









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

-  **42.1%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past 5 days. (Scarborough Release 2 2014, August 2013 – July 2014, Oxnard/Ventura CBSA, Adults 18+)
-  Nearly **three out of four** people have not looked at or read the **business/finance section** of any newspaper in past 7 days. (Scarborough Release 2 2014, August 2013 – July 2014, Oxnard/Ventura CBSA, Adults 18+)
-  Only **29.1%** of people have looked at or read the **sports section** in the past 7 days. (Scarborough Release 2 2014, August 2013 – July 2014, Oxnard/Ventura CBSA, Adults 18+)
-  **24.8%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 2 2014, August 2013 – July 2014, Oxnard/Ventura CBSA, Adults 18+)
-  **Two out of three** people tune into **Radio** during afternoon drive every week (68.0%). (Nielsen Audio, Spring 2014, Oxnard/Ventura Metro, Adults 18+, Monday – Friday, 3p-7p)
-  Nearly everyone can hear ads on the **Radio** at home, but only **half the households** (50.1%) can get ads on **cable TV**. (TVB.org, ADS, Wired-Cable and Over-The-Air Penetration by DMA, DMA Household Universe Estimates:, May 2014)
-  **88.5%** of Employed Adults 18+ listen to **Radio every week**. (Nielsen Audio, Spring 2014, Oxnard/Ventura Metro, Employed Adults 18+, Monday – Friday, 5a-mid)
-  More Adults 18+ listen to the **Radio** each week (86.4%) than listen to any Satellite Radio (15.3%). (Nielsen Audio, Spring 2014, Oxnard/Ventura Metro, Monday -Friday, 5a-mid and Scarborough Release 2 2014, August 2013 – July 2014), Oxnard/Ventura CBSA, Adults 18+)
-  More people hear **Radio** each week (86.4%) than visit **Pandora** in the past month (22.9%). (Nielsen Audio, Spring 2014, Oxnard/Ventura Metro, Monday – Friday, 5a-mid and Scarborough Release 2 2014, August 2013 – July 2014, Oxnard/Ventura CBSA , Adults 18+)
-  **86.4%** of people do listen to **Radio** for **12:30 hours** every week. (Nielsen Audio, Spring 2014, 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.