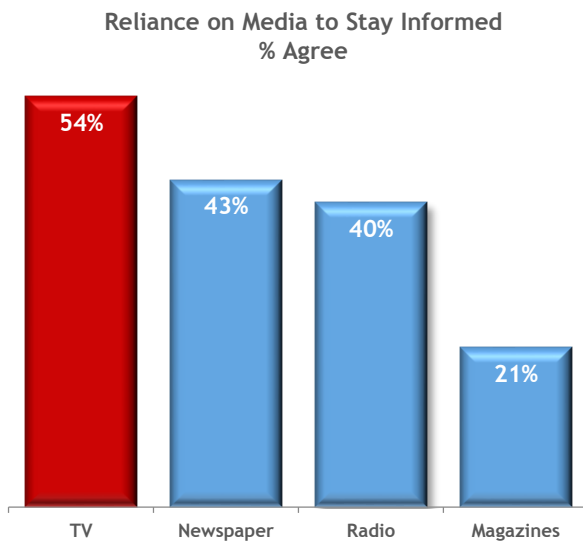


## Metered Market Close-Up: San Diego, CA (DMA Rank #29)

San Diego's endearing ocean-moderated Southern California climate is hard to beat and enables year-round enjoyment of the area's many outdoor amenities and activities. The economy of San Diego is influenced by its deep-water port, which includes the only major submarine and shipbuilding yards on the West Coast. San Diego hosts the largest naval fleet in the world. Tourism is a major industry owing to the city's climate, its beaches, and numerous tourist attractions such as Balboa Park, Belmont amusement park, San Diego Zoo, San Diego Zoo Safari Park, and SeaWorld San Diego. San Diego's commercial port and its location on the United States-Mexico border make international trade an important factor in the city's economy. The city is authorized by the United States government to operate as a Foreign Trade Zone. San Diego hosts several major producers of wireless cellular technology. Qualcomm was founded and is headquartered in San Diego, and is one of the largest private-sector employers in San Diego.

Median Income	SRDS Total Retail Sales (\$000)
\$69,660	\$8,641,289

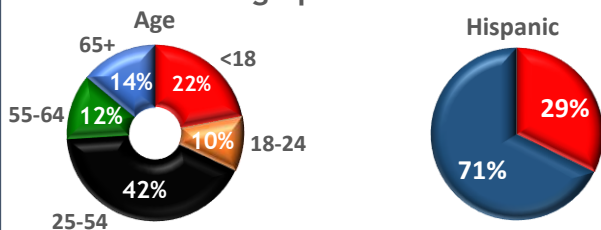
TV stations serving the area of San Diego, CA:	
KBNT	Univision, LATV, Stadium, Comet
KDTF	UniMás
KFMB	CBS, CW, MyNetworkTV, Grit
KGTV	ABC, MeTV, Laff, Escape
KNSD	NBC, Cozi TV, Telemundo, TeleXitos
KSDX	Estrella TV
KSWB	Fox, Antenna TV, This TV, Justice
KUSI	Independent
KZSD	Azteca América, Laff, MeTV
XDTV	MyNetworkTV
XETV	Canal 5
XEWT	Televisa Regional, Las Estrellas
XHAS	Azteca America, LATV
XHUAA	Las Estrellas



### San Diego, CA Interesting Facts

- Ronald Reagan was the first person to drive across the Coronado Bridge when it opened in 1969.
- The San Diego Zoo played home to the first baby panda born in the Western Hemisphere since 1990 with Hua Mei, born to a pair of giant pandas. The panda even got a café named after her in the zoo.
- Songs written about San Diego include Bing Crosby's "Where the Turf Meets the Surf," Bruce Springsteen's "Balboa Park," and Eric Clapton's "The Road to Escondido."

### San Diego, CA Demographic Overview



**43%** loyal to vehicle brand