

Tehachapi Demographics

Want to reach a more affluent part of Kern County with your marketing message? Look no further than Tehachapi. Often considered the Jewel of Kern County, Tehachapi's Mountain Town is the perfect climate for more than just cool breezes and wineries. Take a look at just who chooses to make Tehachapi their home and we know you'll want to reach out to them with your product or service!

The **LOOP**

Based on 2010 US Census

Total Population 34,875

11,625 HOUSEHOLDS
73.4% of Tehachapi's Households are Owner Occupied



EDUCATION

26% have college degrees
Of those 25 & over

an additional 28% have High School Diplomas or GED

another 28% have some college (no degree)

Population by Age Group



82% speak only English
18% speak Spanish

RACE

78.3% WHITE
24.1% Hispanic or Latino
4.4% Black • 1.5% Asian
1.4% American Indian

Avg Household Income

\$76,196

25% HIGHER
THAN KERN COUNTY'S
AVERAGE HOUSEHOLD
INCOME OF ONLY \$60,820

How to Talk to Tehachapi

Look to the **LOOP**

CALL US
(661) 822-8188

or go online to
theloopnewspaper.com