



CALIFORNIA
ASSOCIATION
OF REALTORS®

Ventura County

Economic Profile

August 2010

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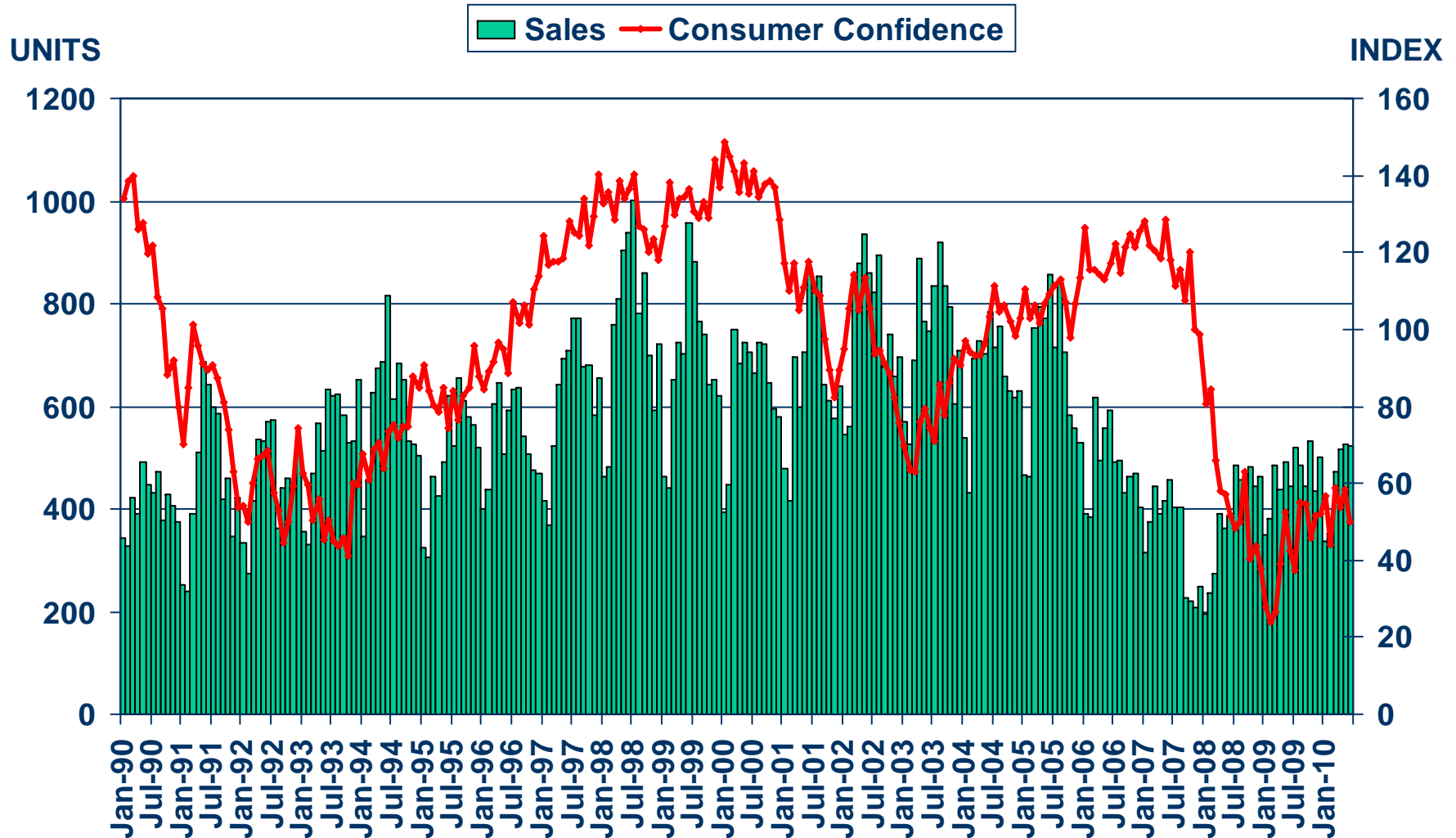
CALIFORNIA ASSOCIATION OF REALTORS®

Ventura County Profile

Characteristic	Statistic	State Rank
2007 Population Estimate	828,983	11
% Population Change 1990-2000	12.6%	36
% Population Change 1980-1990	26.4%	31
% White 2007	54.2%	
% Hispanic 2007	36.0%	
% Black 2007	1.7%	
% Asian & Pacific Islander 2007	5.7%	
2007 Per Capita Income	\$31,013	
2007 Median Household Income	\$73,250	
2007 Median Age	35.6	
Land Area Square Miles	1,845	26
2000 Total Establishments	17,206	12
2007 Civilian Employment	406,478	

Sales of Existing Detached Homes and Pacific West Consumer Confidence

Ventura County, June 2010: 524 Units, Up 5.4% YTD, Up 18.3% YTY

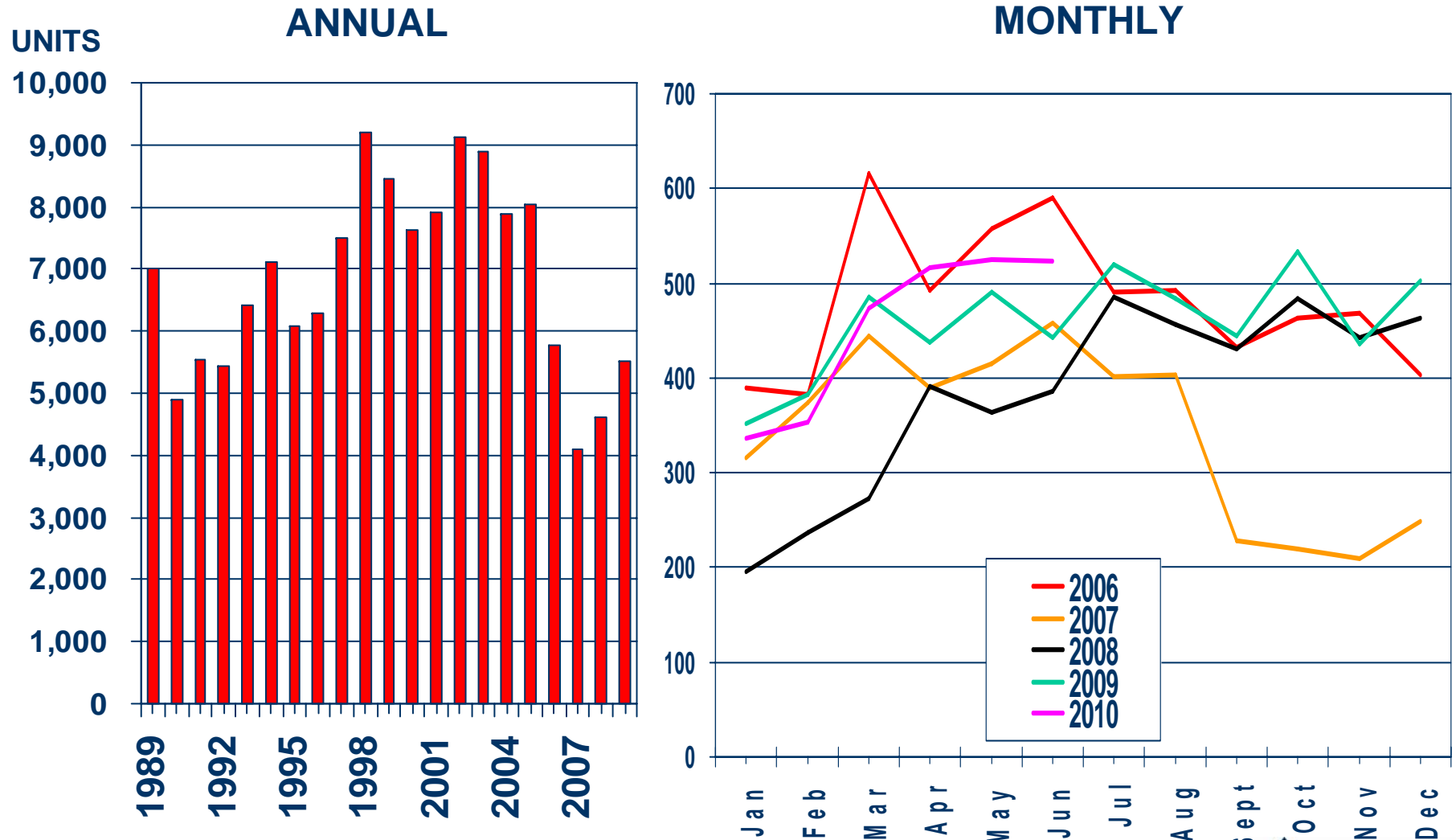


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
The Conference Board



Sales of Existing Detached Homes

Ventura County, 2009: 5,509 Units, Up 19.6% YTY

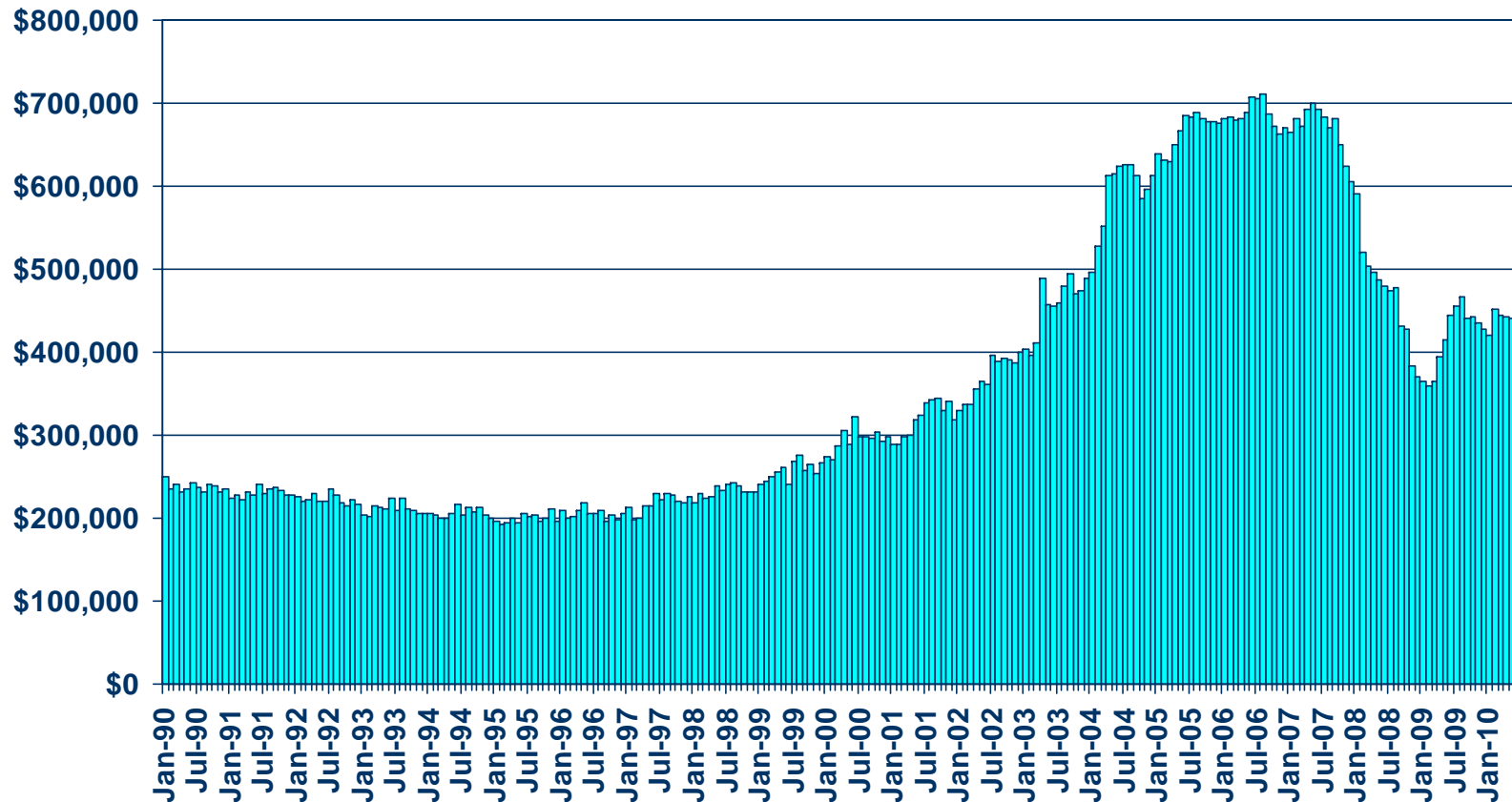


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Median Price of Existing Detached Homes

Ventura County, June 2010: \$450,934, Up 1.6% YTY



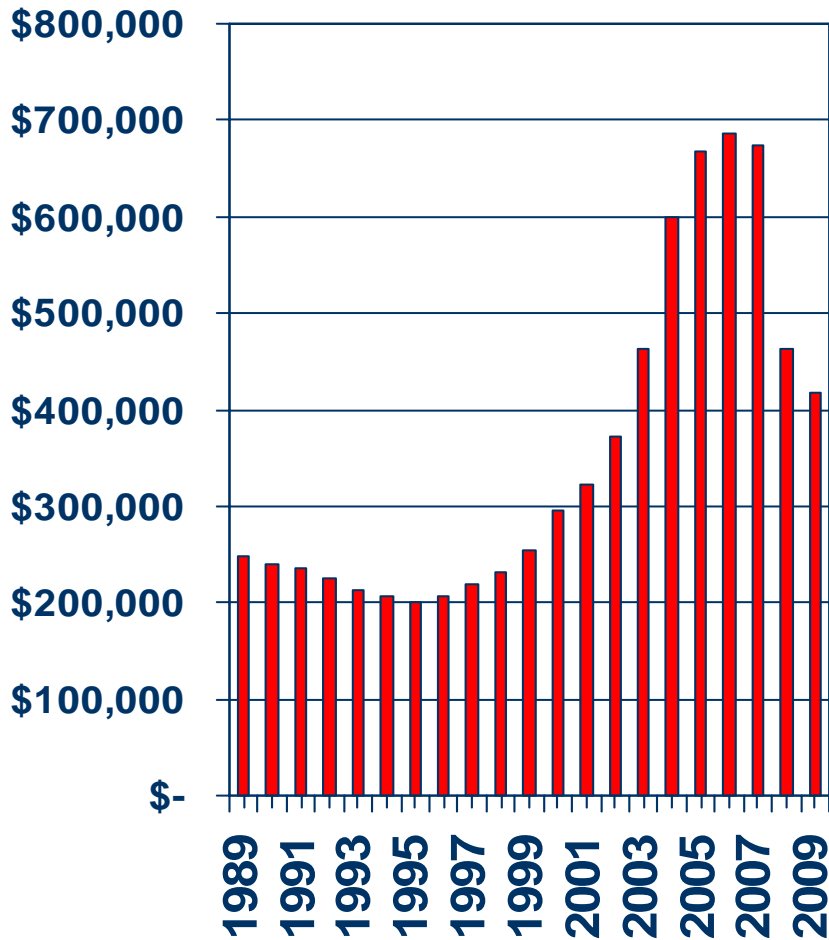
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



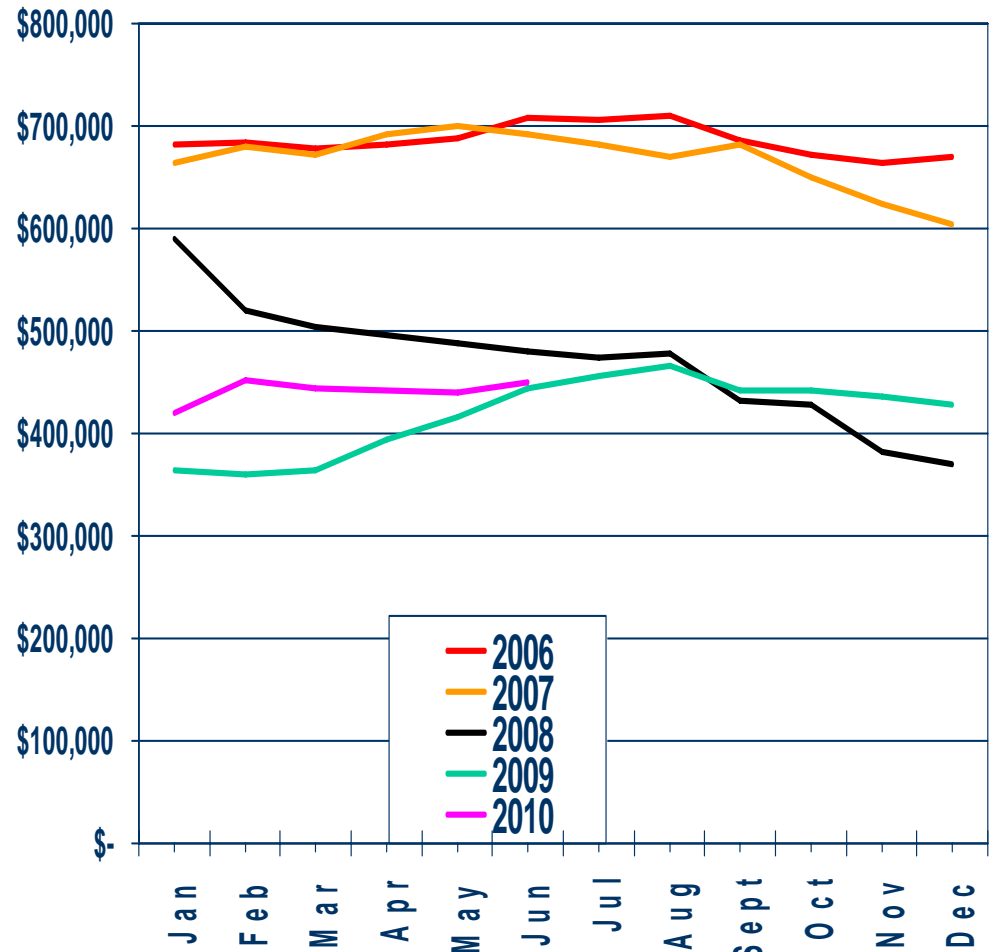
Median Price Annual Comparison

Ventura County, 2009: \$416,770, Down 10.1% YTY

ANNUAL



MONTHLY



SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Median Home Sales Price

Ventura County

	Jun-10	Jun-09	Yearly % Change
Ventura County	\$385,000	\$370,000	4.1%
Camarillo	\$400,000	\$440,000	-9.1%
Moorpark	\$402,500	\$404,000	-0.4%
Newbury Park	\$499,500	\$710,000	-29.6%
Oak Park	\$492,500	\$560,000	-12.1%
Ojai	\$450,000	\$376,500	19.5%
Oxnard	\$305,500	\$300,000	1.8%
Port Hueneme	\$244,750	\$207,000	18.2%
Santa Paula	\$235,000	\$257,500	-8.7%
Simi Valley	\$391,000	\$378,500	3.3%
Thousand Oaks	\$480,000	\$535,000	-10.3%
Ventura	\$396,000	\$385,000	2.9%

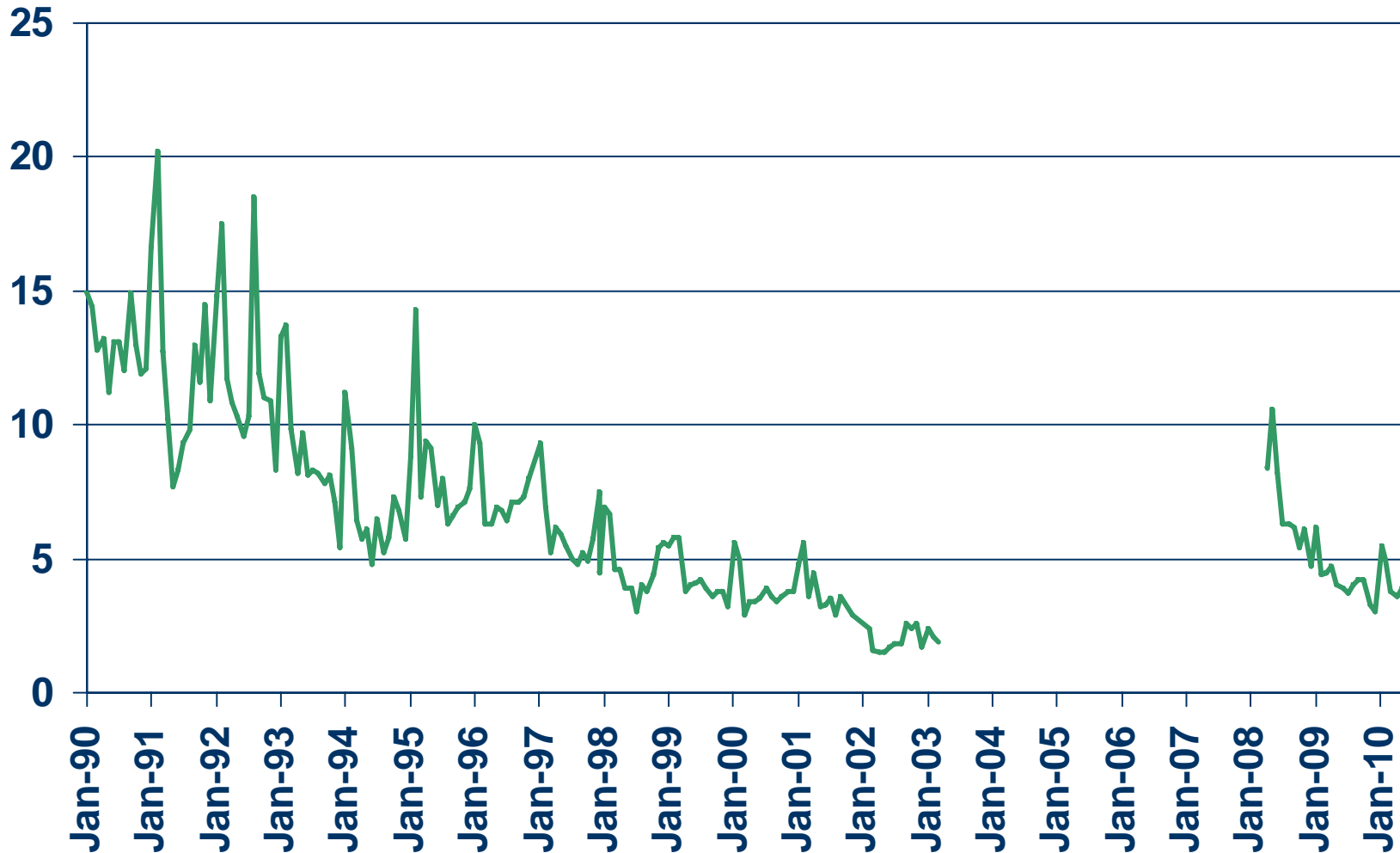
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
DataQuick Information Systems. The price statistics are
derived from all types of home sales -- new and existing,
condos and single-family.



Unsold Inventory Index

Ventura County, June 2010: 4.4 months

MONTHS

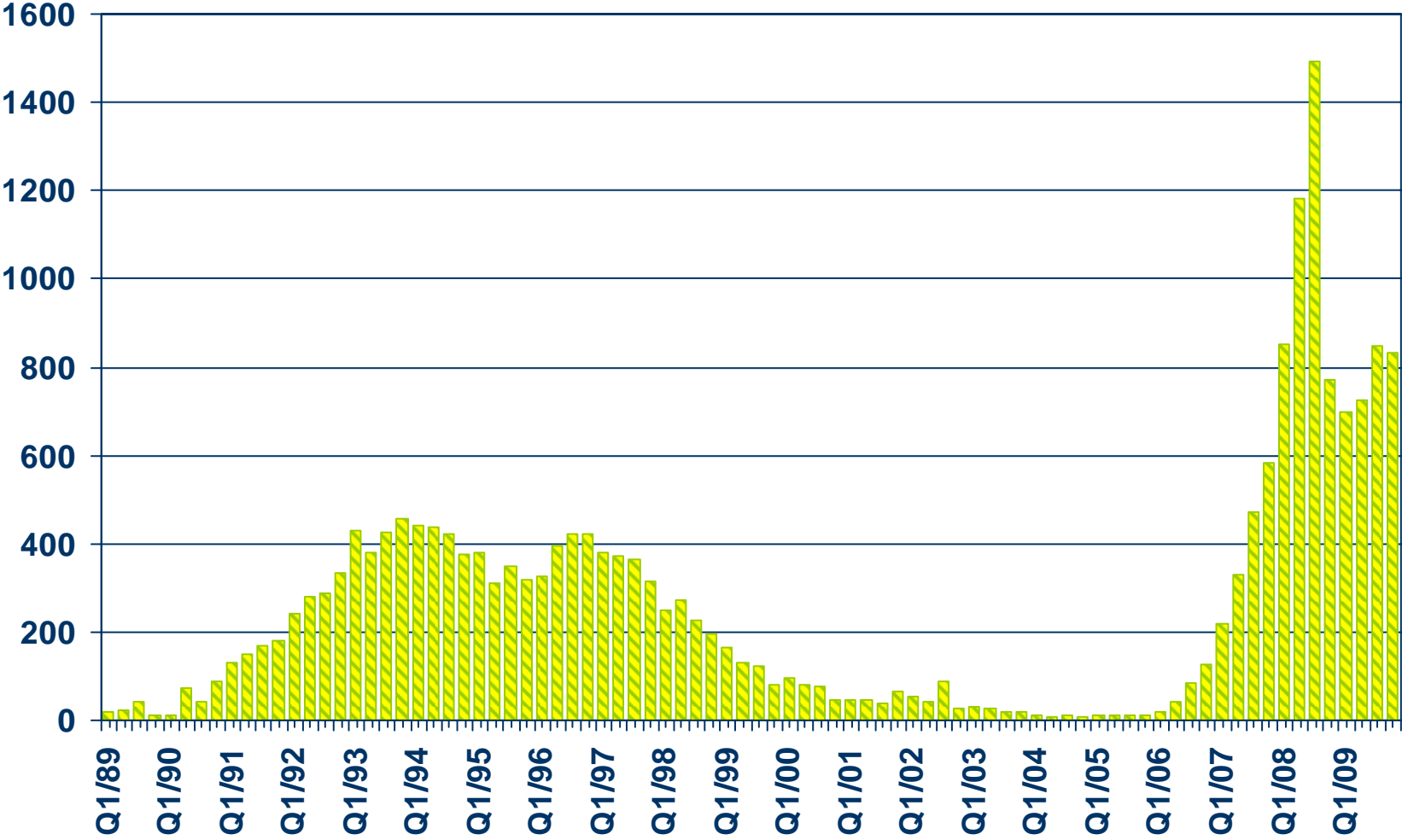


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Foreclosures

Ventura County

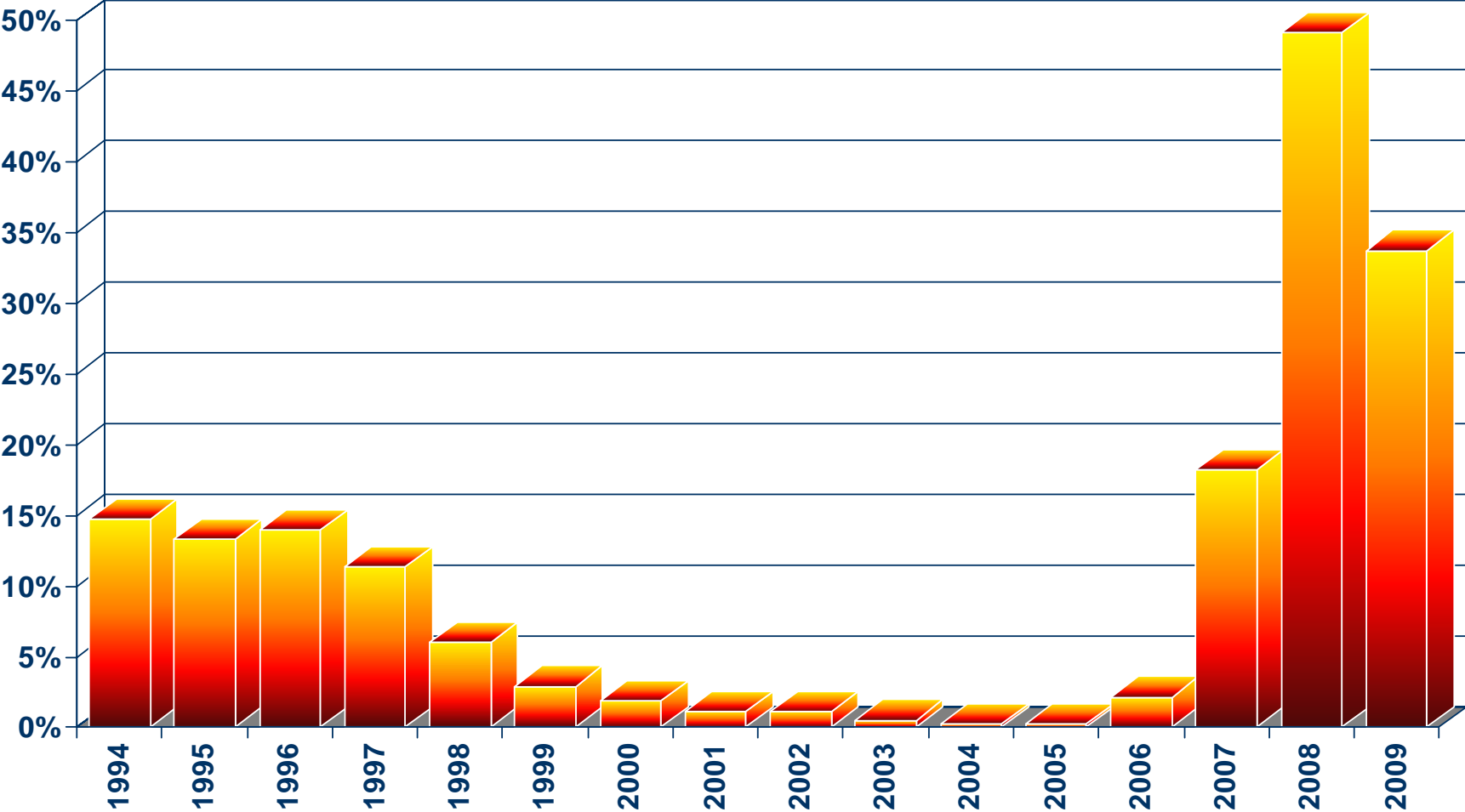


SOURCE: Real Estate Research Council



Ratio of Foreclosures to Home Sales

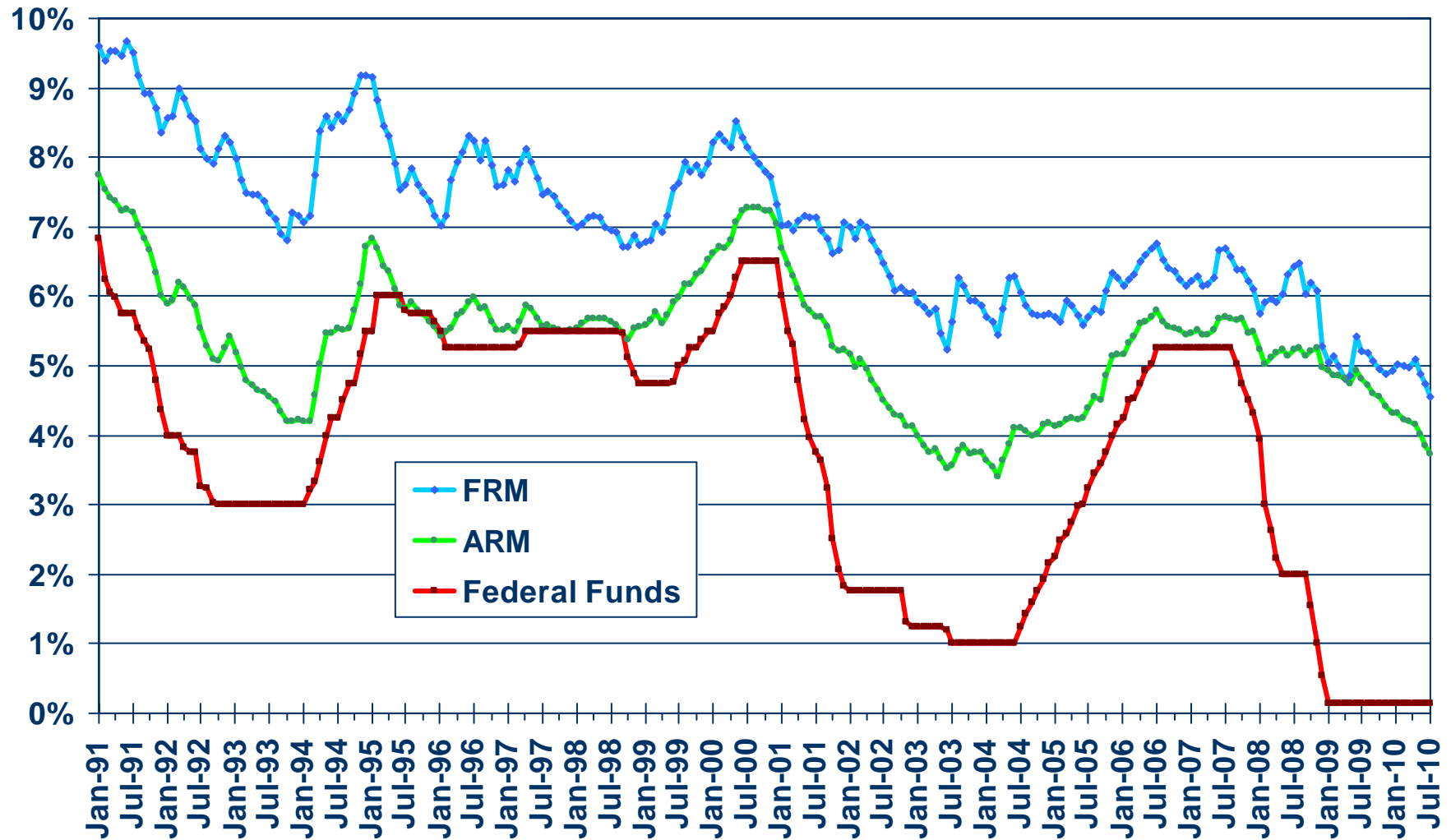
Ventura County



SOURCE: Real Estate Research Council



Mortgage Rates

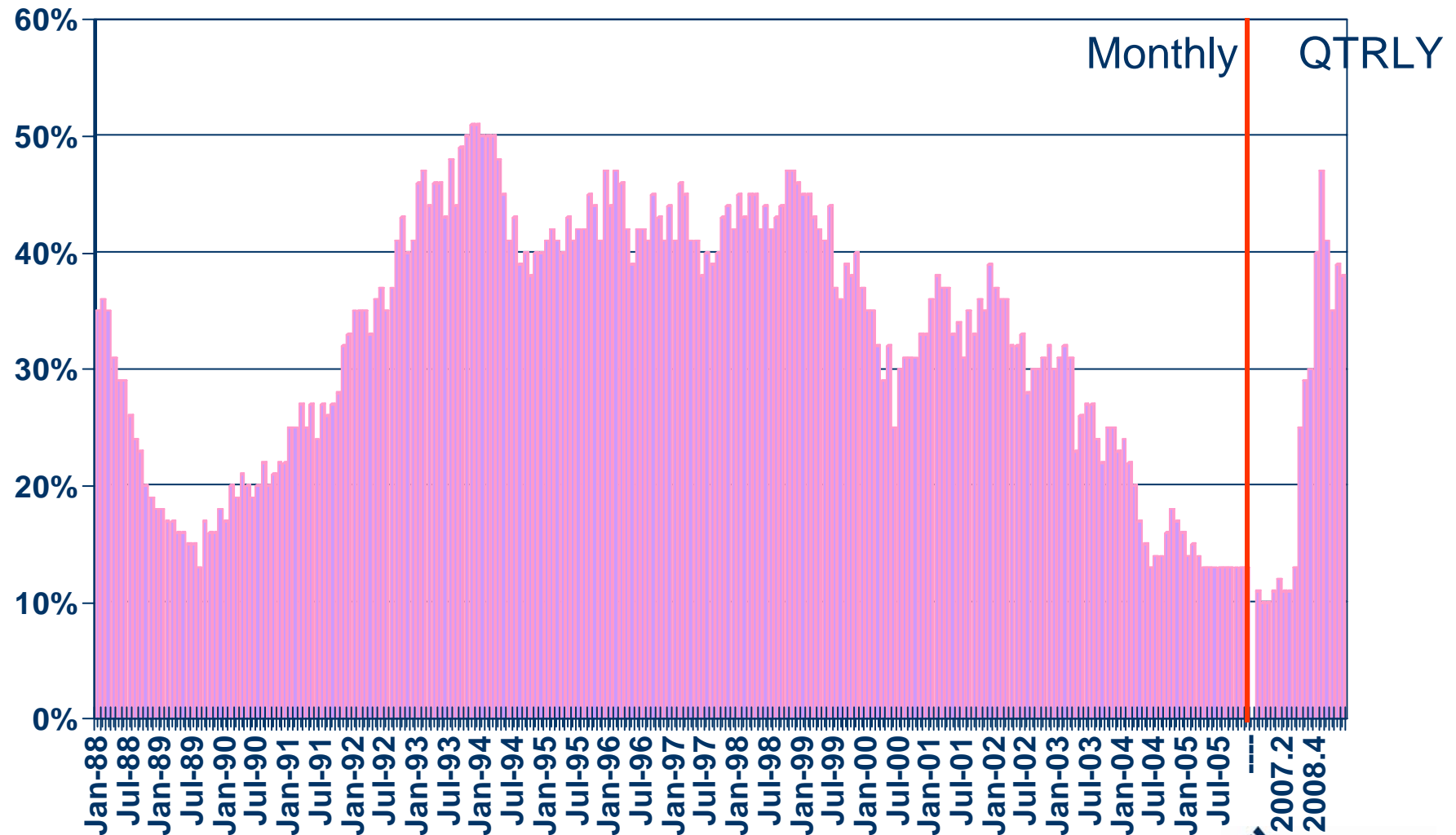


SOURCE: Federal Home Loan Mortgage Corporation

Housing Affordability Index

Ventura County, 1st Quarter 2010: 38%

% OF HOUSEHOLDS THAT CAN BUY



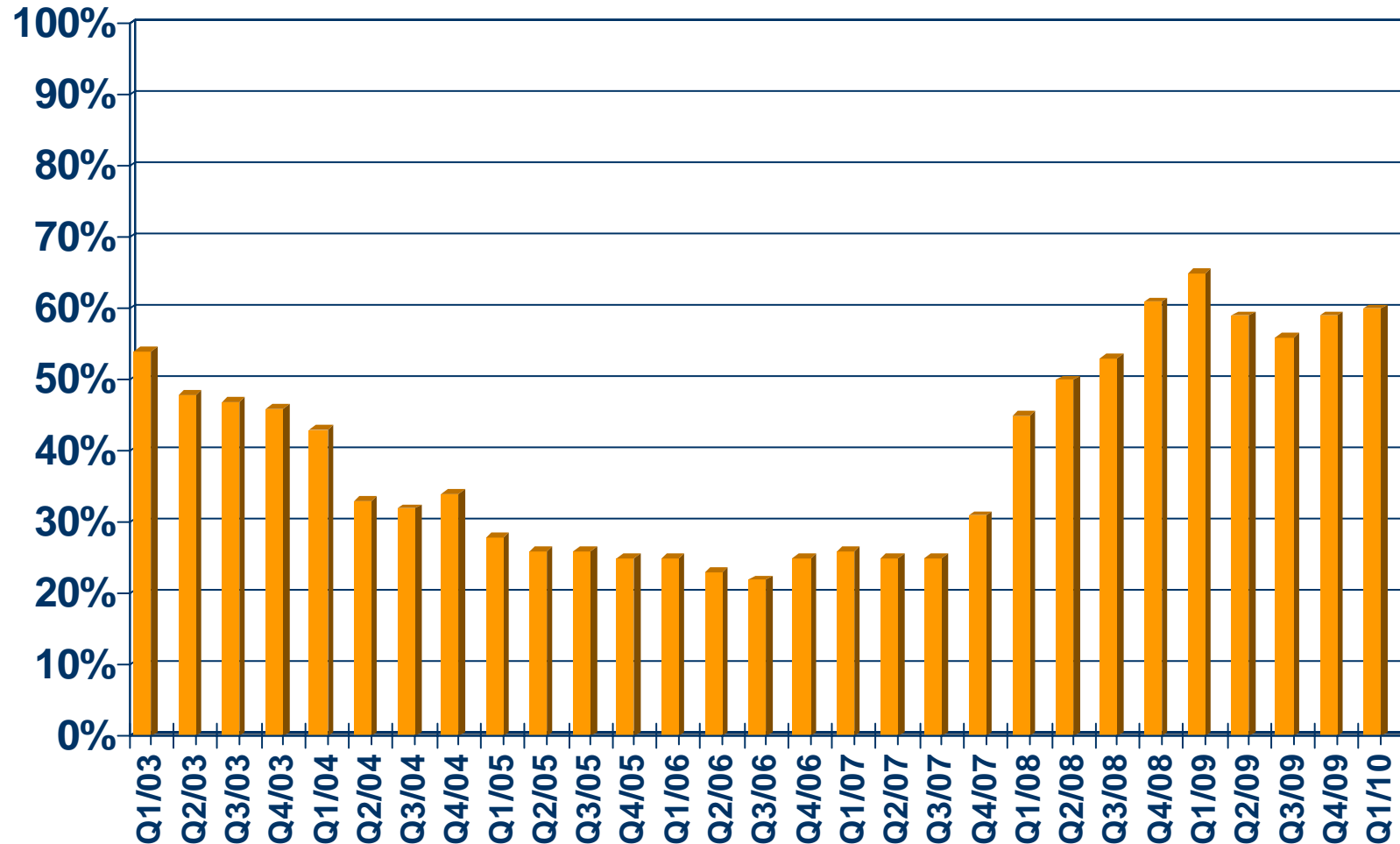
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



First-time Buyer Housing Affordability Index

Ventura County, 1st Quarter 2010: 60%

% OF HOUSEHOLDS THAT CAN BUY



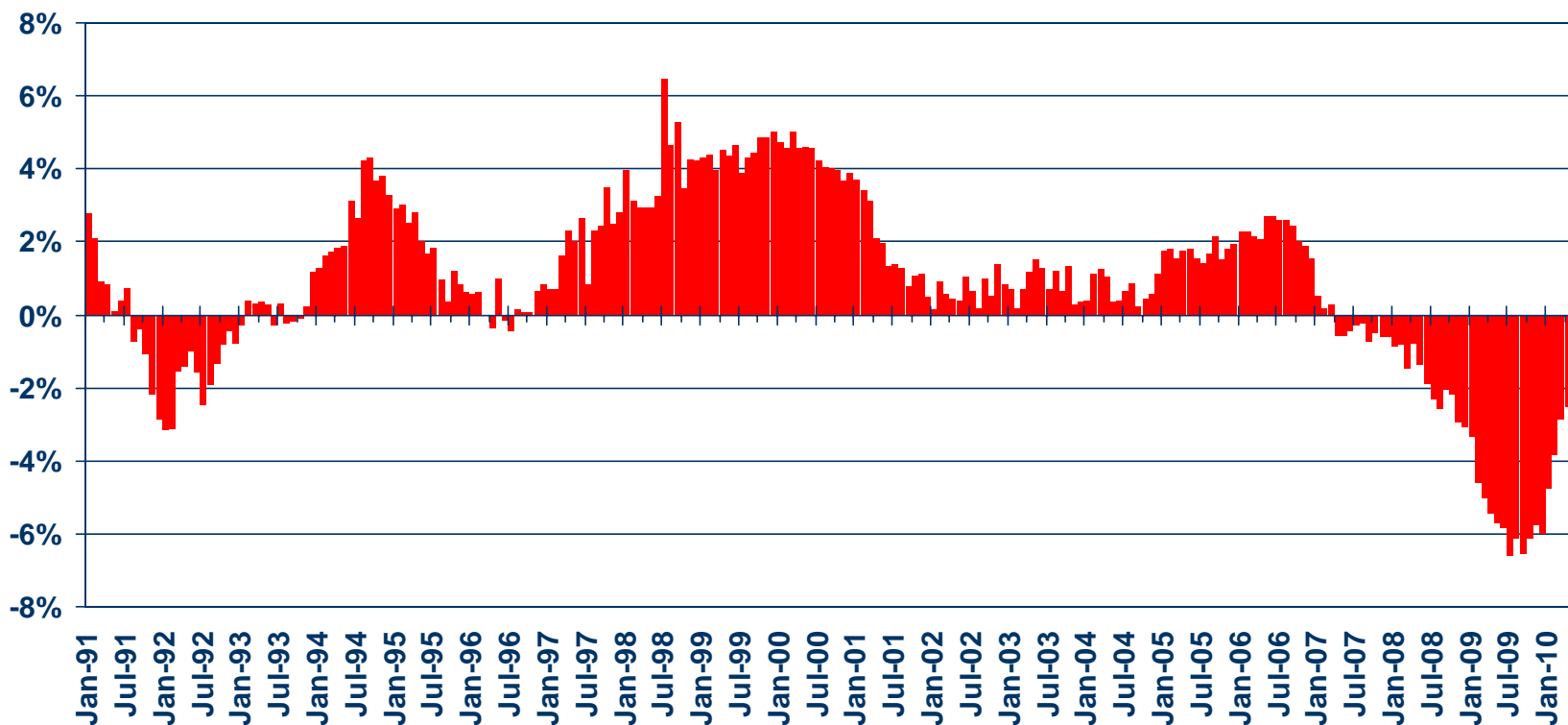
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Nonfarm Employment

Ventura County, June 2010: Down 1.9% YTY

Y-T-Y PERCENT CHANGE

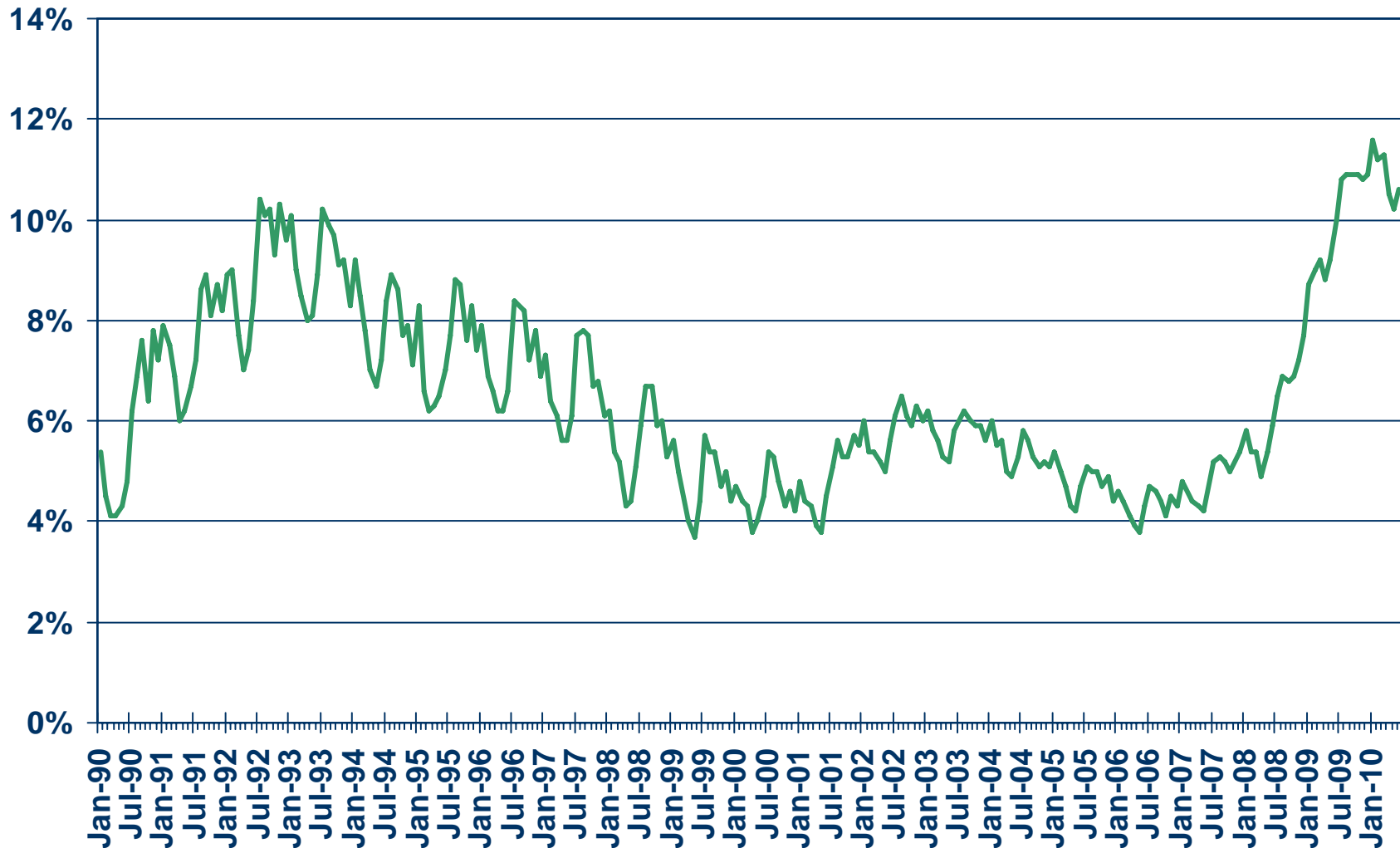


SOURCE: CA Employment Development Division



Unemployment Rate

Ventura County, June 2010: 10.6%



SOURCE: California Association of REALTORS®



Unemployment Rate

Ventura County – June 2010

Area Name	Labor Force	Rate
Ventura County	433,300	10.6%
Camarillo city	31,800	7.6%
Casa Conejo CDP	1,900	8.4%
Channel Islands Beach CDP	2,400	13.6%
El Rio CDP	2,800	5.8%
Fillmore city	6,800	14.6%
Meiners Oaks CDP	2,400	11.4%
Mira Monte CDP	3,800	11.3%
Moorpark city	18,700	9.9%
Oak Park CDP	1,600	6.8%

CCD Census County Division
CDP Census Designated Place

SOURCE: CA Employment Development Department



Unemployment Rate

Ventura County – June 2010

Area Name	Labor Force	Rate
Oak View CDP	2,700	14.2%
Ojai city	4,200	12.1%
Oxnard city	91,300	14.4%
Piru CDP	600	18.3%
Port Hueneme city	11,100	12.4%
San Buenaventura (Ventura)	61,400	9.6%
Santa Paula city	15,100	17.3%
Simi Valley city	69,700	8.8%
Thousand Oaks city	71,100	8.3%

CCD Census County Division
CDP Census Designated Place

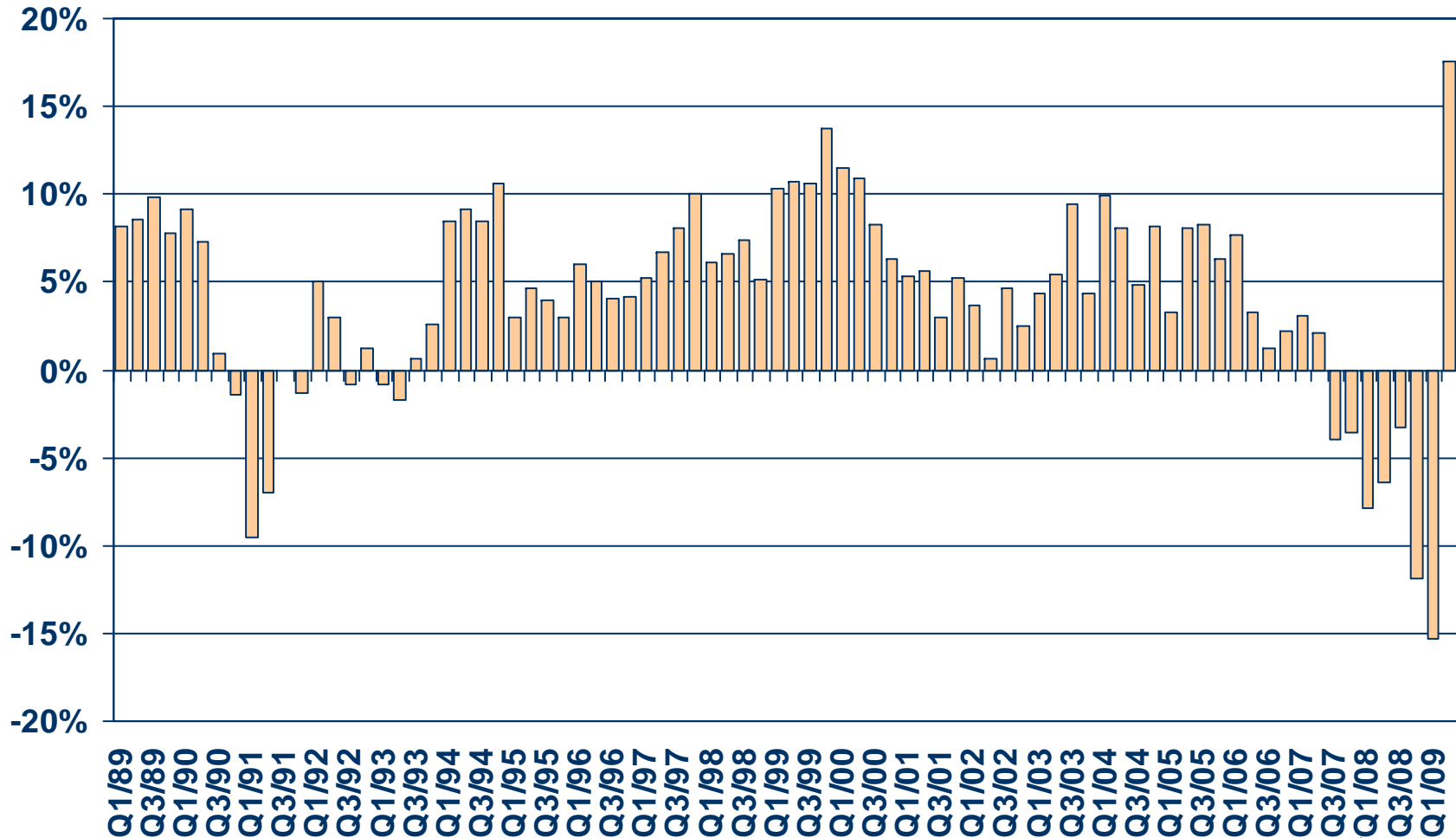
SOURCE: CA Employment Development Department



Taxable Sales

Ventura County

ANNUAL PERCENT CHANGE

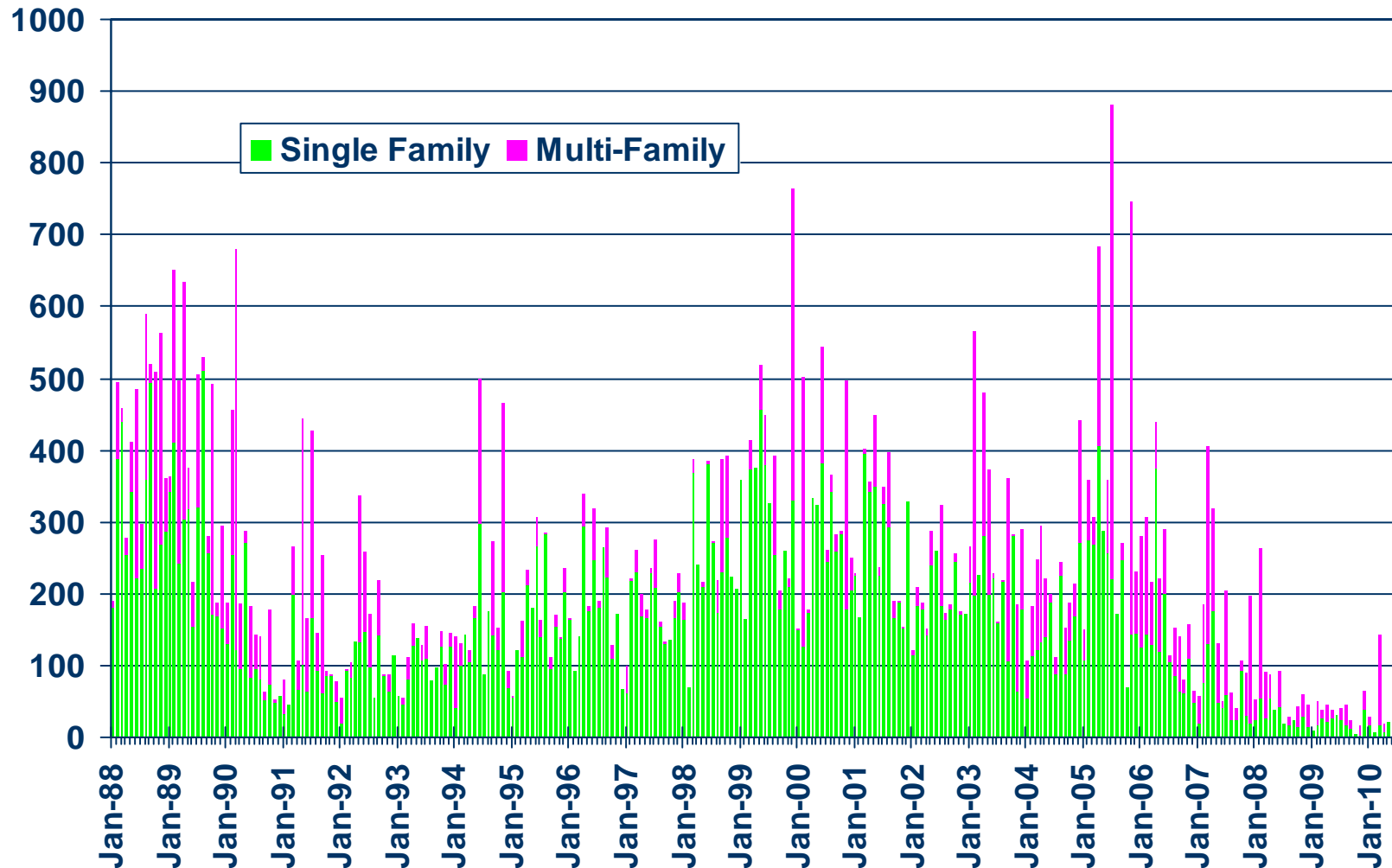


SOURCE: CA State Board of Equalization



New Housing Permits

Ventura County, June 2010: 16 Units, Up 12.4% YTD

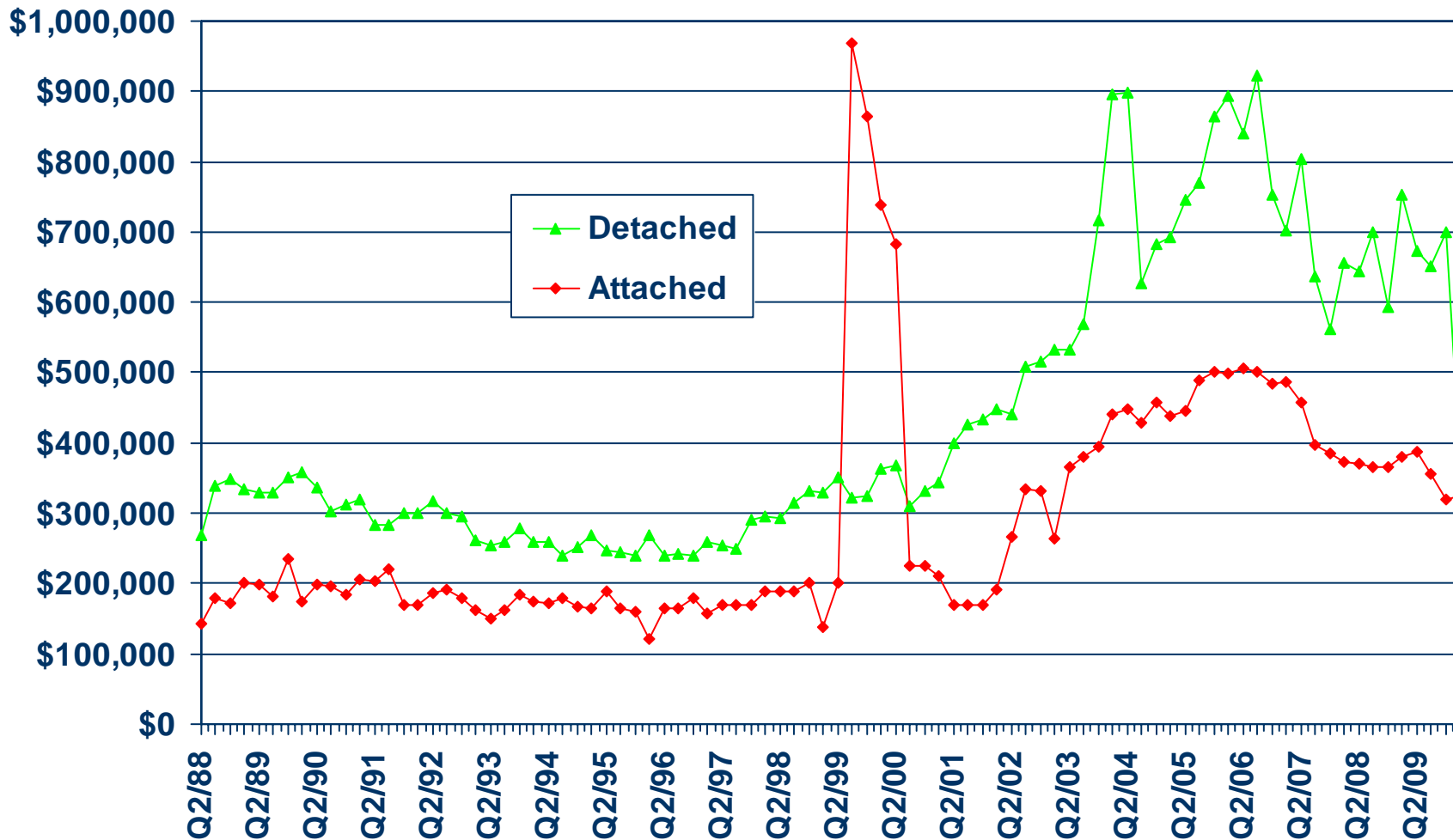


SOURCE: Construction Industry Research Board



Median Price for New Homes

Ventura County 1Q10 Detached: \$381,748, Attached: \$342,193

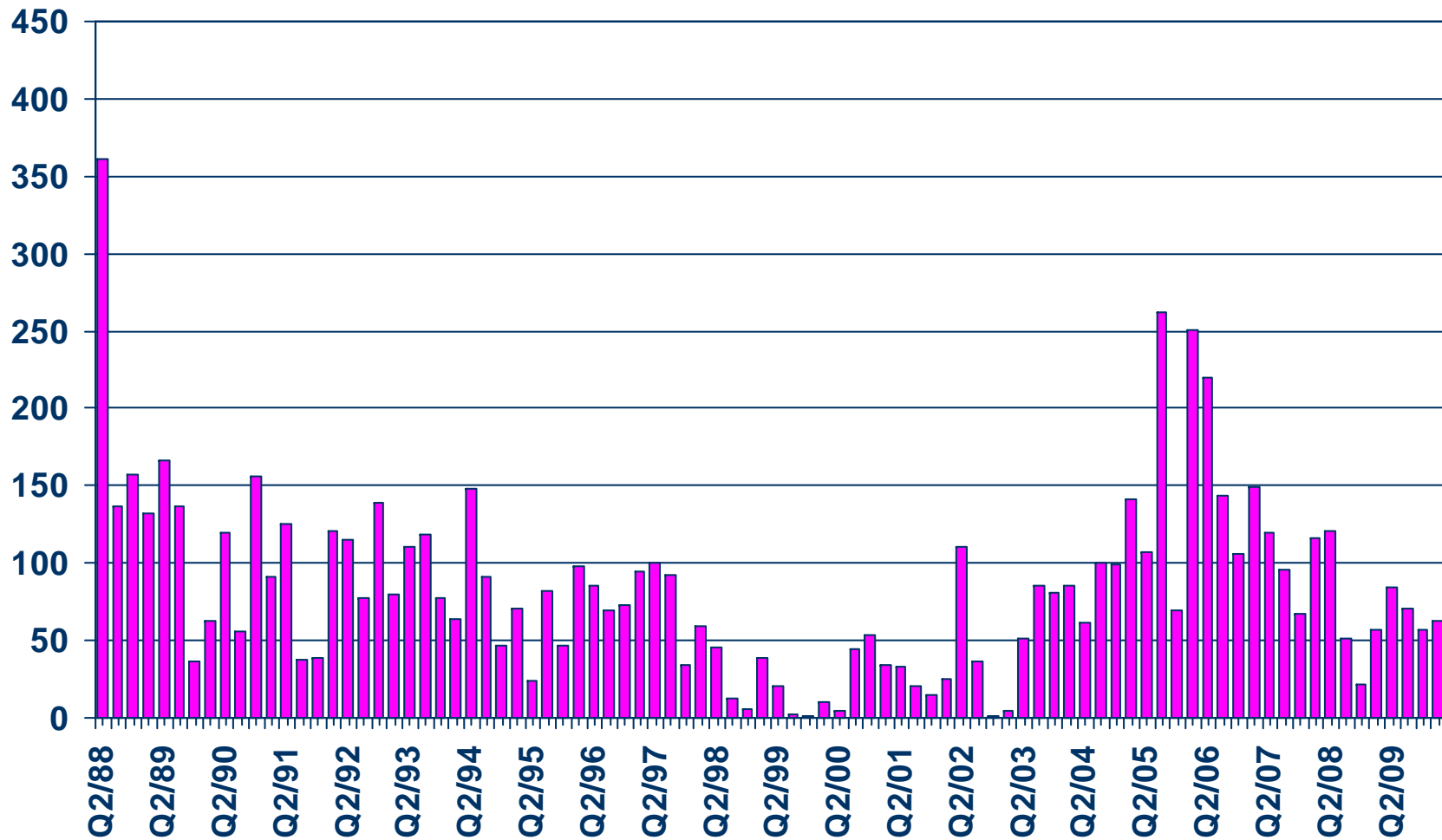


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
Hanley Wood



New Home Sales

Ventura County (Attached), 2010 Q1 Sales: 63 Units

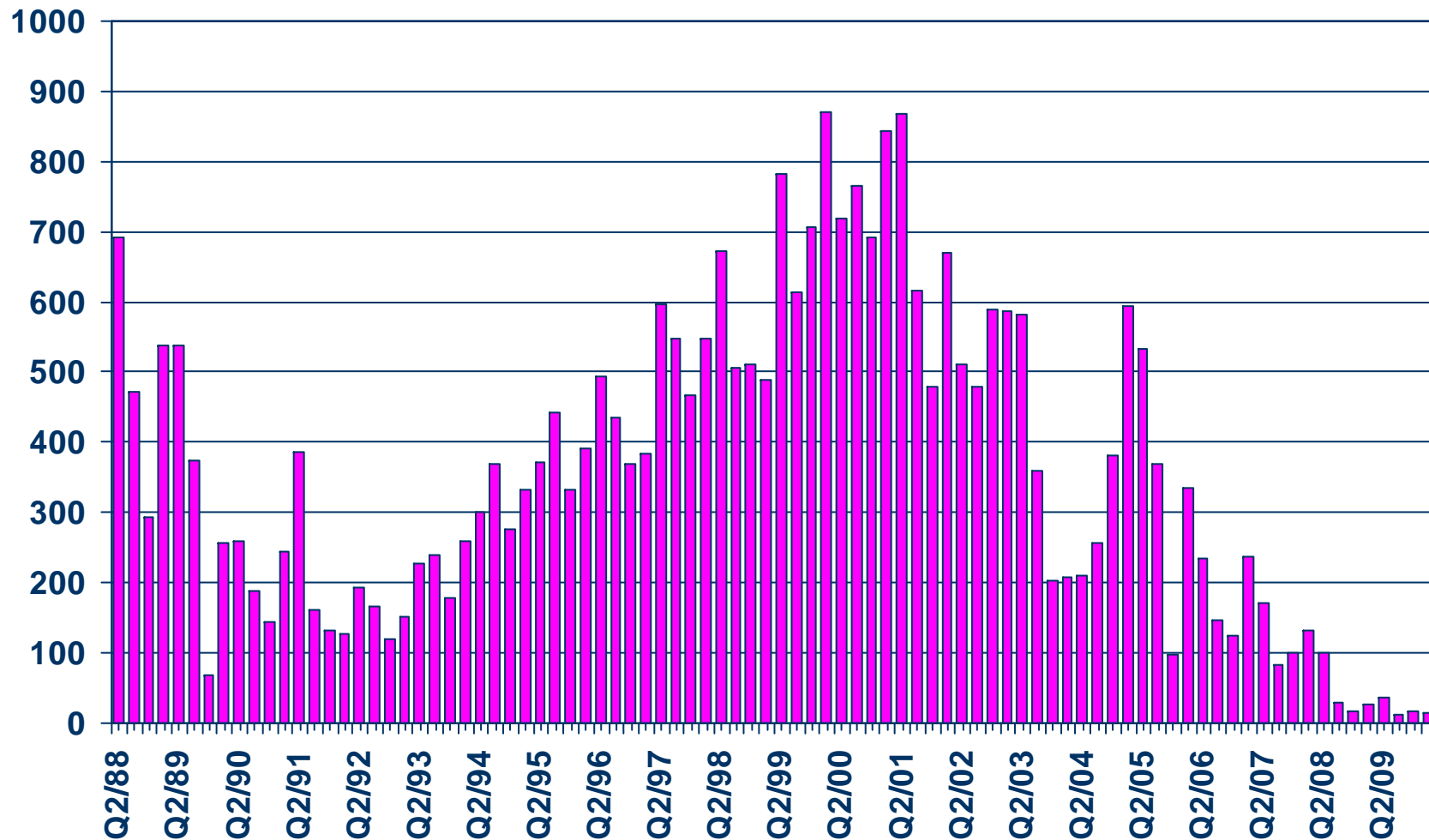


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
Hanley Wood



New Home Sales

Ventura County (Detached), 2010 Q1 Sales: 14 Units

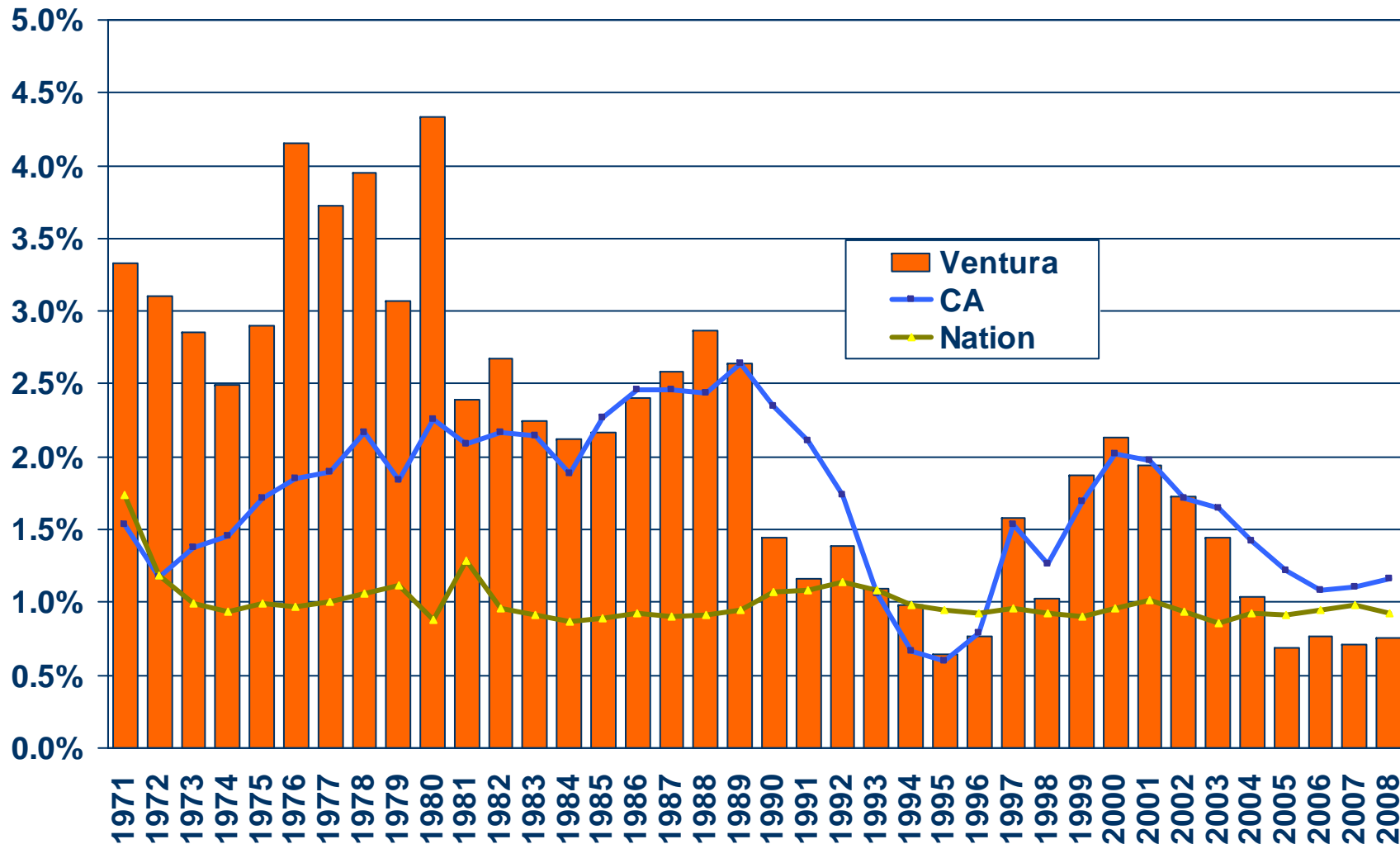


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
Hanley Wood



Population Percent Changes

Ventura County (1971-2008)



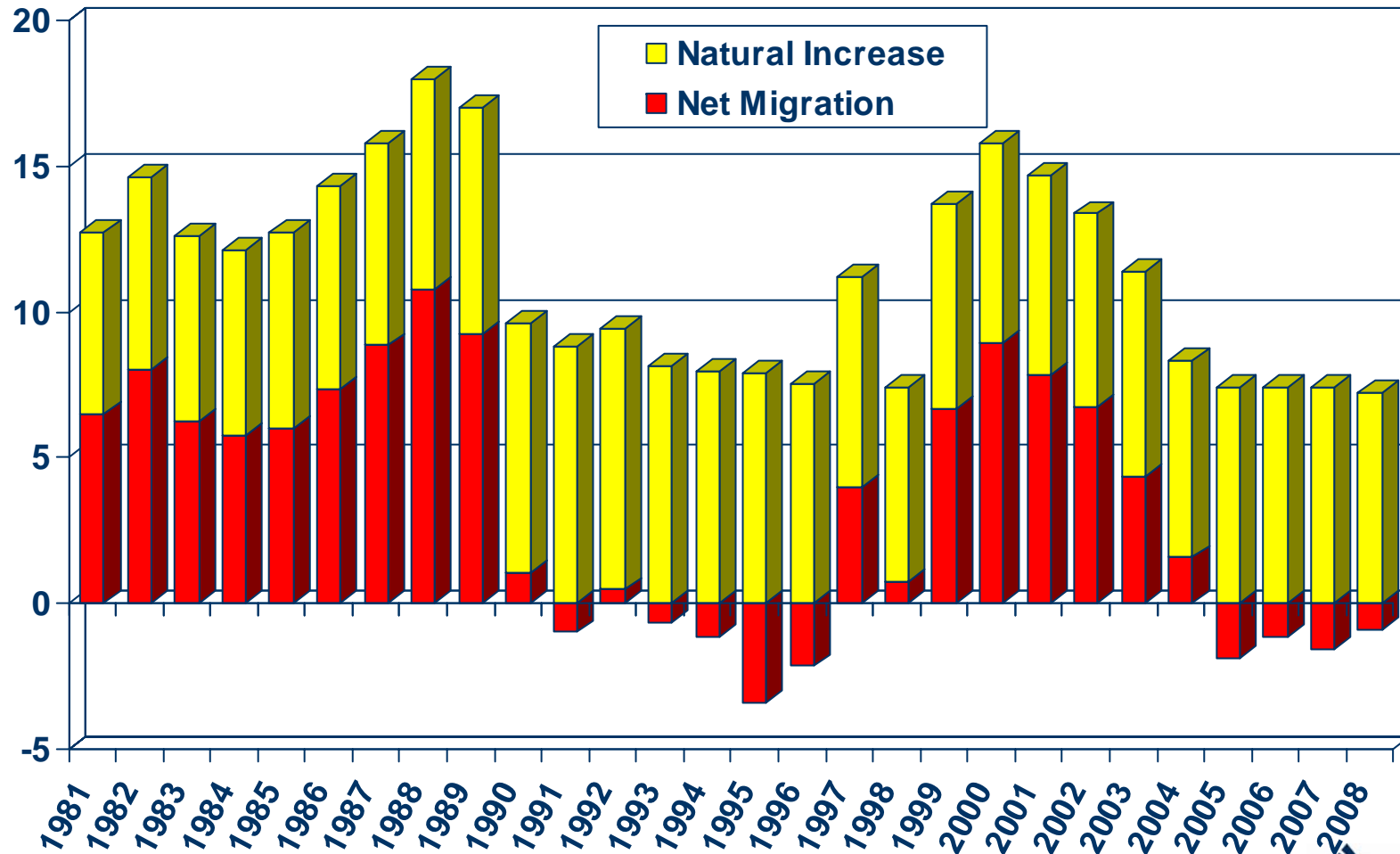
SOURCE: U.S. Census Bureau; California Department of Finance; CALIFORNIA ASSOCIATION OF REALTORS®



Sources of Population Growth

Ventura County (1981-2008)

THOUSANDS

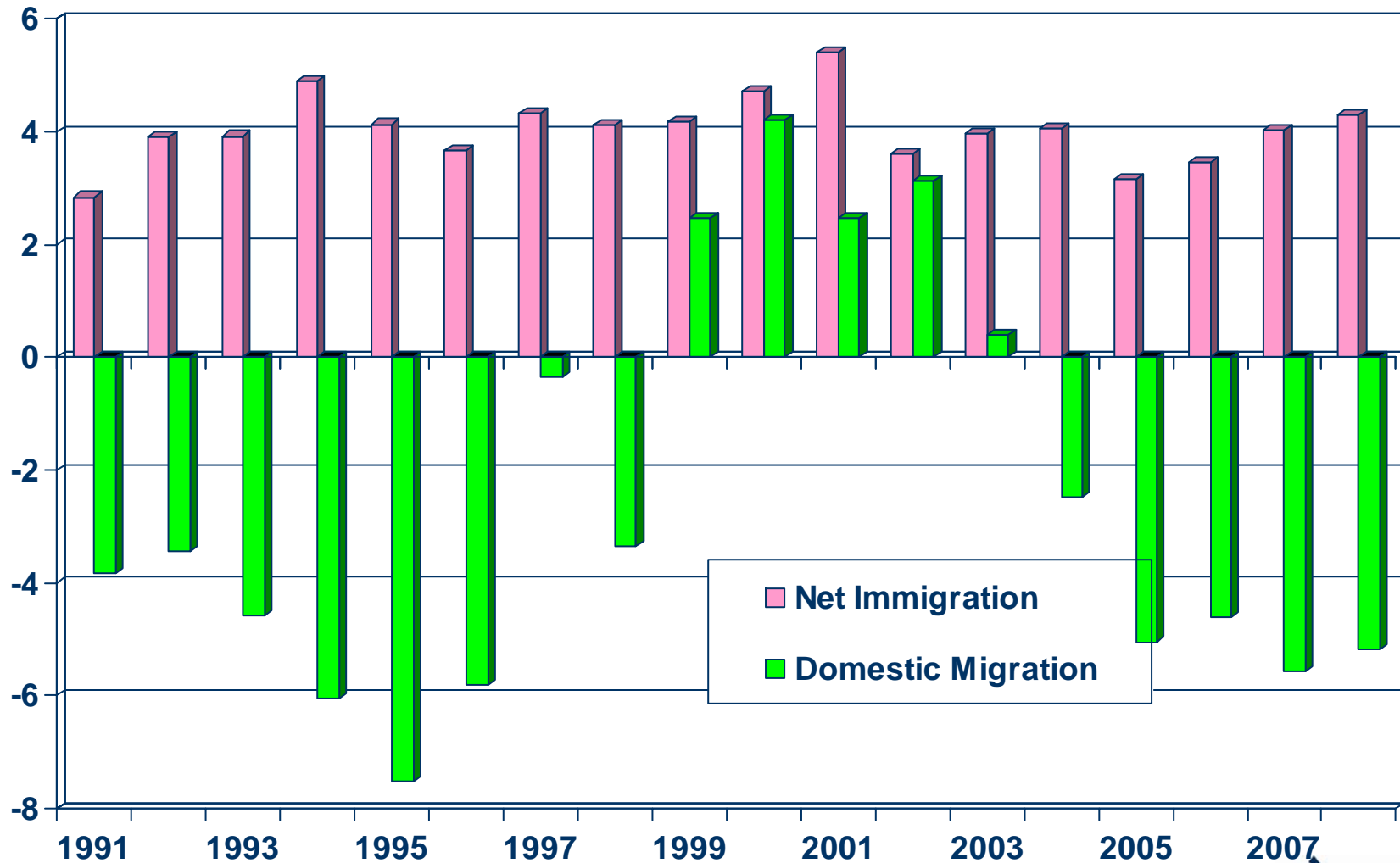


SOURCE: CA Department of Finance

Net Immigration Vs. Domestic Migration

Ventura County

THOUSANDS



SOURCE: CA Department of Finance



Household Relocations

Ventura County

County	Outflow	Inflow	Net Outflow
Los Angeles County, CA	3,894	4,904	(1,010)
San Diego County, CA	763	559	204
Santa Barbara County, CA	681	805	(124)
Orange County, CA	514	431	83
Maricopa County, AZ	377	236	141
Clark County< NV	365	283	82
Riverside County, CA	332	330	2
San Bernardino County, CA	248	279	(31)
San Luis Obispo County, CA	200	151	49
Santa Clara County, CA	153	130	23
Total-Top 10	7,527	8,108	(581)
All Migration	15,301	13,649	1,652
Total Number of Households			272,876
Top 10 as % of All Households			-0.2%
All Net Mig as % of All Households			0.6%

Source: NAR Relocation Report 2008 – IRS Data; Item 187-06111, US Census Bureau



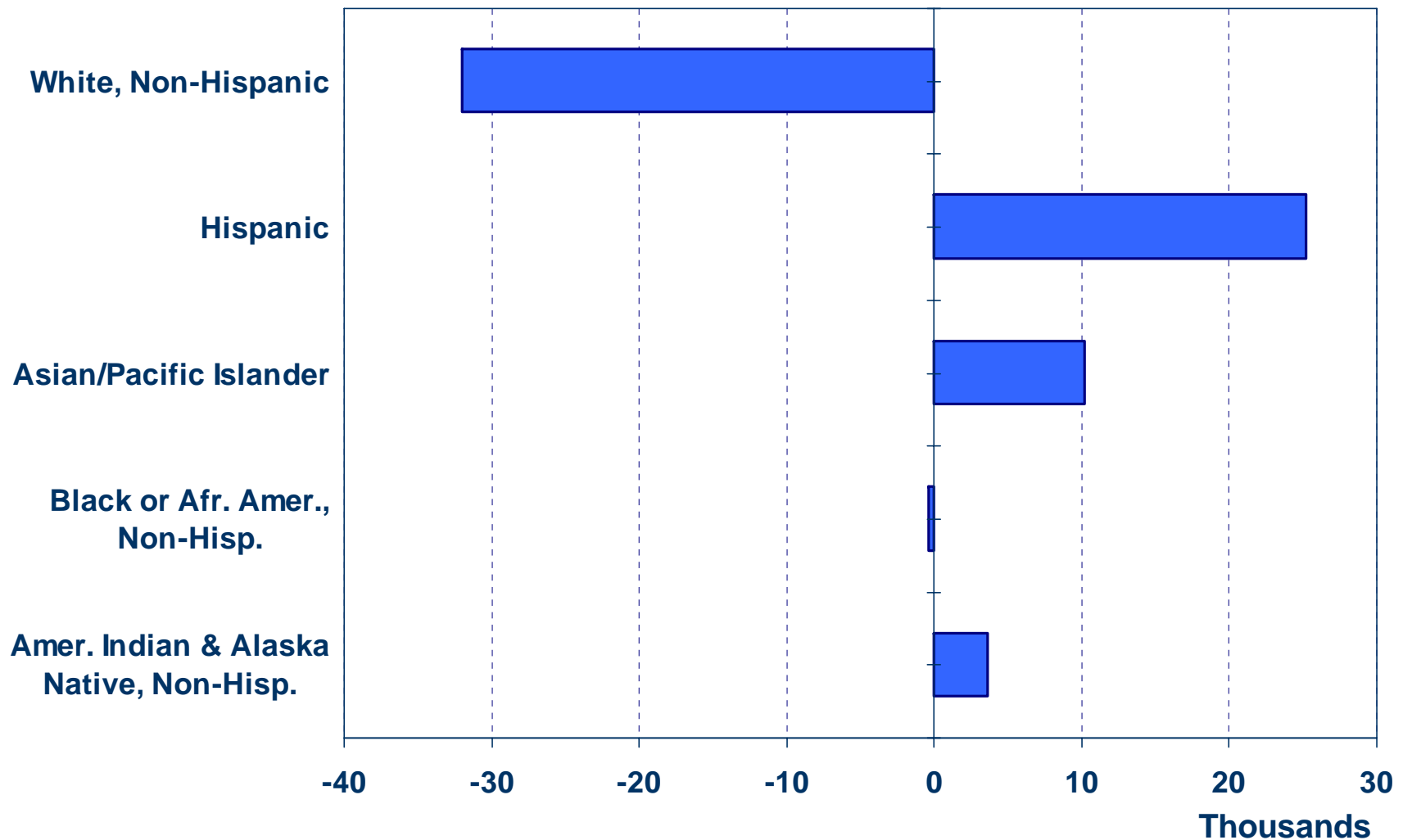
Where are new Ventura County households coming from?



- Los Angeles (4,904)
- Santa Barbara (805)
- San Diego (559)
- Orange County (431)
- Kern (350)
- Total incoming for 2008: 13,649
- Total outgoing for 2008: 15,301

Net Immigration by Ethnic Group

Ventura County (1990 Census to 2000 Census)

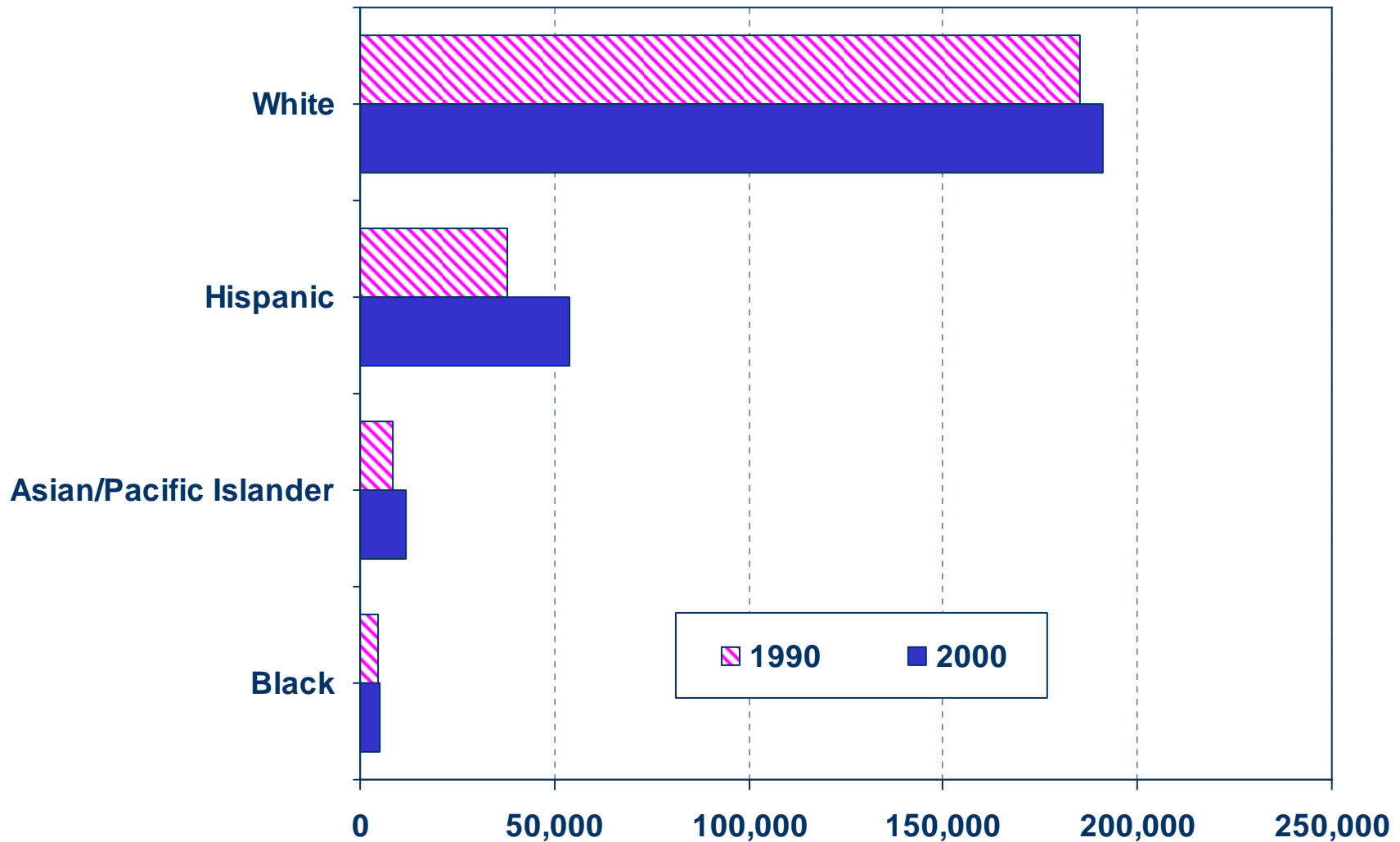


SOURCE: CA Dept. of Finance



Number of Households by Ethnicity

Ventura County (1990 Census vs. 2000 Census)

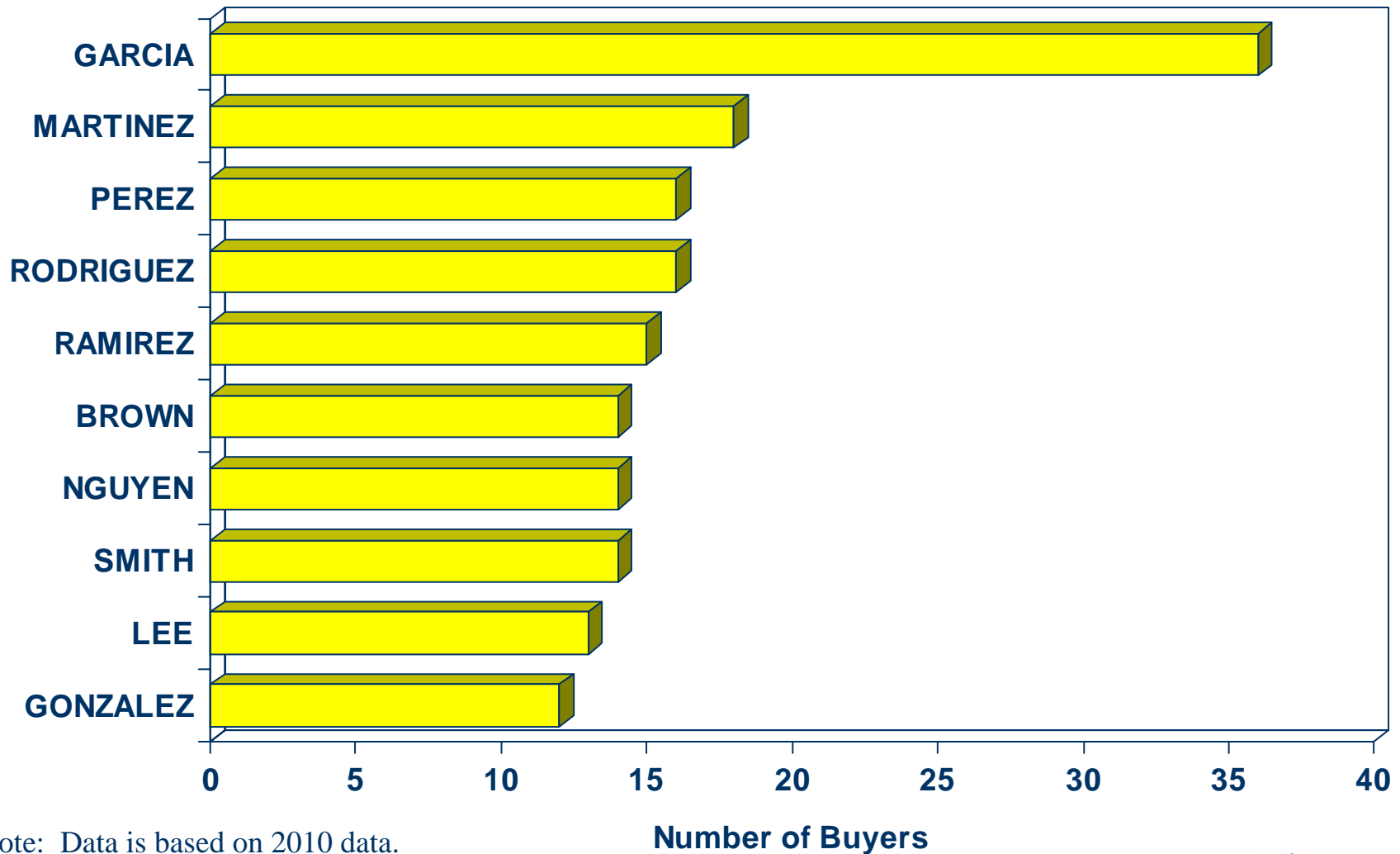


SOURCE: U.S. Census Bureau



Top 10 Home Buyer Surnames

Ventura County



Note: Data is based on 2010 data.

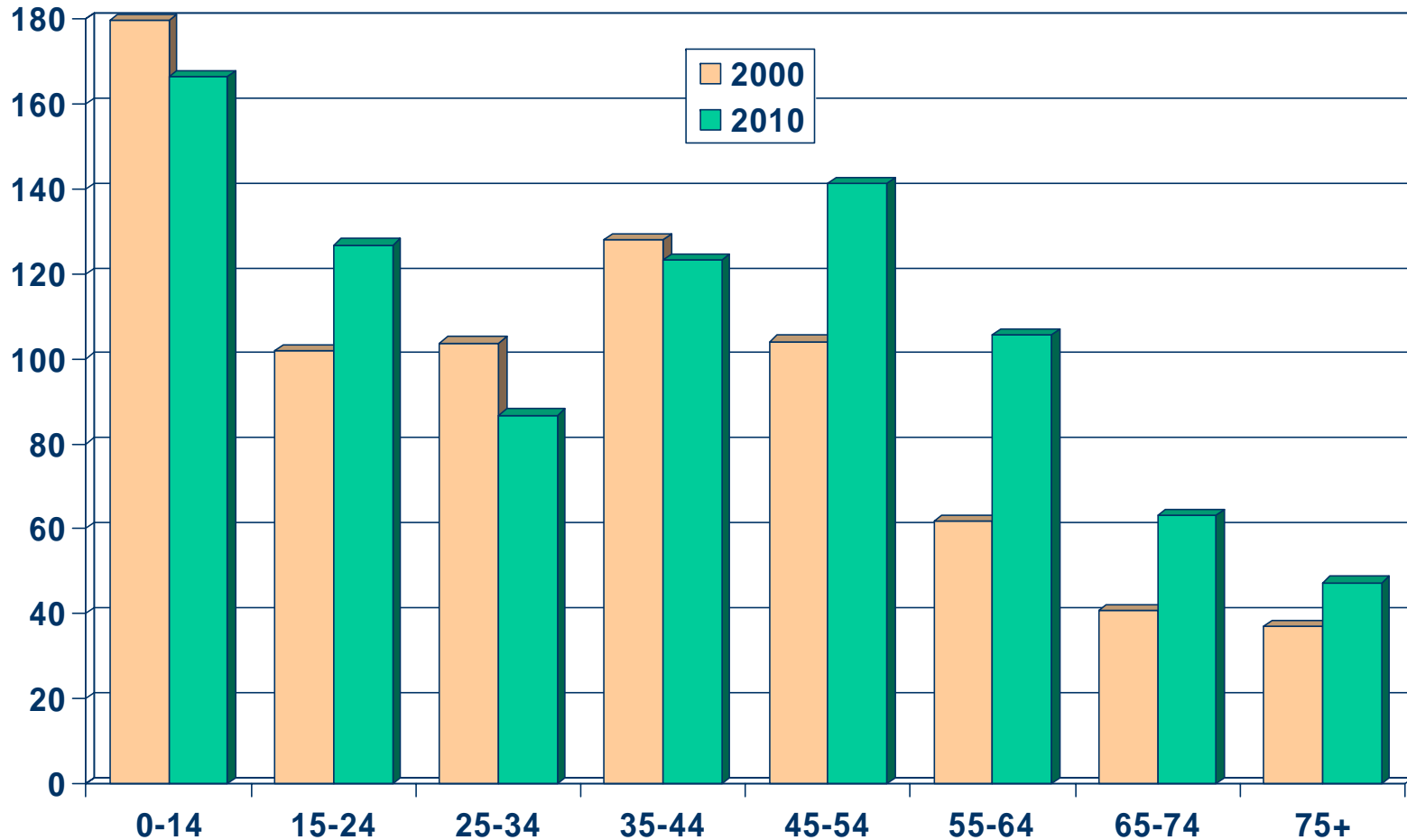
SOURCE: DataQuick Information Systems



Population by Age Group

Ventura County (2000-2010)

Thousands

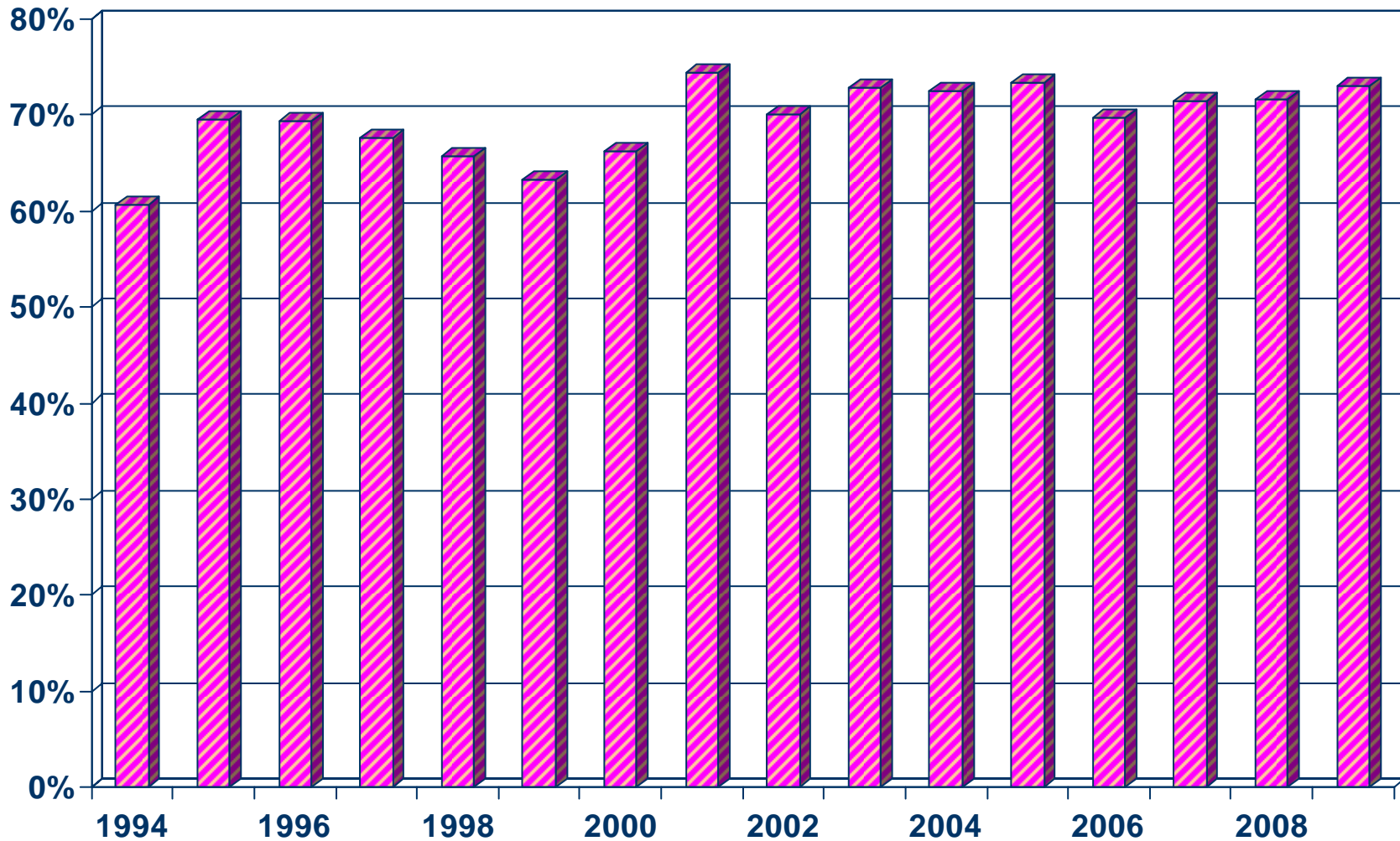


SOURCE: California Department of Finance;
CALIFORNIA ASSOCIATION OF REALTORS®



Homeownership Rates

Ventura Metropolitan Area, 2009: 73.1%

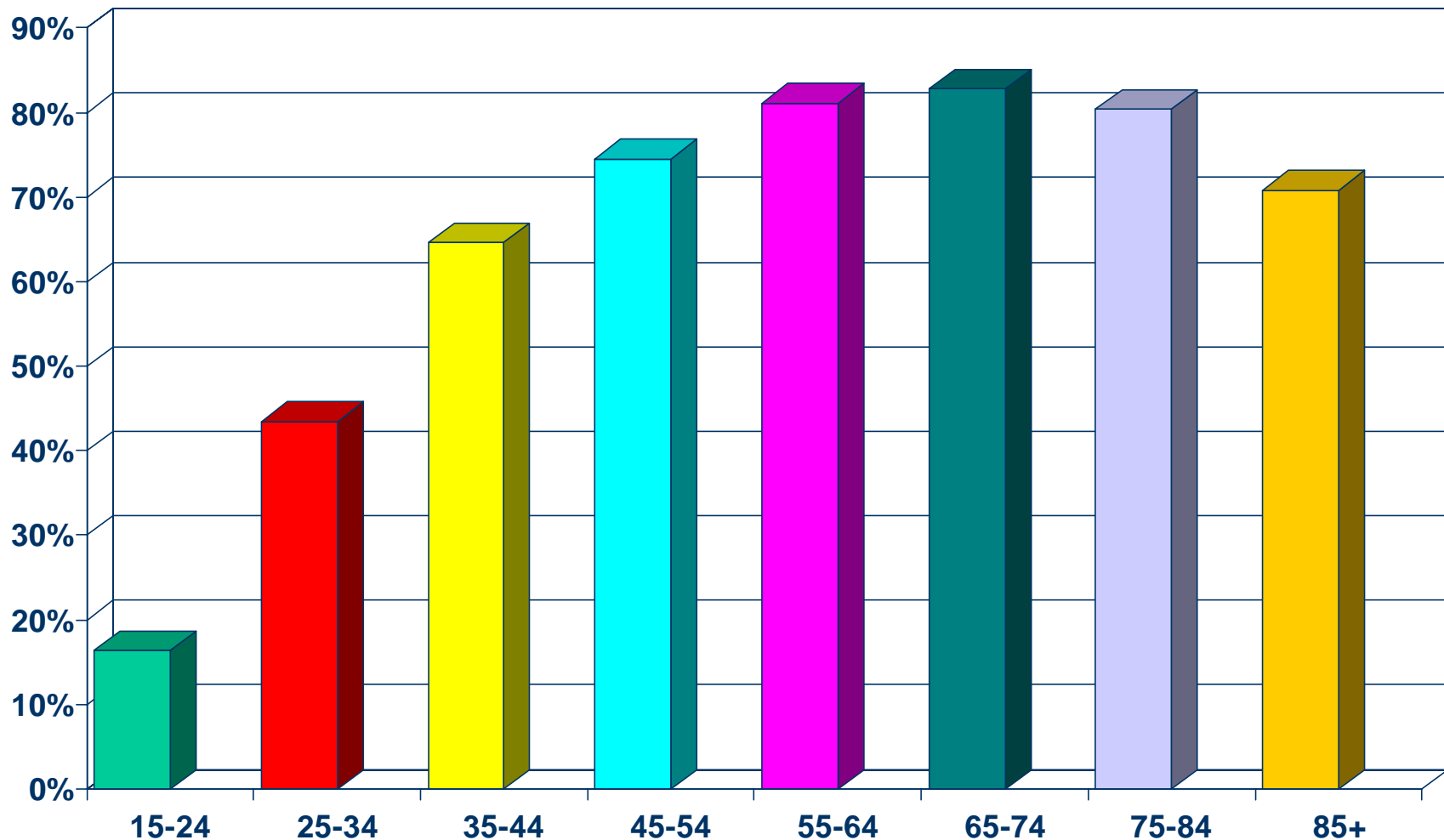


SOURCE: U.S. Census Bureau



Homeownership Rates by Age

Ventura County (2000 Census)



SOURCE: California Department of Finance;
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