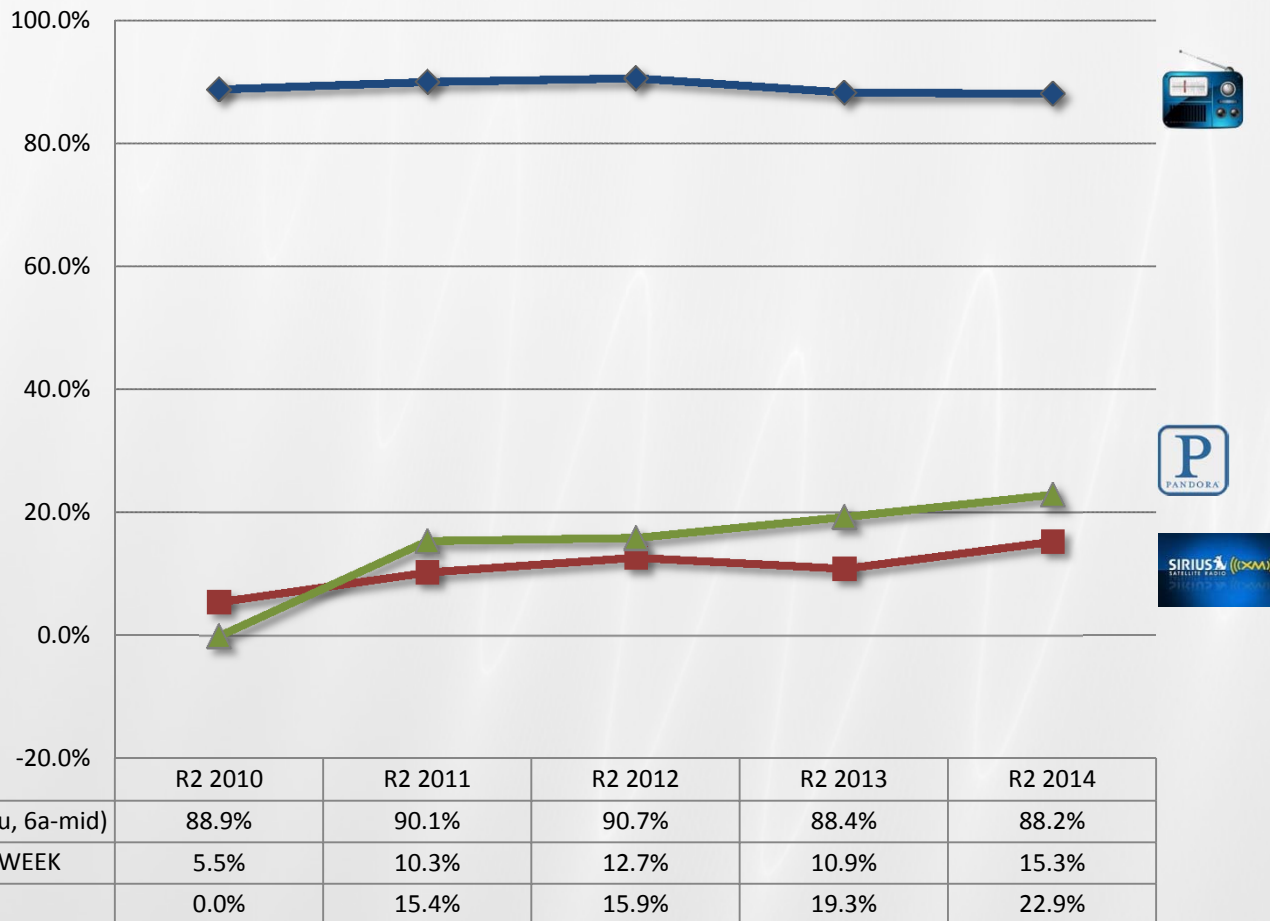




BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

Oxnard/Ventura Adults 18+



Source: Scarborough, Release 2, 2010 – 2014, Oxnard/Ventura CBSA, Adults 18+.



SATELLITE VS. LOCAL RADIO IN OXNARD/VENTURA

Only **15.3%** of Adults 18+ in Oxnard/Ventura has listened to
ANY satellite radio at all in the *past week*.

