

BRIGHT HOUSE MEDIA STRATEGIES

Bakersfield MARKET DATA

■ DMA

DMA Market Rank - #125
 TV Households - 222,910
 Cable Penetration - 56%
 VCR Penetration - 55%
 Multi Set Homes - 85%

■ KERN COUNTY EMPLOYMENT BY INDUSTRY

Government - 21.8%
 Trade, Transportation & Utilities - 15.8%
 Agriculture - 17.2%
 Professional & Business Services - 8.9%
 Educational & Health Services - 9.4%
 Leisure and Hospitality - 7.1%
 Construction - 4.9%
 Manufacturing - 4.6%
 Natural Resources & Mining - 3.8%
 Financial - 3%
 Other Services - 2.5%
 Information - 1%

■ MEDIAN HOUSEHOLD INCOME

Kern County - \$44,718
 Bakersfield - \$52,200
 California - \$61,017

■ MEDIAN HOME PRICE

Kern County - \$125,000
 California - \$247,000

■ COST OF LIVING INDEX

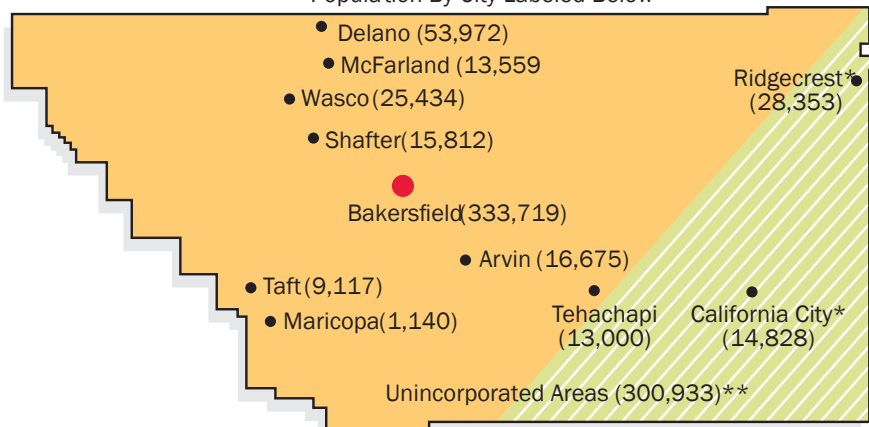
Bakersfield - 104.7%
 Fresno, CA - 120.6%
 Riverside - 119.5%
 San Diego, CA - 136.4%
 San Jose, CA - 156%
 Orange County, CA - 151.4%
 San Francisco, CA - 172.1%

■ BAKERSFIELD EDUCATION LEVEL (AGE 25+)

Less Than High School Diploma - 28%
 High School Graduate or Equivalent - 27%
 Some College, No Degree - 22%
 Associate Degree - 7%
 Bachelor's Degree - 10%
 Graduate or Professional Degree - 5%

■ KERN COUNTY POPULATION: 827,173

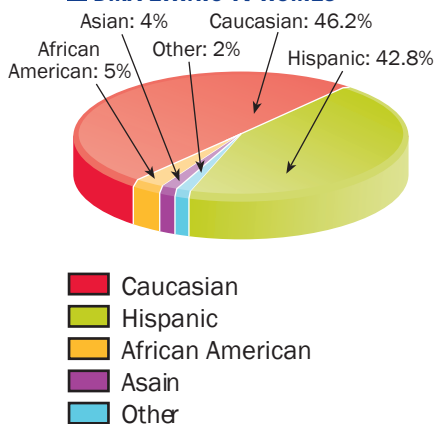
Population By City Labeled Below



■ Bakersfield DMA ■ Los Angeles DMA

*Not part of the Bakersfield DMA • **Parts of Unincorporated Areas are not in the Bakersfield DM

■ DMA ETHNIC TV HOMES



Bakersfield is located at the southern end of the San Joaquin Valley. It is partially surrounded by three mountain ranges, the Tremblor to the west, the Tehachapis to the south and the Sierra Nevadas to the east. The Kern River flows through the valley, adding natural beauty to the area.

Bakersfield's economy is based primarily on oil and agriculture. Kern County produces 77% of the state's crude oil and 55% of the state's natural gas production. Kern County farms produce over 250 different crops and outranks 20 other states alone in agriculture production. Some of the top crops are milk production, grapes, citrus, almonds, carrots and Alfalfa.