

SCBA SPOTLIGHT ON VENTURA COUNTY





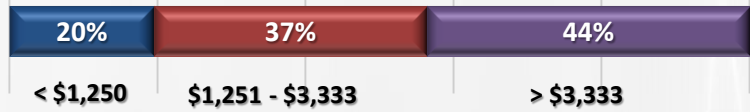
VENTURA COUNTY

PEOPLE HOUSEHOLDS WORKERS JOBS

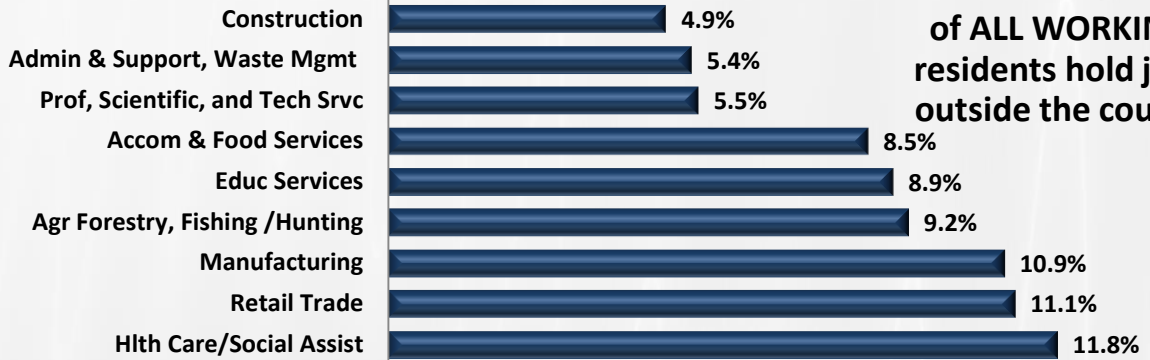
64.0%

Of all jobs in Ventura County are held by its residents

MONTHLY EARNINGS



EMPLOYED RESIDENTS – **176,462**



19.7%

of ALL WORKING residents hold jobs outside the county

268,969 HOUSEHOLDS**



286,864

TOTAL HOUSING UNITS*

BY INCOME**



9.8% of individuals in poverty**

\$77,348 MEDIAN HH INCOME**



3.08

AVERAGE HH SIZE**

\$31,043 PER CAPITA INCOME**

MEDIAN AGE** **> 37.1**

42.5% of residents are of Hispanic origin*

POPULATION* **> 849,738***

64.2% of residents 25+ have some college+**





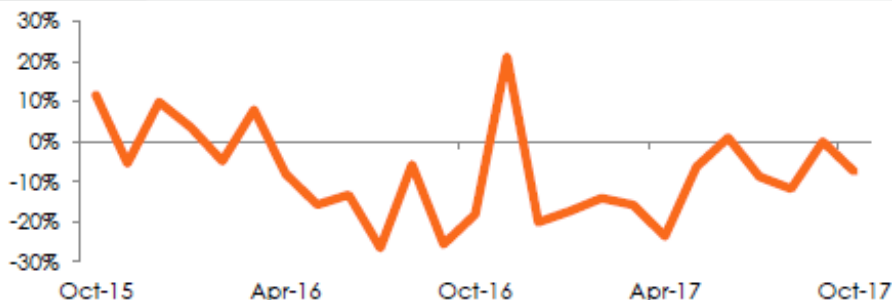
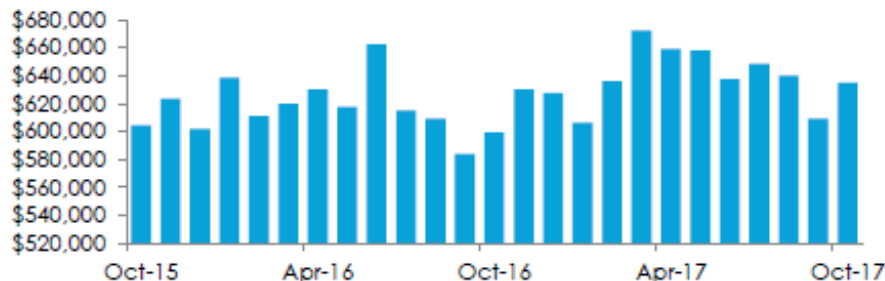
VENTURA COUNTY HOUSING

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

Median Price
For SFH Homes

\$635,000

4.3% MTM
6.0% YTY



Home Sales
For SFH Homes

-7.5% YTY

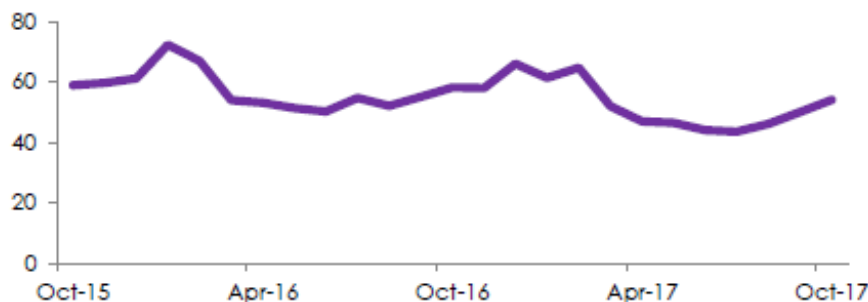
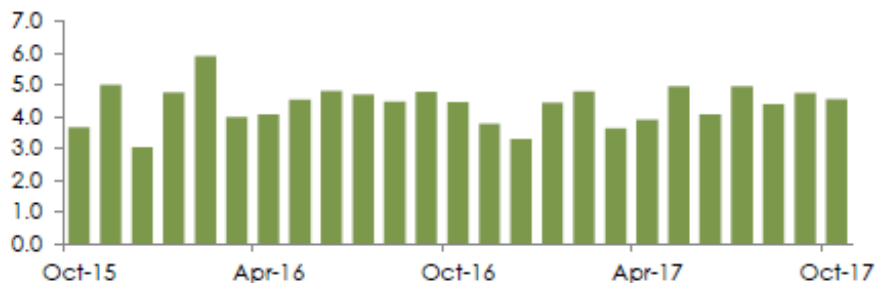
-4.7% MTM
-10.2% YTD



Unsold Inventory
For SFH Homes

4.6 Months

-3.8% MTM
2.2% YTY



Median Time on Market
For SFH Homes

54 Days

8.0% MTM
-7.0% YTY



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



HOW TO REACH PEOPLE IN VENTURA COUNTY

- Over **350,000** Persons 12+ use Radio each week. (Source: Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Monday – Sunday, 6a-mid., Persons 12+)
- Radio reaches **84.7%** of Persons 12+ every week. (Source: Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Monday – Sunday, 6a-mid.)
- Nearly 300,000** Oxnard/Ventura consumers use Radio away from home during commuting hours. (Source: Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Monday – Friday, 6a-10a + 3p-7p, Persons 12+)
- 72%** of Oxnard/Ventura Radio listeners are in the work-force. That’s over **200,000** qualified consumers listening every week. (Source: Nielsen Audio, Spring 2017, Oxnard/Ventura Metro, Monday – Sunday, 6a-mid, Persons 18-64)
- More Adults 18+ listen to the **Radio** (84.3%) than listen to any Satellite Radio in past week (13.8%). (Source: Nielsen Audio, Spring 2017, Monday -Friday, 5a-mid and Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Oxnard/Ventura CBSA, Adults 18+)
- More people hear **Radio each week** (84.3%) than visit **Pandora** in the past month (38.2%). (Source: Nielsen Audio, Spring 2017, Monday – Friday, 5a-mid and Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Oxnard/Ventura CBSA, Adults 18+)
- Radio reaches more Adults in a week than any other medium. (Source: Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Oxnard/Ventura CBSA, Adults 18+)
- Radio: 90.2%**
- Any broadcast viewing: 78.1%**
- Watched Any Broadcast TV past week: 78.1%**
- Watched any non-premium cable past week: 82.6%**

More adults listen to radio in a week than visit any social networking sites. (Source: Scarborough, Release 2 2017 (Aug. 2016 – Jul. 2017), Oxnard/Ventura CBSA, Adults 18+)

		90.2%
	facebook	57.6%
	You Tube™	56.4%
		33.0%
	Google+	23.5%
		17.8%
	Pinterest	14.1%

