

SCBA SPOTLIGHT ON KERN COUNTY



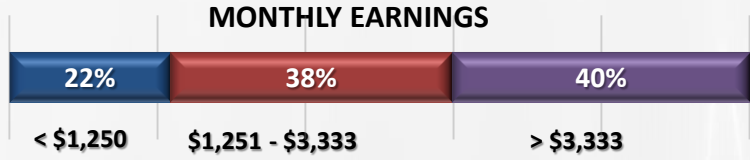


KERN COUNTY

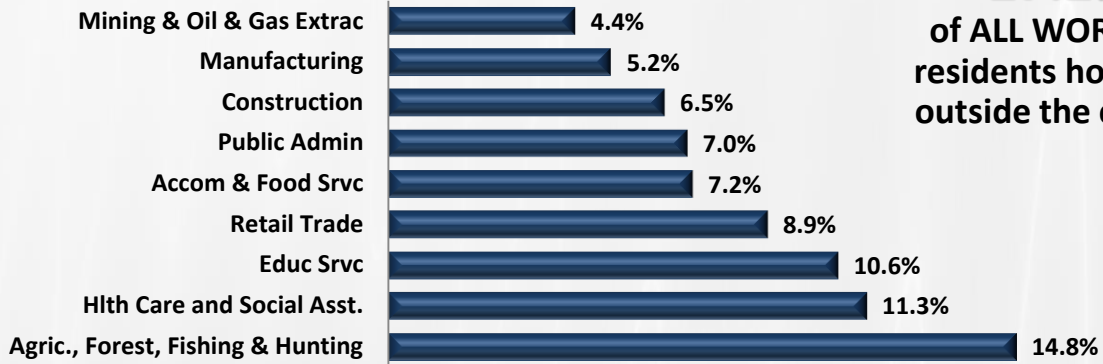
PEOPLE HOUSEHOLDS WORKERS JOBS

75.1%

Of all jobs in Kern County are held by its residents



EMPLOYED RESIDENTS – 195,876



27.2%

of ALL WORKING residents hold jobs outside the county

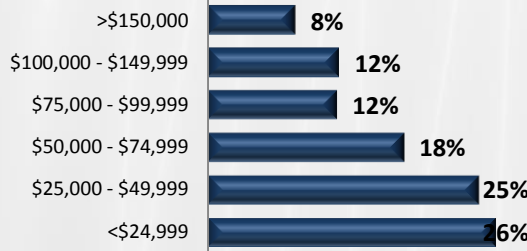
259,700 HOUSEHOLDS**



295,213

TOTAL HOUSING UNITS*

BY INCOME**

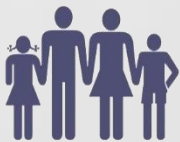
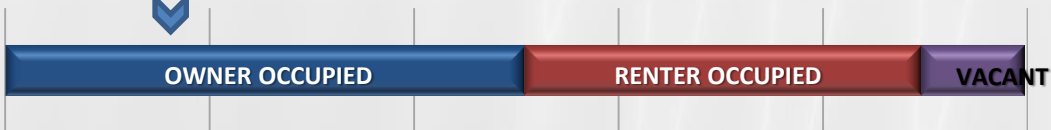


22.4%

of individuals in poverty**

\$49,026

MEDIAN HH INCOME**



3.21

AVERAGE HH SIZE**

\$20,644

PER CAPITA INCOME**

MEDIAN AGE** > 31.1

52.8%

of residents are of Hispanic origin*

POPULATION* > 884,788*

46.2%

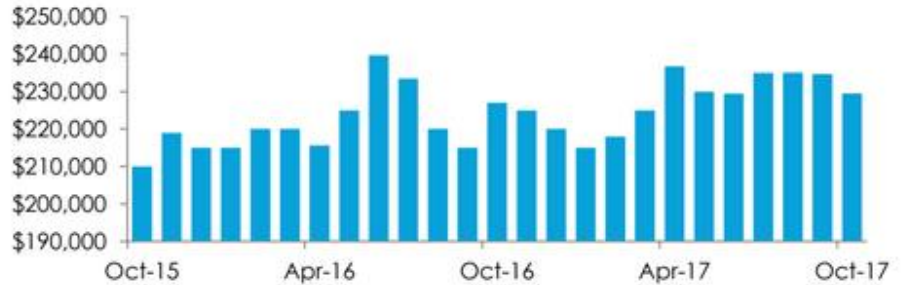
of residents 25+ have some college+**



KERN COUNTY HOUSING

Trends At A Glance For: **October 2017**

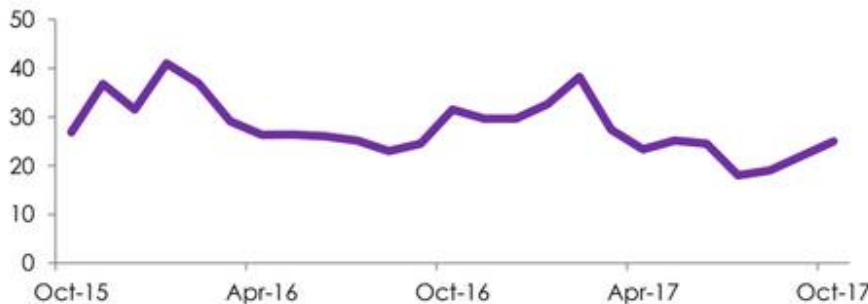
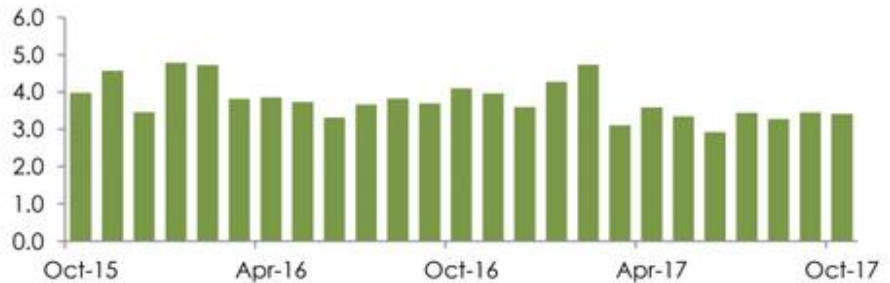
Median Price
For SFH Homes
\$229,500
-2.2% MTM
1.1% YTY



Home Sales
For SFH Homes
+8.3% YTY
-1.0% MTM
-3.7% YTD



Unsold Inventory
For SFH Homes
3.4 Months
-1.1% MTM
-16.8% YTY



Median Time on Market
For SFH Homes
25 Days
13.6% MTM
-20.8% YTY





HOW TO REACH PEOPLE IN KERN COUNTY

- Over **547,100** Persons 12+ use Radio each week. (Source: Nielsen Audio, Spring 2017, Bakersfield, Monday – Sunday, 6a-mid., Persons 12+)
- Radio reaches **84.5%** of Persons 12+ every week. (Source: Nielsen Audio, Spring 2017, Bakersfield, Monday – Sunday, 6a-mid.)
- Nearly 400,000** consumers use Radio away from home during commuting hours. (Source: Nielsen Audio, Spring 2017, Bakersfield, Monday – Friday, 6a-10a + 3p-7p, Persons 12+)
- 66.1%** of Radio listeners are in the work-force. That’s over **287,000** qualified consumers listening every week. (Source: Nielsen Audio, Spring 2017, Bakersfield, Monday – Sunday, 6a-mid, Persons 18-64)
- More Adults 18+ listen to the **Radio** (83.1%) than listen to any Satellite Radio in past week (12.1%). (Source: Nielsen Audio, Spring 2017, Monday -Friday, 5a-mid and Scarborough, Release 2 2017 (Oct. 2016 – Sept. 2017), Bakersfield, Adults 18+)
- More people hear **Radio each week** (83.1%) than visit **Pandora** (22.2%). (Source: Nielsen Audio, Spring 2017, Monday – Friday, 5a-mid and Scarborough, Release 2 2017 (Oct. 2016 – Sept. 2017), Bakersfield, Adults 18+)
- Radio reaches **more** Adults in a week than any other medium. (Source: Scarborough, Release 2 2017 (Oct. 2016 – Sep. 2017), Bakersfield, Adults 18+)
- Radio: 89.1%**
- Any broadcast viewing: 80.6%**
- Watched any non-premium cable past week: 75.3%**
- More adults listen to radio in a week than visit any social networking sites. (Source: Scarborough, Release 2 2017 (Oct. 2016 – Sep. 2017), Bakersfield, Adults 18+)

		89.1%
		62.5%
		54.7%
		28.3%
		24.4%

		23.6%
		20.6%
		15.2%
		8.9%

