

# SCBA SPOTLIGHT ON PALM SPRINGS



# HOW TO REACH PEOPLE IN PALM SPRINGS

- Over **250,000 Palm Springs** Persons 12+ use Radio each week. (Source: Nielsen Audio, Spring 2019, Palm Springs Metro, Monday – Sunday, 6a-mid., Persons 12+)
- Radio reaches **72.1%** of Persons 12+ every week. (Source: Nielsen Audio, Spring 2019, Palm Springs Metro, Monday – Sunday, 6a-mid.)
- **201,400** Palm Springs consumers use Radio in car during commuting hours. (Source: Nielsen Audio, Spring 2017, Palm Springs Metro, Monday – Friday, 6a-10a + 3p-7p, Persons 12+ /In Car or Away from Home)
- **77%** of Palm Springs Radio listeners are in the work-force. That’s **144,800** qualified consumers listening every week. (Source: Nielsen Audio, Spring 2019, Palm Springs Metro, Monday – Sunday, 6a-mid, Persons 18-64)
- More Adults 18+ listen to the **Radio each week** (72.4%) than listen to any Satellite Radio in **past week** (13.8%). (Source: Nielsen Audio, Spring 2019, Monday -Sunday, 6a-mid and Scarborough, Release 2 2018 (Feb. 2017 – Sep. 2015), Palm Springs Metro, Adults 18+)
- More people hear **Radio each week** (85.7%) than visit **Pandora** (25.7%). (Source: Nielsen Audio, Spring 2019, Monday – Sunday, 6a-mid and Scarborough, Release 2 2018 (Feb. 2017 – Sep. 2018), Palm Springs Metro, Adults 18+)
- More adults listen to radio in a week than visit any social networking sites. (Source: Scarborough, Release 2 2018 (Feb. 2017 – Sep. 2018), Palm Springs Metro, Adults 18+)

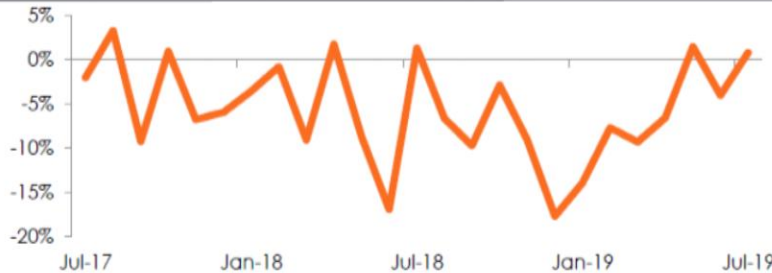
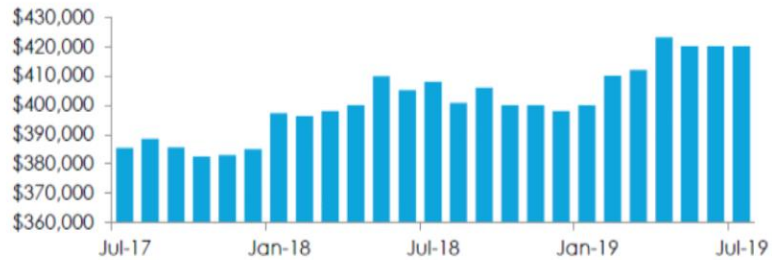
➤  85.7%	➤  17.4%
➤  52.9%	➤  12.0%
➤  40.2%	➤  13.2%
➤  21.6%	➤  10.1%
➤  20.1%	



CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics  
**Riverside County Market Update**

Trends At A Glance For: **July 2019**

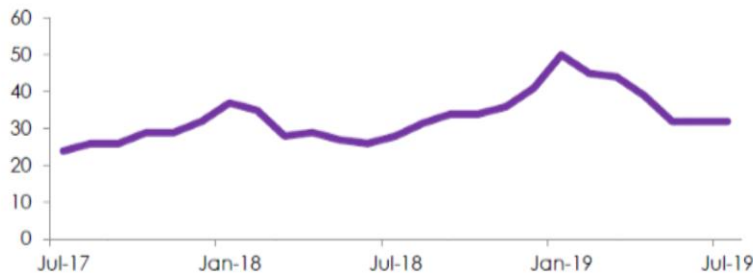
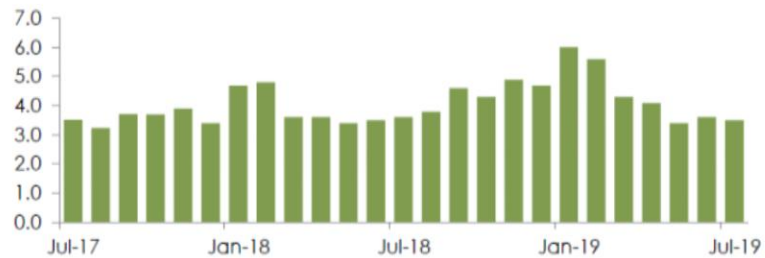
Median Price  
 For SF Detached Homes  
**\$420,000**  
 0.0% MTM  
 2.9% YTY



Home Sales  
 For SF Detached Homes  
**+0.8% YTY**  
 -0.5% MTM  
 -5.0% YTD



Unsold Inventory  
 For SF Detached Homes  
**3.5 Months**  
 -2.8% MTM  
 -2.8% YTY

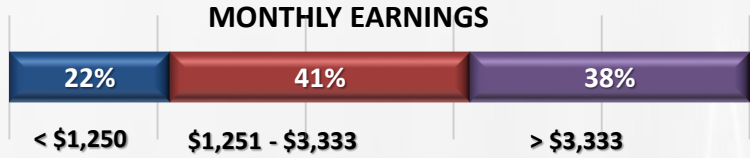


Median Time on Market  
 For SF Detached Homes  
**32 Days**  
 0.0% MTM  
 14.3% YTY

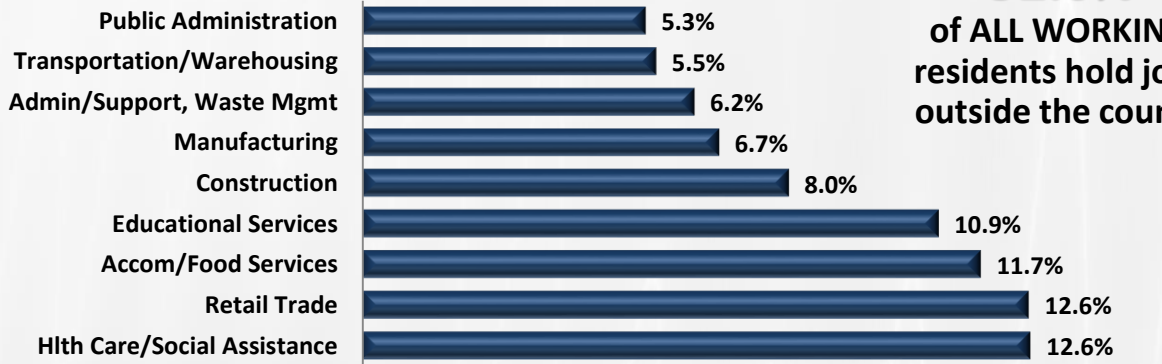


PEOPLE HOUSEHOLDS WORKERS JOBS

**62.8%**  
Of all jobs in Riverside County  
are held by its residents



EMPLOYED RESIDENTS – **373,117**



**52.0%**  
of ALL WORKING  
residents hold jobs  
outside the county

**699,232\*\*** HOUSEHOLDS



**815,322\*\***

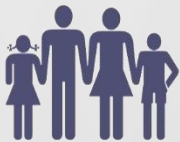
TOTAL HOUSING UNITS

BY INCOME\*\*



**16.2%\*\***  
of individuals  
in poverty

**\$56,603\*\***  
MEDIAN HH  
INCOME



**3.24\*\***  
AVERAGE HH SIZE

**\$23,783\*\***  
PER CAPITA INCOME

**48.4%\***  
of residents are of  
Hispanic origin

MEDIAN AGE ➤ **34.5\*\***

POPULATION ➤ **2.4 million\***

**54.4%**  
of residents 25+ have  
some college+\*\*

