposes only.
The demographic transformation of Houston’s largest and most populated county (Harris) is due to the growth of the Hispanic population.

Source: 2016 SMS Claritas Consumer Concentration Report; Harris County; % Pop Hispanic; Non-Hispanic Race
HISPANICS IN HOUSTON ARE MORE LIKELY TO BE YOUNGER

Age & Gender Demographics in the Houston Area

Hispanic Median Age: **28**
Total Median Age: **35**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Hispanic</th>
<th>Non-Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>K2-11</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>T12-17</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>18-24</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>25-34</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>35-49</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>50+</td>
<td>39%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Hispanic: **51%**
Non-Hispanic: **48%**

Source: Nielsen 2015-16 Universe Estimates; HOU DMA; Gender % 12+
2016 Claritas Median Ages
**Houston Hispanics Represent a Large Share of Key Demographics**

Share of Houston DMA Target Demos

- **P12-17**
  - Non-Hispanic: 22%
  - Hispanic: 78%

- **A18-34**
  - Non-Hispanic: 57%
  - Hispanic: 43%

- **A18-49**
  - Non-Hispanic: 60%
  - Hispanic: 40%

- **A25-54**
  - Non-Hispanic: 63%
  - Hispanic: 37%

- **A50+**
  - Non-Hispanic: 79%
  - Hispanic: 21%

*Source: Nielsen 2015-16 Universe Estimates: HOU DMA*
CHILDREN ARE PROMINENT IN HOUSTON AREA HISPANIC HOUSEHOLDS

Presence of Child in Household

Children Age 2-5
- 19% Hispanic
  - 11% Non-Hispanic

Children Age 6-11
- 29% Hispanic
  - 17% Non-Hispanic

Children Age 12-17
- 32% Hispanic
  - 19% Non-Hispanic

57% of Hispanic adults have one or more children in their home…

…while the majority of Non-Hispanic Adults do not have children in their home.

Source: Scarborough 2015 Ref 2 (Sep2014-2015): HOU DMA; % of Adults 18+
Adult Employment Status:

**Hispanic**
- 66% Employed
- 34% Not Employed

   - Reason Not Employed:
     - 52% Homemaker
     - 15% Retired
     - 11% Looking for Job
     - 10% Student
     - 8% Disabled
     - 4% Laid-Off

**Non-Hispanic**
- 59% Employed
- 41% Not Employed

   - Reason Not Employed:
     - 44% Retired
     - 20% Homemaker
     - 15% Disabled
     - 11% Looking for Job
     - 9% Student
     - 2% Laid-Off

Source: Scarborough 2015 Rel 2 (Sep2014-Oct2015): HOU DMA; % of Adults 18+
HISPANIC OWNED SMALL BUSINESS IN THE HOUSTON AREA HAVE DOUBLED

Hispanic Share of Houston’s Small Business Owners:

- 2013: 20.7%
- 2014: 22.6%
- 2015: 41.6%

Source: Scarborough Rel 2 (2013, 2014 and 2015), HOU DMA; % of Adults 18+

*Low respondents

The number of business owners who are Hispanic has increased 100% since 2013...
While Hispanic consumer spending grew **44%** (2009 to 2014), Non-Hispanic spending grew only by **28%**.
### Hispanic Spending Top 15 Categories ($ Billions)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelter (Mortgage or Rent)</td>
<td>$7.160</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$6.069</td>
</tr>
<tr>
<td>Food Away from Home</td>
<td>$4.236</td>
</tr>
<tr>
<td>Utilities</td>
<td>$3.599</td>
</tr>
<tr>
<td>Health Care</td>
<td>$3.037</td>
</tr>
<tr>
<td>Gasoline &amp; Motor Oil</td>
<td>$2.958</td>
</tr>
<tr>
<td>Vehicle Purchases</td>
<td>$2.512</td>
</tr>
<tr>
<td>Clothing (except Footwear)</td>
<td>$2.416</td>
</tr>
<tr>
<td>Other Entertainment</td>
<td>$2.077</td>
</tr>
<tr>
<td>Other Vehicle Expenses</td>
<td>$1.849</td>
</tr>
<tr>
<td>Personal Care Products &amp; Services</td>
<td>$1.624</td>
</tr>
<tr>
<td>Other Household Furnishings</td>
<td>$1.143</td>
</tr>
<tr>
<td>Alcoholic Beverages</td>
<td>$1.128</td>
</tr>
<tr>
<td>Footwear</td>
<td>$0.776</td>
</tr>
<tr>
<td>Other Apparel Products &amp; Services</td>
<td>$0.753</td>
</tr>
</tbody>
</table>

The top 15 categories account for **79%** of ALL Hispanic consumer spending.

Source: 2015 IHS Economics – Hispanic Market Monitor

2016 Hispanic Houston Impact Summit ~ Data for reference purposes only.
HOUSTON AREA HISPANICS SPEND BILLIONS ON HOUSING & SHELTER

Amount Spent on Mortgage or Rent:

$7,160,000,000

Representing 24% of total Housing expenditures!

HOUSTON’S HISPANIC HOUSING PROFILE

Home Owning Adults

Average:
- Of 11 years in present home
- Market value of home $150,000
- Household size of 4

In the next 12 months:
- 3% will make their Last Mortgage payment*
- 4% plan to Refinance their Home*
- 9% plan to Move*
- 12% plan to Buy House, Condo or Co-op*

Adults who Rent

Average:
- Of 5 years in present address
- Household size of 4

In the next 12 months:
- 17% plan to Move*
- 16% plan to Buy House, Condo or Co-op*
  - 118 Index

Source: Scarborough Combined AVG Rel 2 (Sep 2013 - 2015); HOU DMA; Hispanic INDEX

* Low responder
HOUSTON’S HISPANIC CONSUMERS ACCOUNT FOR HOUSTON’S AUTO SALES GROWTH

% Change in New Vehicle Registrations (Year-to-Year)

Hispanic consumers accounted for more than 65,000 new vehicle purchases in 2015!

Source: I.H.S. Automotive; PolkInsight.; Houston DMA; CYTD JAN-DEC; All PERSONAL New Registrations; % change 2015 vs. 2014
HOUSTON’S HISPANIC CONSUMERS ARE BUYING MORE DOMESTIC AND LUXURY VEHICLES

% Change in New Vehicle Registrations (Year-to-Year)

- Domestic: 16% (Hispanic) vs. 1% (Non-Hispanic)
- Import: 3% (Hispanic) vs. 0% (Non-Hispanic)
- Luxury: 12% (Hispanic) vs. 2% (Non-Hispanic)
- Non-Luxury: 8% (Hispanic) vs. 0% (Non-Hispanic)

Source: I.H.S. Automotive; PolkInsight; Houston DMA; CYTD JAN-DEC; All PERSONAL New Registrations; % change 2015 vs. 2014
The Top 10 makes purchased by Hispanic consumers, in 2015, account for more than 52,000 new vehicle purchases!

Top 10 Non-Hispanic Makes account for 71% of the share of all NH new registrations in 2015.

Top 10 Hispanic Makes account for 80% of the share of all Hispanic new registrations in 2015.

Source: I.H.S. Automotive; PolkInsight Houston DMA; CYTD JAN-DEC15; All PERSONAL New Registrations

2016 Hispanic Houston Impact Summit ~ Data for reference purposes only.
HOUSTON AREA HISPANICS REPRESENT ONE-THIRD OF BANKING OR CREDIT UNION CUSTOMERS

Adult households using any bank or credit union:

- **31%** NON-Hispanic
- **69%** HISPANIC

Representing more than **1.4 million** Hispanics Adults using banks or credit unions

Source: Scarborough Combined AVG Ref 2 (Sep2013-2015); HOU DMA; % of Adults 18+
MANY **HOUSTON AREA HISPANICS** ARE IN NEED OF BANKING SERVICES

Hispanic Adult households are **56%** more likely to **NOT** currently use a bank or credit union!

That translates into more than 153k different Hispanic households in need of banking services.
**Financial Services HH Uses**

<table>
<thead>
<tr>
<th>Service</th>
<th>% of Hispanic</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checking account</td>
<td>74.1%</td>
<td>91</td>
</tr>
<tr>
<td>Debit or ATM card</td>
<td>70.2%</td>
<td>100</td>
</tr>
<tr>
<td>Savings account</td>
<td>63.5%</td>
<td>95</td>
</tr>
<tr>
<td>Online banking</td>
<td>30.7%</td>
<td>83</td>
</tr>
<tr>
<td>Online bill paying</td>
<td>27.3%</td>
<td>79</td>
</tr>
<tr>
<td>Home mortgage</td>
<td>23.4%</td>
<td>90</td>
</tr>
<tr>
<td>Auto loan</td>
<td>18.3%</td>
<td>89</td>
</tr>
<tr>
<td>Student loan</td>
<td>7.2%</td>
<td>79</td>
</tr>
<tr>
<td>Personal loan</td>
<td>6.2%</td>
<td>96</td>
</tr>
<tr>
<td>Money market account</td>
<td>4.5%</td>
<td>41</td>
</tr>
<tr>
<td>Refinanced home mortgage</td>
<td>3.9%</td>
<td>69</td>
</tr>
<tr>
<td>Certificates of Deposit (CDs)</td>
<td>3.0%</td>
<td>41</td>
</tr>
</tbody>
</table>

Hispanic consumers represent an opportunity for growth!

Source: Scarborough 2015 Ref 2 (Sep2014-2015): HOU DMA; % of Adults 18+ *Low respondents
THE MAJORITY OF Houston Area Hispanics SPEAK SPANISH

- 91% Speak Spanish
- 30% Mostly Spanish
- 27% Both Spanish & English
- 21% Mostly English
- 13% Only Spanish

- 70% of Houston’s Hispanic Households PREFER SPANISH

Source: Jan 2016 Nielsen Language Strata % of DMA Hispanic TV HHs – Houston P2+ NLTV % of Hispanic A18-49 SOW: Preference (OS, MS, E/S)
MEDIA USAGE BY HOUSTON’S HISPANICS

• The majority of Hispanic Adults watch Television!

TV
Watched past 7 days (M-Su 4a-2a)

Radio
Listened past 7 days (M-Su 6a-12m)

Internet
Accessed Past 30 Days

Newspaper
Any Daily, Saturday, Sunday Print Edition (Past 7 days)

2013
98%
94%
73%
46%

2014
97%
94%
76%
40%

2015
97%
95%
85%
39%

Source: Scarborough Rel 2 (Sep-Aug 2015, 2014, 2013); HOU DMA, % of Hispanic Adults 18+
# any newspaper: e-edition (wk cumc) or website (wk) or access via mobile device

21% Access Newspapers Digitally #
MEDIA USAGE BY **HOUSTON’S HISPANICS**

- Houston’s Hispanic Adults Spend More Time with TV!

**TV Daily Minutes Viewed**
(5 hrs: 25 mins)

**RADIO Daily Minutes Viewed**
(2 hrs: 43 mins)

Source: Scarborough Rel 2 (Sep14-Sep15): HOU DMA; % of Hispanic Adults 18+; Median Daily Minutes /60

---

2016 Hispanic Houston Impact Summit ~ Data for reference purposes only.
### TV Programs Typically Watch

<table>
<thead>
<tr>
<th>TV Programs Typically Watch</th>
<th>% of Hispanic</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies</td>
<td>67.3%</td>
<td>98</td>
</tr>
<tr>
<td>Comedies</td>
<td>61.7%</td>
<td>96</td>
</tr>
<tr>
<td>Sports</td>
<td>54.6%</td>
<td>103</td>
</tr>
<tr>
<td>Local news - late</td>
<td>50.9%</td>
<td>147</td>
</tr>
<tr>
<td>Local news - evening</td>
<td>46.1%</td>
<td>90</td>
</tr>
<tr>
<td>Documentaries</td>
<td>39.9%</td>
<td>96</td>
</tr>
<tr>
<td>Mystery/suspense/crime</td>
<td>31.8%</td>
<td>75</td>
</tr>
<tr>
<td>Novelas</td>
<td>31.2%</td>
<td>277</td>
</tr>
<tr>
<td>National/network news</td>
<td>31.1%</td>
<td>97</td>
</tr>
<tr>
<td>Kids shows</td>
<td>31.0%</td>
<td>160</td>
</tr>
<tr>
<td>Local news - morning</td>
<td>30.2%</td>
<td>75</td>
</tr>
<tr>
<td>Game shows</td>
<td>29.8%</td>
<td>104</td>
</tr>
<tr>
<td>Dramas</td>
<td>27.2%</td>
<td>73</td>
</tr>
<tr>
<td>Late night talk</td>
<td>22.5%</td>
<td>121</td>
</tr>
<tr>
<td>Music videos</td>
<td>20.5%</td>
<td>125</td>
</tr>
<tr>
<td>Science fiction</td>
<td>19.0%</td>
<td>74</td>
</tr>
</tbody>
</table>

Source: Scarborough 2015 Rel 2 (Sep2014-2015): HOU DMA; % of Adults 18+

* Low respondents
# Houston Area Hispanics Listen to a Broad Array of Music

<table>
<thead>
<tr>
<th>Radio Formats Listen</th>
<th>% of Hispanic</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexican Regional</td>
<td>55.4%</td>
<td>259</td>
</tr>
<tr>
<td>Spanish Contemporary</td>
<td>49.2%</td>
<td>293</td>
</tr>
<tr>
<td>Adult Contemporary</td>
<td>42.3%</td>
<td>111</td>
</tr>
<tr>
<td>Pop Contemporary Hit Radio</td>
<td>40.8%</td>
<td>129</td>
</tr>
<tr>
<td>Spanish Adult Hits</td>
<td>31.5%</td>
<td>279</td>
</tr>
<tr>
<td>Urban Contemporary</td>
<td>23.7%</td>
<td>126</td>
</tr>
<tr>
<td>Format Not Provided/Unknown</td>
<td>23.2%</td>
<td>84</td>
</tr>
<tr>
<td>Rhythmic Contemporary Hit Radio</td>
<td>22.5%</td>
<td>116</td>
</tr>
<tr>
<td>Alternative</td>
<td>19.5%</td>
<td>106</td>
</tr>
<tr>
<td>Hot AC</td>
<td>19.2%</td>
<td>89</td>
</tr>
<tr>
<td>Country</td>
<td>18.9%</td>
<td>85</td>
</tr>
<tr>
<td>New Country</td>
<td>18.1%</td>
<td>111</td>
</tr>
<tr>
<td>Classic Rock</td>
<td>16.7%</td>
<td>75</td>
</tr>
<tr>
<td>Contemporary Christian</td>
<td>12.7%</td>
<td>89</td>
</tr>
<tr>
<td>News/Talk/Information</td>
<td>8.2%</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: Scarborough 2015 Rel 2 (Sep2014-2015): HOU DMA; % of Adults 18+
Since 2008, Prime Viewing to Spanish-Language TV has increased +13% while viewing to English-Language TV has declined -9%
HOUSTON’S ADULTS 18-49 ARE **WATCHING NEWS EN ESPAÑOL**

- The Majority 10P Local News Viewers are watching Weekday Late News in Spanish ...

Late News Viewers among **SIX** Stations @ 10P

- **English TV** 49%
- **Spanish-Language TV** 51%
• Data compiled by Telemundo Houston Research for the 2016 Hispanic Houston Impact Summit and is for references purposes only.

Data Resources:

• Nielsen Holdings plc is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world’s population. For more information, visit www.Nielsen.com Copyright 2016 The Nielsen Company, all rights reserved for all products and services.
  • NSI Universe Estimates (UE) comprised of a combination of Census data and Nielsen historical sample data; monthly sweep universe estimates are based on a rolling average of the prior 4 measurement periods.
  • NSI TV Viewing Estimates are comprised of metered (LPM) household panel viewing over 4 week measurement (sweep) periods; Houston’s panel install goal is 800 HHS and includes persons demographics; Sample and viewing data is weighted to represent market UEs; NSI HOU Metered Market Services have been accredited by the Media Rating Council since 1965.
  • Claritas Pop-Facts and SMS Consumer Concentration Reports – registered trademarks of The Nielsen Company, LLC
    • Demographic estimates and projections are updated annually using many geographic levels including national, state, county, census tract and block group for representation for common areas such as metropolitans, cities/town, zip codes and media areas such as Designated Market Area (DMA).
  • Scarborough & Prime Lingo Software are part of Nielsen services providing local market consumer qualitative research measuring media, retail and lifestyles. Data consists of both telephone interview and consumer survey booklet feedback.
    • HOU Respondents: Full Year Rel 2 – Total A18+ 2013: 2,777; 2014: 2,785; 2015: 2,798 – Hispanic A18+ 2013: 648; 2014: 567; 2015: 504
    • Low Respondents <70
• IHS, Inc. - www.ihs.com IHS is a leading source of information and insight that shape business landscapes.
  • IHS Economics – Hispanic Market Monitor – Consumer Spending Estimates & Forecasts for 36 categories
  • IHS Automotive & PolkInsight – acquired R.L. Polk & Co in 2013. Vehicle registrations by market