

# SAN DIEGO INTERCONNECT

## Consumer Profile

### AGE

18-24

25-34

35-44

45-54

55-64

65+

### GENDER

Male

Female

### ETHNICITY

White

Hispanic

Black

Asian

### EDUCATION

Less than 12<sup>th</sup> Grade

HS Grad

College Grad+

### HH INCOME

<\$25K

\$25K-\$35K

\$35K-\$50K

\$50K-\$75K

\$75K-\$100K

\$100K+

### OWN/RENT HOME

Own

Rent

### Marital Status

Single (Never Married)

Married

Divorced/Separated

## SD County

--

13.4%

20.3%

14.4%

16.6%

15.2%

17.1%

--

50%

50%

--

52.4%

29.7%

6.5%

6.7%

--

8%

27%

31.4%

--

11.1%

11.3%

18.7%

16.7%

14.3%

27.8%

--

49.9%

47.2%

--

32.5%

51.3%

16.2%



## Available Networks (50)

AEN	ESPN	HLN	SPK
AMC	FOOD	LIF	SYFY
APL	FOXD	LMN	TBSC
BET	FRFM	MNBC	TLC
BRVO	FS1	MTV	TNT
CMD	FSSD	NBCS	TOON
CNB	FX	NFLN	TRAV
CNN	FXNC	NGC	TRU
DISC	GALA	NICK	TVL
DXD	GOLF	OWN	USA
ENT	HALL	OXYG	VH1
ESP2	HGTV	SPDEP	
ESPD	HIST	SPECSN	

Zone	Syscode	Households
North Inland	5447	121,291
South	5446	165,376
East	5445	83,519
Central	0779	124,864
North Coastal	0778	42,895
AT&T	9976	123,927
DirecTV	9758	227,759
<b>SD Interconnect+ Total</b>	<b>0777</b>	<b>889,630</b>

## San Diego TV Market Information

DMA Rank: 27

Total TV Households: 1,065,700



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

888-579-8088

[www.nationalmediaspots.com](http://www.nationalmediaspots.com)

[media@nationalmediaspots.com](mailto:media@nationalmediaspots.com)

# NORTH INLAND ZONE

## Consumer Profile

	<i>N Inland Zone</i>	SD County
<b>AGE</b>		--
18-24	13%	13.4%
25-34	17.3%	20.3%
35-44	17.1%	14.4%
45-54	17.9%	16.6%
55-64	16.4%	15.2%
65+	18.3%	17.1%
<b>GENDER</b>	--	--
Male	51.3%	50%
Female	48.7%	50%
<b>ETHNICITY</b>	--	--
White	58.8%	52.4%
Hispanic	27.6%	29.7%
Black	5.4%	6.5%
Asian	3.8%	6.7%
<b>EDUCATION</b>	--	--
Less than 12 <sup>th</sup> Grade	7%	8%
HS Grad	27.5%	27%
College Grad+	34.1%	31.4%
<b>HH INCOME</b>	--	--
<\$25K	9.8%	11.1%
\$25K-\$35K	12.7%	11.3%
\$35K-\$50K	18.6%	18.7%
\$50K-\$75K	13.3%	16.7%
\$75K-\$100K	13.2%	14.3%
\$100K+	32.4%	27.8%
<b>OWN/RENT HOME</b>	--	--
Own	51.6%	49.9%
Rent	46.1%	47.2%
<b>Marital Status</b>	--	--
Single (Never Married)	26.6%	32.5%
Married	57.9%	51.3%
Divorced/Separated	15.5%	16.2%



## Available Networks (46)

AEN	ESPN	HLN	TBSC
AMC	FOOD	LIF	TLC
APL	FRFM	MNBC	TNT
BET	FS1	MTV	TOON
BRVO	FSSD	MTV2	TRAV
CMD	FX	NBCS	TRU
CMT	FXNC	NFLN	TVL
CNB	GALA	NGC	TWC
CNN	GOLF	NICK	USA
DISC	HALL	OWN	VH1
ENT	HGTV	SPK	
ESP2	HIST	SYFY	

## Zip Codes, Cities & Communities

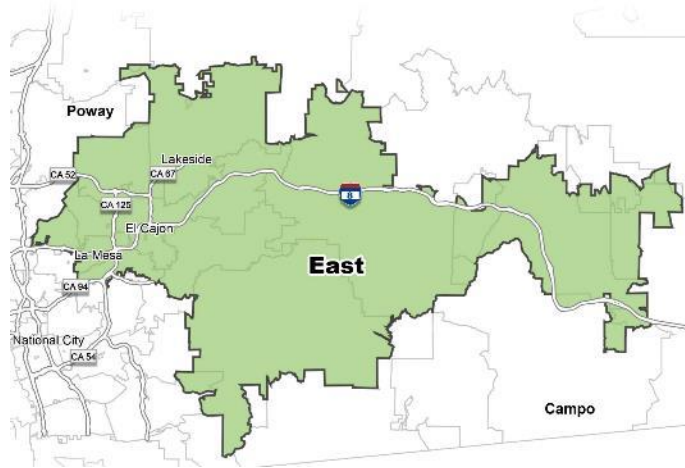
92003 Bonsall	92064 Poway
92007 Cardiff by the Sea	92065 Ramona
92024 Encinitas	92067 Rancho Santa Fe
92025 Escondido	92069 San Marcos
92026 Escondido	92075 Solana Beach
92027 Escondido	92078 San Marcos
92029 Escondido	92081 Vista
92054 Oceanside	92082 Valley Center
92055 Camp Pendleton	92083 Vista
92056 Oceanside	92084 Vista
92057 Oceanside	92091 Rancho S.F.
92058 Oceanside	92127 San Diego
	92131 San Diego

Zip codes shown in italics are shared with at least one other zone.

# EAST ZONE

## Consumer Profile

	East Zone	SD County
<b>AGE</b>	--	--
18-24	13.9%	13.4%
25-34	18.2%	20.3%
35-44	16.6%	14.4%
45-54	16.7%	16.6%
55-64	16.1%	15.2%
65+	18.4%	17.1%
<b>GENDER</b>	--	--
Male	47.3%	50%
Female	52.7%	50%
<b>ETHNICITY</b>	--	--
White	57.3%	52.4%
Hispanic	25.5%	29.7%
Black	7.6%	6.5%
Asian	4.9%	6.7%
<b>EDUCATION</b>	--	--
Less than 12 <sup>th</sup> Grade	8.7%	8%
HS Grad	32.2%	27%
College Grad+	22%	31.4%
<b>HH INCOME</b>	--	--
<\$25K	13%	11.1%
\$25K-\$35K	10.3%	11.3%
\$35K-\$50K	17.4%	18.7%
\$50K-\$75K	15.5%	16.7%
\$75K-\$100K	18.2%	14.3%
\$100K+	25.7%	27.8%
<b>OWN/RENT HOME</b>	--	--
Own	52.1%	49.9%
Rent	43.8%	47.2%
<b>Marital Status</b>	--	--
Single (Never Married)	33.2%	32.5%
Married	48.9%	51.3%
Divorced/Separated	17.9%	16.2%



## Available Networks (46)

AEN	ESPN	HLN	TBSC
AMC	FOOD	LIF	TLC
APL	FRFM	MNBC	TNT
BET	FS1	MTV	TOON
BRVO	FSSD	MTV2	TRAV
CMD	FX	NBCS	TRU
CMT	FXNC	NFLN	TVL
CNB	GALA	NGC	TWC
CNN	GOLF	NICK	USA
DISC	HALL	OWN	VH1
ENT	HGTV	SPK	
ESP2	HIST	SYFY	

## Zip Codes, Cities & Communities

<i>91901 Alpine</i>	92020 El Cajon
<i>91935 Jamul</i>	92021 El Cajon
<i>91941 La Mesa</i>	92040 Lakeside
<i>91942 La Mesa</i>	92071 Santee
<i>91962 Pine Valley</i>	92105 San Diego
<i>91977 Spring Valley</i>	92115 San Diego
<i>91978 Spring Valley</i>	92119 Navajo (SD)
<i>92019 El Cajon</i>	92120 San Diego

Zip codes shown in italics are shared with at least one other zone.

# SOUTH ZONE

Consumer Profile	South Zone	SD County
<b>AGE</b>	--	--
18-24	12.6%	13.4%
25-34	22.7%	20.3%
35-44	18.3%	14.4%
45-54	16.4%	16.6%
55-64	14.4%	15.2%
65+	15.7%	17.1%
<b>GENDER</b>	--	--
Male	48.7%	50%
Female	51.3%	50%
<b>ETHNICITY</b>	--	--
White	38.4%	52.4%
Hispanic	40.7%	29.7%
Black	9%	6.5%
Asian	6.9%	6.7%
<b>EDUCATION</b>	--	--
Less than 12 <sup>th</sup> Grade	10.5%	8%
HS Grad	29.6%	27%
College Grad+	26.4%	31.4%
<b>HH INCOME</b>	--	--
<\$25K	12.7%	11.1%
\$25K-\$35K	11.5%	11.3%
\$35K-\$50K	19.8%	18.7%
\$50K-\$75K	19.6%	16.7%
\$75K-\$100K	14.2%	14.3%
\$100K+	22.1%	27.8%
<b>OWN/RENT HOME</b>	--	--
Own	46.8%	49.9%
Rent	50.6%	47.2%
<b>Marital Status</b>	--	--
Single (Never Married)	35.6%	32.5%
Married	47.6%	51.3%
Divorced/Separated	16.9%	16.2%



## Available Networks (46)

AEN	DISC	FXNC	MTV	TBSC
AMC	ENT	GALA	MTV2	TLC
APL	ESP2	GOLF	NBCS	TNT
BET	ESPN	HALL	NFLN	TOON
BRVO	FOOD	HGTV	NGC	TRAV
CMD	FRFM	HIST	NICK	TRU
CMT	FS1	HLN	OWN	TVL
CNB	FSSD	LIF	SPK	TWC
CNN	FX	MNBC	SYFY	USA
				VH1

## Zip Codes, Cities & Communities

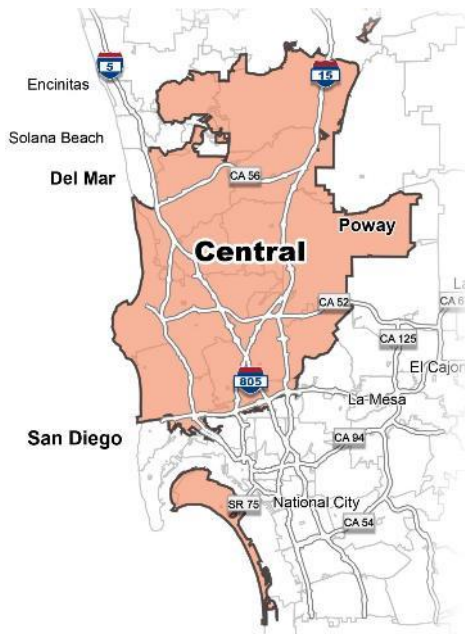
91902 Bonita	91977 Spring Valley	92111 Linda Vista (SD)
91910 Chula Vista	91978 Spring Valley	92113 San Diego
91911 Chula Vista	92101 Downtown (SD)	92114 San Diego
91913 Chula Vista	92102 San Diego	92115 San Diego
91914 Chula Vista	92103 San Diego	92116 San Diego
91915 Chula Vista	92104 San Diego	92120 San Diego
91932 Imperial Beach	92105 San Diego	92136 San Diego
91941 La Mesa	92106 Pt. Loma (SD)	92139 San Diego
91942 La Mesa	92107 Ocean Beach (SD)	92152 Pt. Loma (SD)
91945 Lemon Grove	92108 San Diego	92154 San Diego
91950 National City	92110 Old Town (SD)	92173 San Ysidro

Zip codes shown in italics are shared with at least one other zone.

# CENTRAL ZONE

## Consumer Profile

	Central Zone	SD County
<b>AGE</b>	--	--
18-24	15.6%	13.4%
25-34	20.4%	20.3%
35-44	20.8%	14.4%
45-54	14.65%	16.6%
55-64	13.4%	15.2%
65+	15.3%	17.1%
<b>GENDER</b>	--	--
Male	52.3%	50%
Female	47.7%	50%
<b>ETHNICITY</b>	--	--
White	61.5%	52.4%
Hispanic	12.4%	29.7%
Black	5.1%	6.5%
Asian	12.4%	6.7%
<b>EDUCATION</b>	--	--
Less than 12 <sup>th</sup> Grade	2.8%	8%
HS Grad	18.7%	27%
College Grad+	47.1%	31.4%
<b>HH INCOME</b>	--	--
<\$25K	6.2%	11.1%
\$25K-\$35K	9.5%	11.3%
\$35K-\$50K	15.8%	18.7%
\$50K-\$75K	16.3%	16.7%
\$75K-\$100K	13.5%	14.3%
\$100K+	38.6%	27.8%
<b>OWN/RENT HOME</b>	--	--
Own	52.1%	49.9%
Rent	44.5%	47.2%
<b>Marital Status</b>	--	--
Single (Never Married)	32.3%	32.5%
Married	53.4%	51.3%
Divorced/Separated	14.3%	16.2%



## Available Networks (50)

AEN	ESPN	HLN	SPK
AMC	FOOD	LIF	SYFY
APL	FOXD	LMN	TBSC
BET	FRFM	MNBC	TLC
BRVO	FS1	MTV	TNT
CMD	FSSD	NBCS	TOON
CNB	FX	NFLN	TRAV
CNN	FXNC	NGC	TRU
DISC	GALA	NICK	TVL
DXD	GOLF	OWN	USA
ENT	HALL	OXYG	VH1
ESP2	HGTV	SPDEP	
ESPD	HIST	SPECSN	

## Zip Codes, Cities & Communities

92037 La Jolla	92122 University City (SD)
92064 Poway	92123 Serra Mesa (SD)
92067 Rancho Santa Fe	92124 Tierrasanta (SD)
92108 Mission Valley (SD)	92126 Mira Mesa (SD)
92109 Pacific Beach (SD)	92127 R. Bernardo W. (SD)
92110 M. Bay Park (SD)	92128 R. Bernardo W. (SD)
92111 Linda Vista (SD)	92129 R. Penasquitos (SD)
92117 Clairemont (SD)	92130 Carmel Valley (SD)
92118 Coronado	92131 Scripps Ranch (SD)
92121 Sorrento (SD)	92145 MCAS Miramar (SD)

*Zip codes shown in italics are shared with at least one other zone.*

# N COASTAL ZONE

Consumer Profile	N Coastal	SD County
<b>AGE</b>	--	--
18-24	7.9%	13.4%
25-34	22.5%	20.3%
35-44	12.3%	14.4%
45-54	18.6%	16.6%
55-64	15.9%	15.2%
65+	22.8%	17.1%
<b>GENDER</b>	--	--
Male	47.6%	50%
Female	52.4%	50%
<b>ETHNICITY</b>	--	--
White	67.5%	52.4%
Hispanic	24.2%	29.7%
Black	2.5%	6.5%
Asian	1.9%	6.7%
<b>EDUCATION</b>	--	--
Less than 12 <sup>th</sup> Grade	7.8%	8%
HS Grad	23.1%	27%
College Grad+	34.2%	31.4%
<b>HH INCOME</b>	--	--
<\$25K	8.9%	11.1%
\$25K-\$35K	9.2%	11.3%
\$35K-\$50K	16.7%	18.7%
\$50K-\$75K	13.8%	16.7%
\$75K-\$100K	18.1%	14.3%
\$100K+	33.2%	27.8%
<b>OWN/RENT HOME</b>	--	--
Own	57.2%	49.9%
Rent	42.%	47.2%
<b>Marital Status</b>	--	--
Single (Never Married)	24.5%	32.5%
Married	58.5%	51.3%
Divorced/Separated	17.1%	16.2%



## Available Networks (50)

AEN	ESPN	HLN	SPK
AMC	FOOD	LIF	SYFY
APL	FOXD	LMN	TBSC
BET	FRFM	MNBC	TLC
BRVO	FS1	MTV	TNT
CMD	FSSD	NBCS	TOON
CNB	FX	NFLN	TRAV
CNN	FXNC	NGC	TRU
DISC	GALA	NICK	TVL
DXD	GOLF	OWN	USA
ENT	HALL	OXYG	VH1
ESP2	HGTV	SPDEP	
ESPD	HIST	SPECSN	

## Zip Codes, Cities & Communities

<i>92007 Cardiff by the Sea</i>	<i>92028 Fallbrook</i>
<i>92008 Carlsbad</i>	<i>92069 San Marcos</i>
<i>92009 Carlsbad</i>	<i>92075 Solana Beach</i>
<i>92010 Carlsbad</i>	<i>92078 San Marcos</i>
<i>92011 Carlsbad</i>	<i>92081 Vista</i>
<i>92014 Del Mar</i>	<i>92083 Vista</i>
<i>92024 Encinitas</i>	<i>92091 Rancho Santa Fe</i>

*Zip codes shown in italics are shared with at least one other zone.*