

SCBA SPOTLIGHT ON SAN BERNARDINO COUNTY



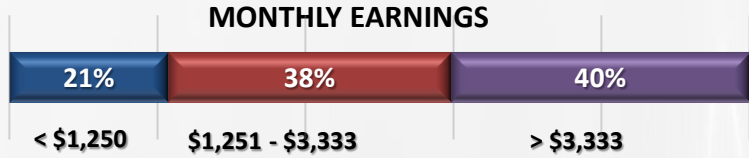


SAN BERNARDINO COUNTY

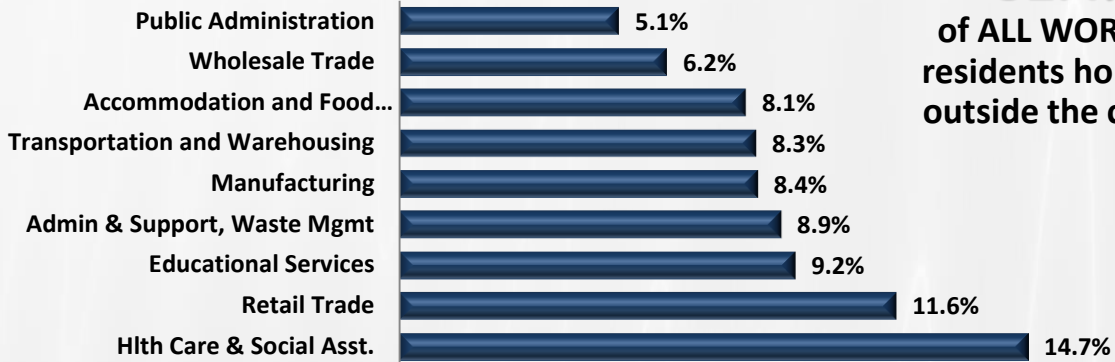
PEOPLE HOUSEHOLDS WORKERS JOBS

54.2%

Of all jobs in San Bernardino County are held by its residents



EMPLOYED RESIDENTS – 342,210



52.4%

of ALL WORKING residents hold jobs outside the county

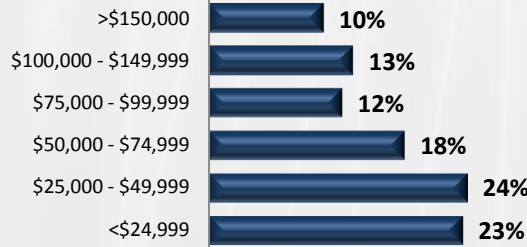
614,325** HOUSEHOLDS



714,302**

TOTAL HOUSING UNITS

BY INCOME**

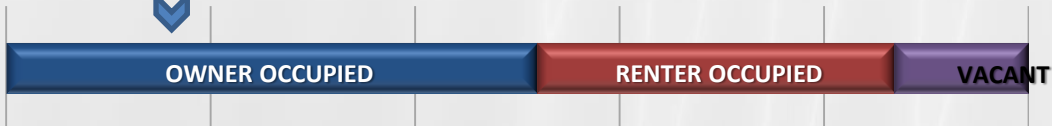


18.9%**

of individuals in poverty

\$53,433**

MEDIAN HH INCOME



3.33**

AVERAGE HH SIZE

\$21,352**

PER CAPITA INCOME

52.8%*

of residents are of Hispanic origin

MEDIAN AGE > 32.5**

POPULATION > 2.1 million*

52.4%

of residents 25+ have some college+**



Source: *U.S. Census Bureau, Quick Facts, July 2016 and **2011-2015 American Community Survey; 2015 Local Employment Dynamics, OnTheMap <http://onthemap.ces.census.gov/>



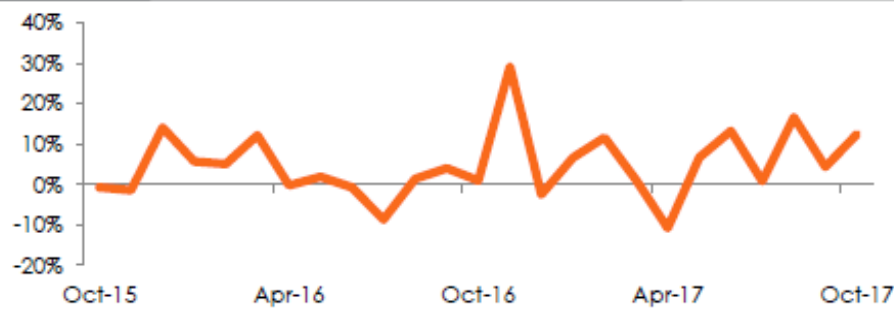
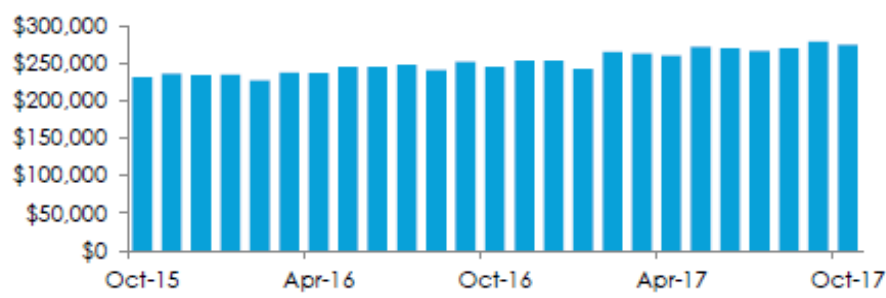
SAN BERNARDINO COUNTY MARKET UPDATE

Trends At A Glance For: October 2017

Median Price
For SFH Homes

\$274,450


-1.6% MTM
12.0% YTY

Home Sales
For SFH Homes

+12.5% YTY


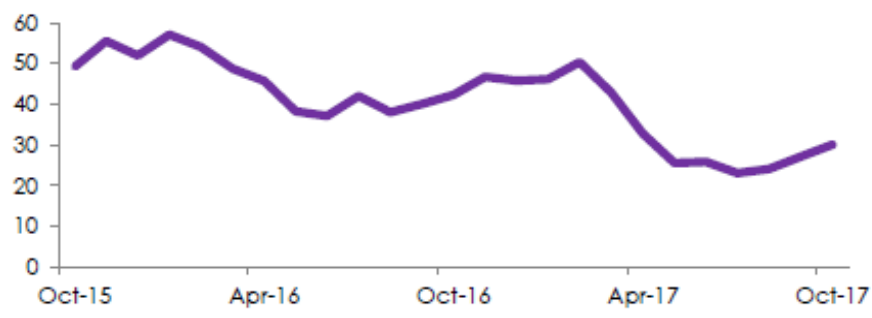
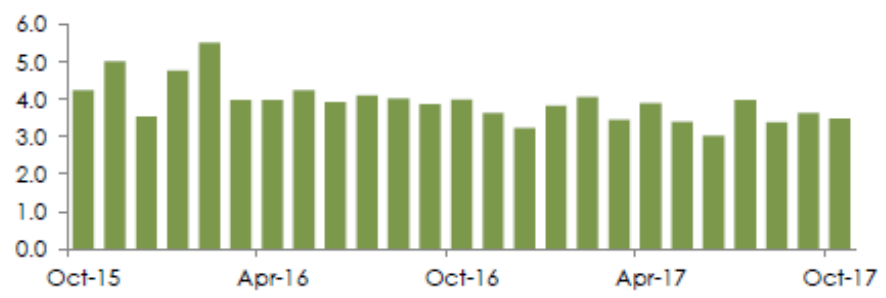
1.6% MTM
6.2% YTD



Unsold Inventory
For SFH Homes

3.5 Months

-4.4% MTM
-12.8% YTY

Median Time on Market
For SFH Homes

30 Days

11.1% MTM
-29.0% YTY



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HOW TO REACH PEOPLE IN THE INLAND EMPIRE

- Over **1.8 Million Inland Empire** Persons 12+ use Radio each week. (Source: Nielsen Audio, Q3 2017, Riverside/San Bernardino Metro, Monday – Sunday, 6a-mid., Persons 12+)
- Radio reaches **88.3%** of Persons 12+ every week. (Source: Nielsen Audio, Q3 2017, Riverside/San Bernardino Metro, Monday – Sunday, 6a-mid.)
- 1.5 Million** Inland Empire consumers use Radio away from home during commuting hours. (Source: Nielsen Audio, Q3 2017, Riverside/San Bernardino Metro, Monday – Friday, 6a-10a + 3p-7p, Persons 12+)
- 78%** of Inland Empire Radio listeners are in the work-force. That’s nearly **1 MILLION** qualified consumers listening every week. (Source: Nielsen Audio, Q3 2017, Riverside/San Bernardino Metro, Monday – Sunday, 6a-mid, Persons 18-64)
- More Adults 18+ listen to the **Radio** each day (62.6%) than listen to any Satellite Radio in past week (10.5%). (Source: Nielsen Audio, Q3 2017, Monday -Friday, 5a-mid and Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Riverside/San Bernardino Metro, Adults 18+)
- More people hear **Radio each week** (85.8%) than visit **Pandora** (25.0%). (Source: Nielsen Audio, Q3 2017, Monday – Friday, 5a-mid and Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Riverside/San Bernardino Metro, Adults 18+)
- Radio reaches **more** Adults in a week than any other medium. (Source: Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Riverside/San Bernardino Metro, Adults 18+)
- Radio: 90.0%**
- Any broadcast viewing: 79.8%**
- Watched any non-premium cable past week: 74.1%**
- More adults listen to radio in a week than visit any social networking sites. (Source: Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Riverside/San Bernardino Metro, Adults 18+)

		90.0%
	facebook	65.7%
	YouTube	55.3%
	Instagram	34.2%
	Google+	27.5%

		19.6%
	Pinterest	18.4%
	Twitter	14.2%
	LinkedIn	10.2%

