











ON A TYPICAL DAY IN THE OXNARD/VENTURA...

-  **43.9%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past 5 days. (Scarborough Release 2 2017 (August 2016 – July 2017), Oxnard/Ventura CBSA, Adults 18+)
-  **Eight out of ten** people have not looked at or read the **business/finance section** of any newspaper in past 7 days. (Scarborough Release 2 2017 (August 2016 – July 2017), Oxnard/Ventura CBSA, Adults 18+)
-  Only **21.4%** of people have looked at or read the **sports section** in the past 7 days. (Scarborough Release 2 2017 (August 2016 – July 2017), Oxnard/Ventura CBSA, Adults 18+)
-  **30.6%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. ((Scarborough Release 2 2017 (August 2016 – July 2017), Oxnard/Ventura CBSA, Adults 18+)
-  **Two out of three** people tune into **Radio** during afternoon drive every week (66.6%). (Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Adults 18+, Monday – Friday, 3p-7p)
-  **86.4%** of Employed Adults 18+ listen to **Radio every week**. (Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Employed Adults 18+, Monday – Friday, 5a-mid)
-  More Adults 18+ listen to the **Radio each week** (83.9%) than listen to any Satellite Radio (13.8%). (Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Monday -Friday, 5a-mid and (Scarborough Release 2 2017 (August 2016 – July 2017), Oxnard/Ventura CBSA, Adults 18+)
-  More people hear **Radio each week** (83.9%) than visit **Pandora** in the **past week**(23.6%). (Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Monday – Friday, 5a-mid and (Scarborough Release 2 2017 (August 2016 – July 2017), Oxnard/Ventura CBSA, Adults 18+)
-  **83.9%** of people do listen to **Radio** for **12.25 hours** every week. (Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Persons 18+, Monday – Friday, 5a-mid)

Radio is the most **reliable** way to reach someone in Oxnard/Ventura on any given day.