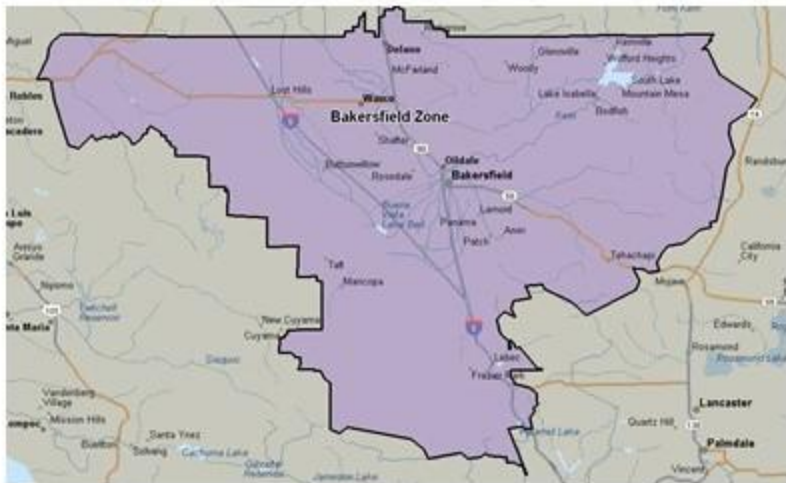


Bakersfield



Subscriber Estimates

1661 Bakersfield Interconnect	143,800
4926 Bakersfield	71,087
2523 DirecTV	64,534
9991 AT&T U-verse	8,1802

General demo information

Total Population	
White Alone	76%
African-American	8%
Other Races	17%
Hispanic	48%
Own or Rent	
Owner Occupied	54%
Renter Occupied	42%
Median HHI	\$41,393
Average HHI	\$59,361
Population by Gender	
Male	49%
Female	51%
Age Range	
A 18-24	15%
A 25-34	21%
A 35-54	34%
A 55-64	15%
A 65+	15%
Median Age	43
Education (highest level)	
HS graduate (or GED)	38%
Some College	32%
Bachelor's Degree	8%

Insertable Networks

A&E, AMC, Animal Planet, BET, Bravo, Comedy Central, CMT, CNBC, CNN, Discovery, DIY, Disney XD, E!, ESPN2, ESPN, Food, FS1, FOX Sports PT, FOX Sports West, Freeform, FX, Fox News, FXX, Galavision, Golf, Hallmark, HGTV, History, Headline News, ID, Lifetime, Lifetime Movie, MSNBC, MTV, NBC Sports, NFL, National Geographic, Nickelodeon OWN, Oxygen, Paramount, SEC, SYFY, TBS, TLC, TNT, Cartoon, Tru, Travel, TV Land, Weather Channel, USA, VH1, WE, Spectrum Sports

Zips & cities associated

93203	93252	93309
93205	93255	93311
93206	93263	93312
93215	93268	93313
93222	93276	93314
93224	93280	93461
93225	93283	93518
93226	93285	93531
93238	93287	93561
93240	93301	
93241	93304	
93243	93305	
93249	93306	
93250	93307	
93251	93308	