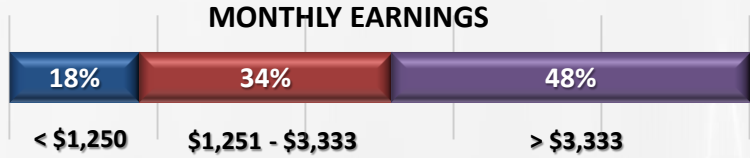


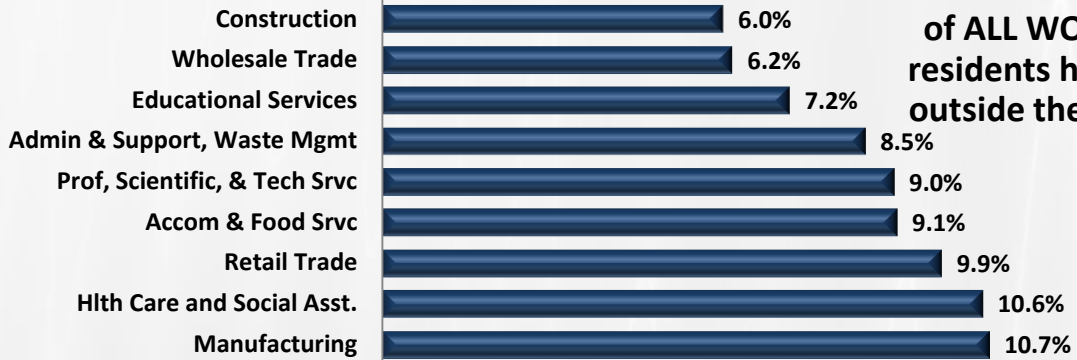
SCBA SPOTLIGHT ON ORANGE COUNTY



58.4%
Of all jobs in Orange County
are held by its residents



EMPLOYED RESIDENTS – **843,337**



34.7%
of ALL WORKING
residents hold jobs
outside the county

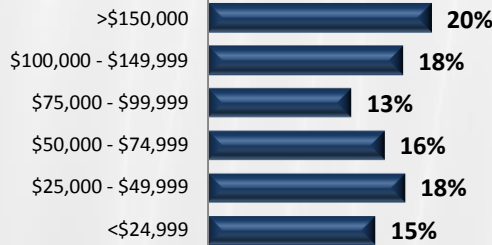
1,009,353 HOUSEHOLDS**



1,090,054

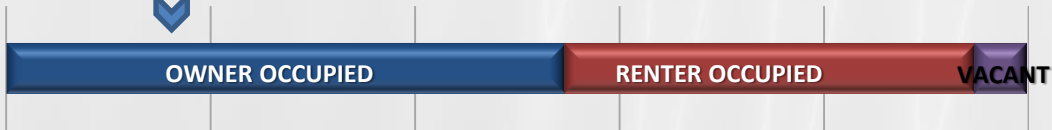
TOTAL HOUSING UNITS*

BY INCOME**



11.1%
of individuals
in poverty**

\$76,509
MEDIAN HH
INCOME**



3.04

AVERAGE HH SIZE**

\$34,817
PER CAPITA INCOME**

MEDIAN
AGE ** **> 37.1**

34.3%
of residents are of
Hispanic origin*

POPULATION* **> 3.1 million**

66.5%
of residents 25+ have
some college+**





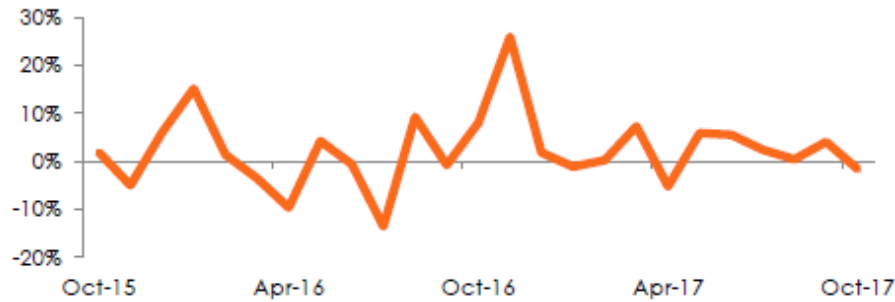
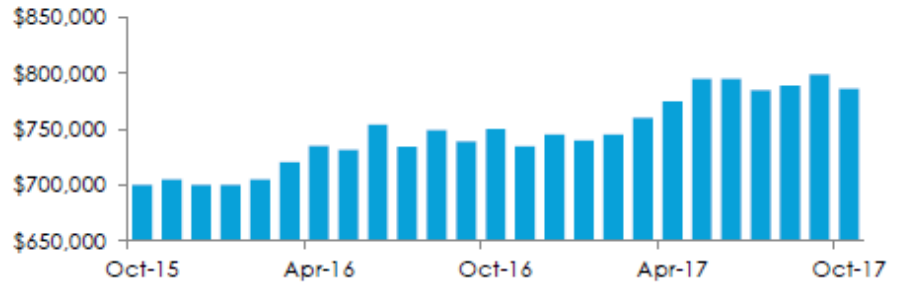
ORANGE COUNTY MARKET UPDATE

Trends At A Glance For: **October 2017**

Median Price
For SFH Homes

\$786,000

-1.6% MTM
4.8% YTY



Home Sales
For SFH Homes

-1.6% YTY

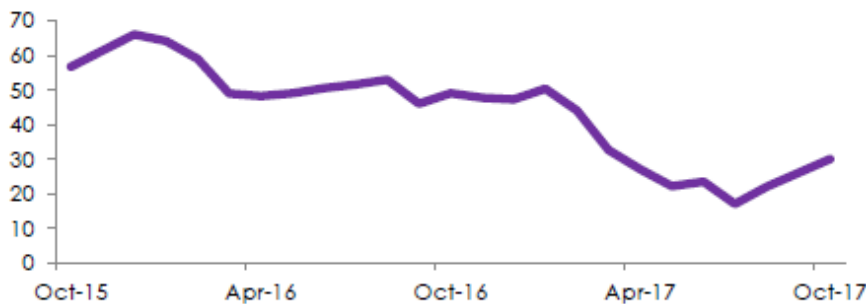
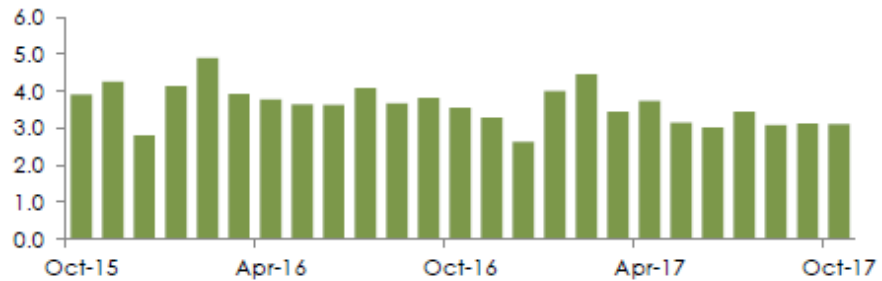
-8.4% MTM
2.0% YTD



Unsold Inventory
For SFH Homes

3.1 Months

-0.4% MTM
-12.6% YTY



Median Time on Market
For SFH Homes

30 Days

15.4% MTM
-38.8% YTY



525 S. Virgil Ave. Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org



HOW TO REACH ORANGE COUNTY

- Over **2.5 Million** use Radio each week. (Source: Nielsen Audio, Q3 2017, Orange County, Monday – Sunday, 6a-mid., Persons 12+)
- Radio reaches **90.1%** of Persons 12+ every week. (Source: Nielsen Audio, Q3 2017, Orange County, Monday – Sunday, 6a-mid.)
- 2.1 Million** Orange County consumers use Radio away from home during commuting hours. (Source: Nielsen Audio, Q3 2017, Orange County, Monday – Friday, 6a-10a + 3p-7p, Persons 12+)
- 84.2%** of Orange County Radio listeners are in the work-force. That’s **1.5 MILLION** qualified consumers listening every week. (Source: Nielsen Audio, Q3 2017, Orange County, Monday – Sunday, 6a-mid, Persons 18-64)
- More Adults 18+ listen to the **Radio** each day (65.5%) than listen to any Satellite Radio in past week (13.4%). (Source: Nielsen Audio, Q3 2017, Monday -Friday, 5a-mid and Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Orange County, Adults 18+)
- More people hear **Radio** each week (90.3%) than visit **Pandora** (18.8%). (Source: Nielsen Audio, Q3 2017, Monday – Friday, 5a-mid and Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Orange County, Adults 18+)
- Radio reaches **more** Adults in a week than any other medium. (Source: Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Orange County, Adults 18+)
- Radio: 93.9%**
- Any broadcast viewing: 77.5%**
- Watched any non-premium cable past week: 73.1%**
- More adults listen to radio in a week than visit any social networking sites. (Source: Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Orange County, Adults 18+)

		93.9%
	facebook	63.4%
	YouTube	54.0%
		36.7%
	Google+	29.2%

		23.7%
	Pinterest	21.3%
	LinkedIn	17.7%
		16.4%

