

Metered Market Close-Up: Miami-Ft. Lauderdale, FL (DMA Rank #16)

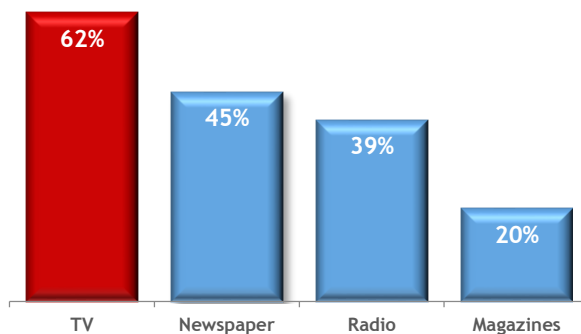
Miami has always been the commercial and cultural center for Florida and the nearby Caribbean, but in the past 30 years it has emerged as a world-class international hub and a gateway for all of Latin America. In many ways it serves as the central logistical and cultural hub of the entire Western Hemisphere. The inevitable result is a diverse and invigorating Latin culture superimposed upon what was already a major commercial, resort, and retirement area dating back to the 1920's. Many think of it as a tourist center, but import/export and international financial trade with Latin countries make up a far larger part of the economy. These activities bring a large banking industry as well as cargo transport and warehousing; the manufacturing and corporate headquarters rosters are also growing. Fort Lauderdale is a major manufacturing and maintenance center for yachts. The boating industry is responsible for over 109,000 jobs in the county.

Median Income	SRDS Total Retail Sales (\$000)
\$48,612	\$13,006,693

TV stations serving the area of Miami-Ft. Lauderdale, FL:

WAMI	UniMás, Bpunce TV, Get TV, Grit, Quest
WBED	Educational
WBFS	MyNetworkTV, Movies!, Charge!
WFOR	CBS, Start TV
WFUN	América Tevé, Teveo
WGEN	Estrella TV
WJAN	Teveo, América Tevé, Ayiti TV
WLTV	Univision, Escape, Laff
WPLG	ABC, MeTV, Heroes & Icons
WPXM	Ion, Qubo, Ion Life, Ion Shop, QVC, HSN
WSBS	Mega TV
WSCV	Telemundo, TeleXitos
WSFL	CW, Comet TV, Antenna TV, This TV
WSVN	FOX, Light TV
WTVJ	NBC, Cozi TV

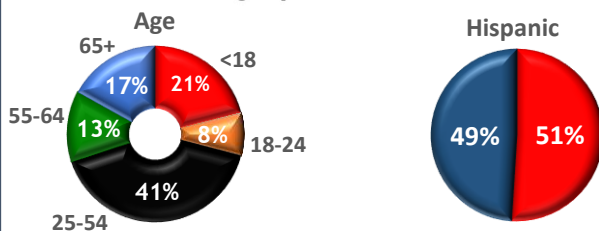
Reliance on Media to Stay Informed % Agree



Miami-Ft. Lauderdale, FL Interesting Facts

- Miami is the only U.S. city that was founded by a woman. A local businesswoman called Julia Tuttle encouraged a developer to extend the new Florida East Coast Railroad to Miami, which led the way to the development of modern Miami.
- Miami gets its name from one of the tribes that lived there. The Mayaimi lived there in the 16th and 17th Centuries.
- Ft. Lauderdale is known as the “Venice of America” due to its expansive and intricate canal system.

Miami-Ft. Lauderdale, FL Demographic Overview



47% loyal to vehicle brand