





SCBA SPOTLIGHT ON SAN BERNARDINO COUNTY



HOW TO REACH PEOPLE IN THE INLAND EMPIRE

- Over **1.8 Million Inland Empire** Persons 12+ use Radio each week. (Source: Nielsen Audio, Q2 2019, Riverside/San Bernardino Metro, Monday – Sunday, 6a-mid., Persons 12+)
- Radio reaches **87.9%** of Persons 12+ every week. (Source: Nielsen Audio, Q2 2019, Riverside/San Bernardino Metro, Monday – Sunday, 6a-mid.)
- Nearly **1.5 Million** Inland Empire consumers use Radio away from home during commuting hours. (Source: Nielsen Audio, Q2 2019, Riverside/San Bernardino Metro, Monday – Friday, 6a-10a + 3p-7p, Persons 12+)
- **80%** of Inland Empire Radio listeners are in the work-force. That’s over **1 MILLION** qualified consumers listening every week. (Source: Nielsen Audio, Q2 2019, Riverside/San Bernardino Metro, Monday – Sunday, 6a-mid, Persons 18-64)
- More Adults 18+ listen to the **Radio** each day (55.3%) than listen to any Satellite Radio in past week (12.8%). (Source: Nielsen Audio, Q2 2019, Monday -Sunday, 6a-mid and Scarborough, Release 1 2019 (Jan. 2018 – Jan. 2019), Riverside/San Bernardino Metro, Adults 18+)
- More people hear **Radio** each week (87.5%) than visit **Pandora** (34.6%). (Source: Nielsen Audio, Q3 2017, Monday – Sunday, 6a-mid and Scarborough, Release 1 2019 (Jan. 2018 – Jan. 2019), Riverside/San Bernardino Metro, Adults 18+)
- Radio reaches **more** Adults in a week than any other medium. (Source: Scarborough, Release 1 2019 (Jan. 2018 – Jan. 2019), Riverside/San Bernardino Metro, Adults 18+)
 - **Radio: 89.8%**
 - **Any broadcast viewing: 76.8%**
 - **Watched any non-premium cable past week: 80.1%**
- 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+)

➤  89.8%	➤  23.9%
➤ facebook 54.9%	➤ Pinterest 24.4%
➤ You Tube 55.5%	➤  16.1%
➤  40.2%	➤ Linked in 10.6%
➤ Google+ 21.5%	



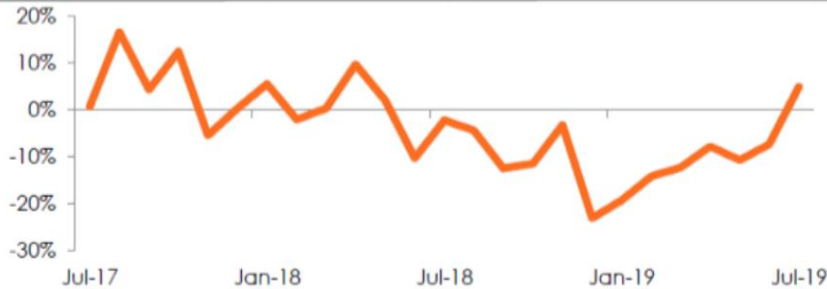
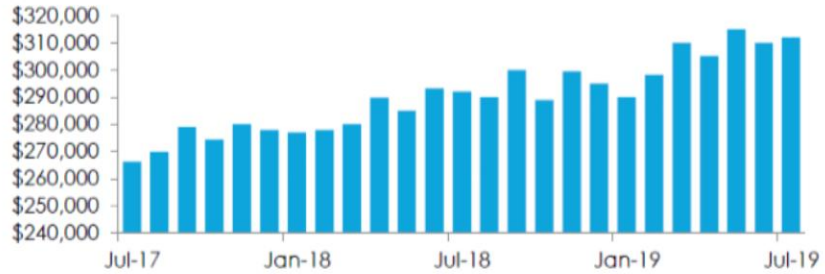
CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics San Bernardino County Market Update

Trends At A Glance For: July 2019

Median Price
For SF Detached Homes

\$312,000

0.6% MTM
6.8% YTY



Home Sales
For SF Detached Homes

+5% YTY

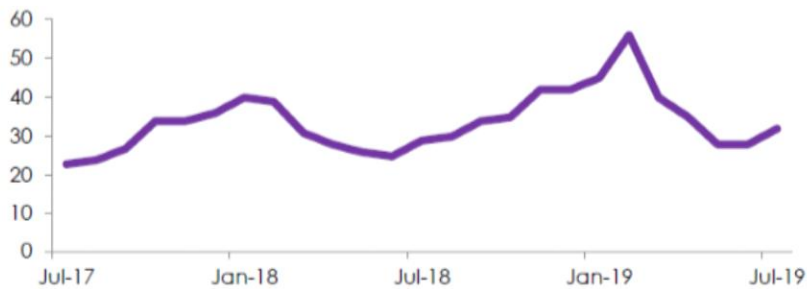
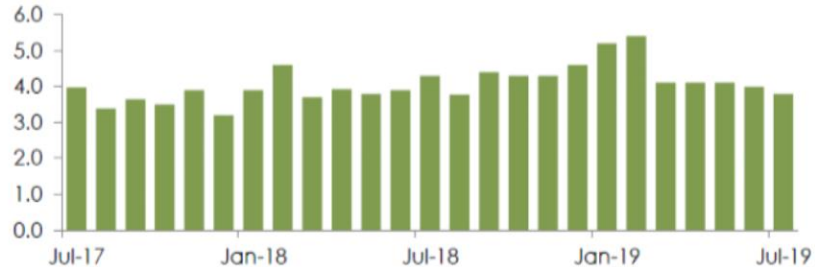
4.8% MTM
-9.0% YTD



Unsold Inventory
For SF Detached Homes

3.8 Months

-5.0% MTM
-11.6% YTY



Median Time on Market
For SF Detached Homes

32 Days

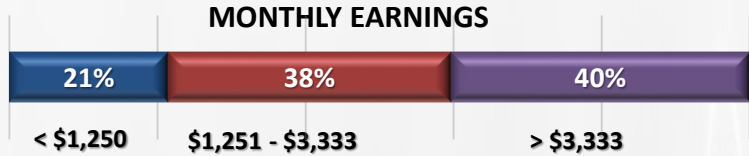
14.3% MTM
10.3% YTY



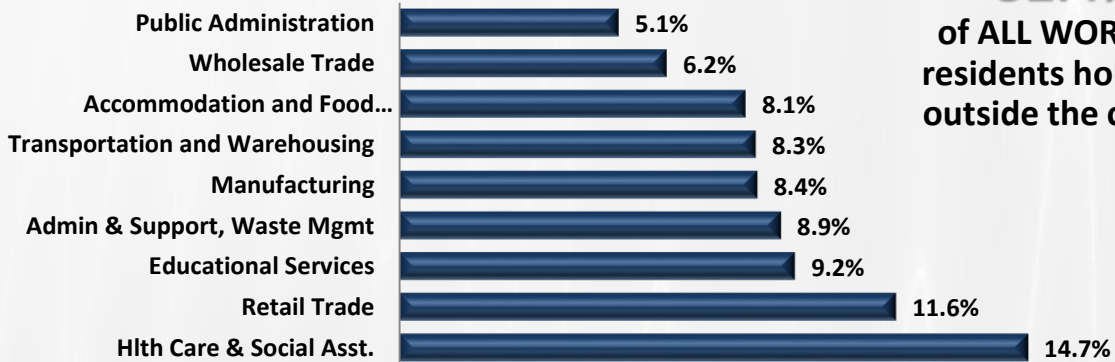
PEOPLE HOUSEHOLDS WORKERS JOBS

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

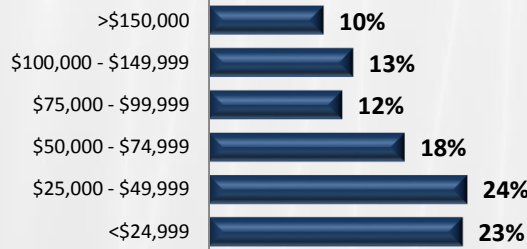
614,325** HOUSEHOLDS



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+**

