










# SCBA SPOTLIGHT ON ORANGE COUNTY



# HOW TO REACH ORANGE COUNTY

- Over **2.5 Million** use Radio each week. (Source: Nielsen Audio, Q2 2019, Orange County, Monday – Sunday, 6a-mid., Persons 12+)
- Radio reaches **89.7%** of Persons 12+ every week. (Source: Nielsen Audio, Q1 2019, Orange County, Monday – Sunday, 6a-mid.)
- **2.1 Million** Orange County consumers use Radio away from home during commuting hours. (Source: Nielsen Audio, Q1 2019, Orange County, Monday – Friday, 6a-10a + 3p-7p, Persons 12+)
- **86.3%** of Orange County Radio listeners are in the work-force. That's **1.5 MILLION** qualified consumers listening every week. (Source: Nielsen Audio, Q2 2019, Orange County, Monday – Sunday, 6a-mid, Persons 18-64)
- More Adults 18+ listen to the **Radio** each day (60.0%) than listen to any Satellite Radio in past week (15.0%). (Source: Nielsen Audio, Q2 2019, Monday -Sunday, 6a-mid and Scarborough, Release 1 2019 (Jan. 2018 - 2019), Orange County, Adults 18+)
- More people hear **Radio** each week (89.4%) than visit **Pandora** (31.9%). (Source: Nielsen Audio, Q2 2019, Monday – Sunday, 6a-mid and Scarborough, Release 1 2019 (Jan. 2018 - 2019), Orange County, Adults 18+)
- Radio reaches **more** Adults in a week than any other medium. (Source: Scarborough, Release 1 2019 (Jan. 2018 – Jan. 2019), Orange County, Adults 18+)
  - **Radio**: 92.4%
  - **Any broadcast viewing**: 79.9%
  - **Watched any non-premium cable past week**: 75.8%
- More adults listen to radio in a week than visit any social networking sites. (Source: Scarborough, Release 1 2019 (Jan. 2018 - 2019), Orange County, Adults 18+)

➤  92.4%	➤  23.0%
➤  65.2%	➤  23.5%
➤  50.7%	➤  23.9%
➤  40.2%	➤  20.3%
➤  20.0%	



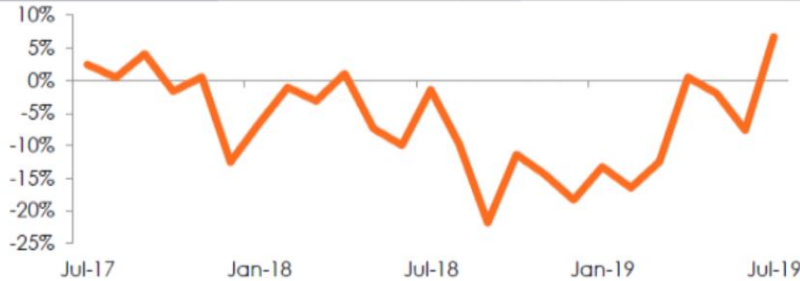
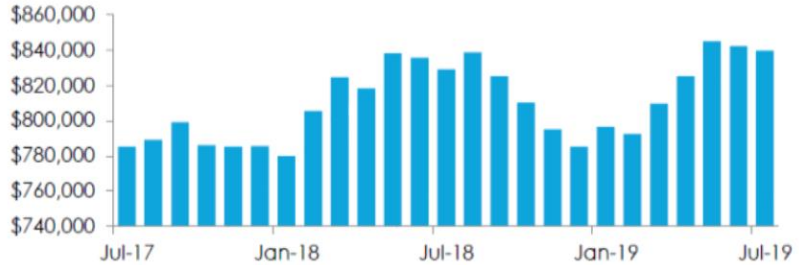
CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics  
**Orange County Market Update**

Trends At A Glance For: **July 2019**

Median Price  
 For SF Detached Homes

**\$839,450**

-0.3% MTM  
 1.3% YTY



Home Sales  
 For SF Detached Homes

**+6.7% YTY**

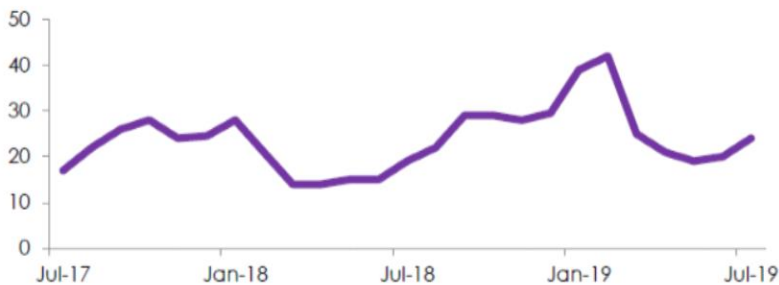
8.8% MTM  
 -5.3% YTD



Unsold Inventory  
 For SF Detached Homes

**3.5 Months**

-7.9% MTM  
 0.0% YTY



Median Time on Market  
 For SF Detached Homes

**24 Days**

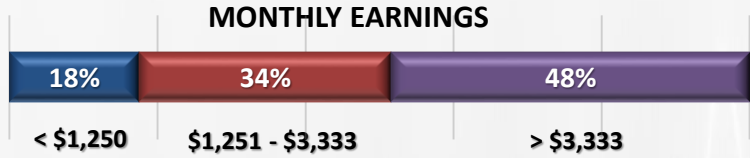
20.0% MTM  
 26.3% YTY





PEOPLE HOUSEHOLDS WORKERS JOBS

**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+\*\*

