

ON A TYPICAL DAY IN OXNARD/VENTURA

- **44.6%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past 5 days. (Scarborough Release 1 2019 (January 2018 - 2019), Oxnard/Ventura CBSA, Adults 18+)
- **Eight out of ten** people have not looked at or read the **business/finance section** of any newspaper in past 7 days. (Scarborough Release 1 2019 (January 2018 - 2019), Oxnard/Ventura CBSA, Adults 18+)
- Only **18.7%** of people have looked at or read the **sports section** in the past 7 days. (Scarborough Release 1 2019 (January 2018 - 2019), Oxnard/Ventura CBSA, Adults 18+)
- **37.0%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 1 2019 (January 2018 - 2019), Oxnard/Ventura CBSA, Adults 18+)
- **55.1%** of people tune into **Radio** during afternoon drive every week. (Nielsen Audio, Spring 2019, Oxnard/Ventura Metro, Adults 18+, Monday – Friday, 3p-7p)
- **77.9%** of Employed Adults 18+ listen to **Radio every week**. (Nielsen Audio, Spring 2019, Oxnard/Ventura Metro, Employed Adults 18+, Monday – Friday, 5a-mid)
- More Adults 18+ listen to the **Radio each week** (74.7%) than listen to any Satellite Radio (12.8%). (Nielsen Audio, Spring 2019, Oxnard/Ventura Metro, Monday -Friday, 5a-mid and (Scarborough Release 1 2019 (January 2018 - 2019), Oxnard/Ventura CBSA, Adults 18+)
- More people hear **Radio each week** (74.7%) than visit **Pandora** in the **past week** (20.4%). (Nielsen Audio, Spring 2019, Oxnard/Ventura Metro, Monday – Friday, 5a-mid and (Scarborough Release 1 2019 (January 2018 - 2019), Oxnard/Ventura CBSA, Adults 18+)
- **74.7%** of people do listen to **Radio** for **9.75 hours** every week. (Nielsen Audio, Spring 2019, 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.