

## KERN COUNTY ENTREPRENEURIAL METRICS

THE FOLLOWING METRICS ARE DESIGNED TO PROVIDE A MEASURABLE LOOK AT THE ENTREPRENEURIAL ECOSYSTEM IN KERN COUNTY. KEY INDICATORS ARE DIVIDED BY THE FOUR PILLARS OF BUSINESS OWNERSHIP, AND UPDATED AS DATA BECOMES AVAILABLE.

### *Business Dynamics*



- **Standard Startup Rate**

Percentage: 6.11%    Ranking: 5/395  
Metros

*The percentage share of employment in firms less than one year old.*

**Source:** Census Bureau and Moody's Analytics

- **Jobs at Young Firms**

2018

Percentage: 11% Ranking: 6/100 Metros

*The annual percentage change in jobs at startup firms-companies less than one year old-in the region.*

Source: Metro Monitor, Brookings Institution

- **Diversified Economy Index**

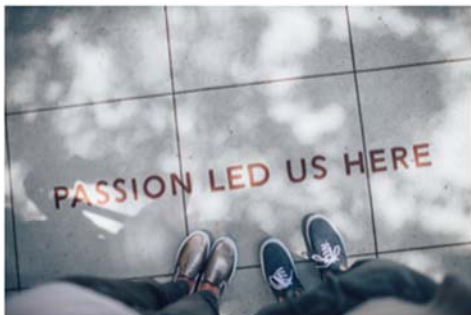
2018

Score: 76.4 Ranking: 3/60 Large Metros

*A comparative analysis across three key metrics: industry diversity, occupational diversity and worker-class diversity.*

Source: WalletHub

### *Talent*



- **"Salad Days" Population Growth (Ages 25-44)**

Score: 192.1 Ranking: 172/3110 Counties

*The annual average growth rate for the population ages 25 to 44 from 2002 to the latest year available.*

Source: Federal-State Cooperative for Population Estimates (U.S. Census Bureau)

- **STEM Degree Creation (per 1,000 Population)**

Score: 77.7 Ranking: 729/3110 Counties

*The number of STEM degree graduates (at the bachelor's, master's and doctorate level) per 1,000 individuals from colleges and universities in the county or region.*

Source: Integrated Post-secondary Education Data System



- **High-Tech, Early-in-Life-Cycle Establishment Ratio**

Score: 163.1 Ranking: 415/3110 Counties

*The proportion of small, high-tech firms in a region relative to the national proportion for high-tech. A value of 1 indicates that the region has a similar number of small firms*

*relative to the nation for each high-tech industry present in the region.*

- **Source:** County Business Patterns (U.S. Census Bureau)

