

# COMPREHENSIVE MARKET ANALYSIS REPORTS



Policy Development & Research

## **Analysis of the Ventura, California Housing Market**

**As of September 1, 2004**



ECONOMIC RESEARCH

U.S. Department of Housing and Urban Development

## **Foreword**

This analysis has been prepared for the assistance and guidance of the U.S. Department of Housing and Urban Development (HUD) in its operations. The factual information, findings, and conclusions also may be useful to builders, mortgagees, and others concerned with local housing market conditions and trends. The analysis does not purport to make determinations regarding the acceptability of any particular mortgage insurance proposals that may be under consideration in a particular locality or the housing market area.

The factual framework for this analysis follows the guidelines developed by HUD's Economic and Market Analysis Division. The analysis and findings are as thorough and current as possible based on information available on the "as-of" date from local and national sources. As such, any findings or conclusions may be modified by subsequent developments. HUD wishes to express its appreciation to those industry sources and state and local government officials who provided data and information on local economic and housing market conditions.

This analysis takes into consideration changes in the economic, demographic, and housing inventory characteristics of the market area during three periods: from 1990 to 2000, from 2000 to the as-of date of the analysis (Current date), and from the Current date to a Forecast date. The analysis presents counts and estimates of employment, population, households, and housing inventory as of the 1990 Census, 2000 Census, Current date, and Forecast date. For purposes of this analysis, the forecast period is 36 months.

The prospective demand expressed in the analysis should not be construed as a forecast of building activity; rather, it presents the prospective housing production that would maintain a reasonable balance in the demand-supply relationship given the market's condition on the as-of date of the analysis. This analysis was prepared by Ikuo J. Nakano, the Division's Field Economist in the Los Angeles Field Office, based on fieldwork conducted in June 2004. Questions regarding the findings and conclusions of the analysis may be addressed to Mr. Nakano at 213-894-8010 and at [ikuo\\_j\\_nakano@hud.gov](mailto:ikuo_j_nakano@hud.gov).

## **Housing Market Area**

The Ventura Housing Market Area (HMA), defined as Ventura County, California, is coterminous with the Ventura metropolitan area. The HMA is bordered by Los Angeles County on the south and east, Kern and Santa Barbara Counties on the north, and the Pacific Ocean on the west. Thousand Oaks, Simi Valley, Camarillo, Oxnard, and San Buenaventura are the major cities in the HMA. Oxnard is the largest city in the HMA, followed by Thousand Oaks and Simi Valley. For the purpose of this analysis, the HMA is divided into two submarkets: North Ventura County, which contains older cities, such as Oxnard and San Buenaventura, and South Ventura County, which includes newer cities, such as Thousand Oaks, Simi Valley, and Camarillo.

## **Summary**

During the early 1990s, the Ventura HMA economy grew very slowly but then grew at a fairly consistent and moderate pace between 1997 and the Current date. The diversified economy of the HMA has kept the area's unemployment rate below the rate for California as a whole. Since 1990, population growth in the HMA has been moderate. In the 1990s, strong net natural increase and in-migration were often offset by out-migration.

Since 1998, improving economic growth and population gains from net migration have created strong demand for housing in the Ventura HMA. From 1998 to the Current date, nonfarm employment grew at a relatively strong 2.5 percent, and average annual net in-migration rose to 6,700. From 1990 to 1997, due to a recession and resulting job losses, nonfarm employment grew at a very slow average annual rate of 0.8 percent and net out-migration averaged 560 people a year.

The current demand-supply conditions in the Ventura HMA sales and rental markets are tight. The strong demand for new and existing sales housing reflects employment gains, in-migration, and low mortgage rates. The low level of multifamily unit construction during the 1990s has continued into the 2000s, creating a tight rental market despite the tenure shift of many renters to homeowners.

Over the next 3 years, conditions in the sales and rental housing markets are expected to become even more constricted as demand from growth in employment, population, and households continues to exceed the rate of construction. During the 3-year forecast period ending September 1, 2007, the number of households will increase by 4,140 annually. To satisfy anticipated household growth and create reasonably balanced demand-supply conditions, the annual housing production volume needed during this forecast period is estimated to be 3,370 units of sales housing and 1,440 units of rental housing.

## **Economy of the Area**

The economy in the HMA remains one of the strongest in California with a 12-month average unemployment rate of 5.1 percent, one of the lowest in the state. The current

levels of unemployment are down significantly from the 8.9-percent rate recorded during the depth of the recession in 1992 and 1993.

Government, defense/aerospace, tourism, and health-related jobs are major factors in the economic base of the HMA. The Boeing Company, with 5,400 employees, is the leading nongovernment employer in the HMA. Amgen, Inc., and WellPoint Health Networks are the second and third leading private employers in the HMA, with 3,500 and 3,200 workers, respectively. Naval Base Ventura County, which encompasses Point Mugu and Port Hueneme is the county's leading government employer with a combined civilian workforce of more than 6,000 employees. Although the percentage of residents working outside the HMA decreased from 25 percent in 1990 to 23 percent in 2000, this level still reflects a high dependency on the economies of adjoining counties. Most out-commuters work in neighboring Los Angeles County. Tables 1 and 2 present employment trends from 1994 through the Current date.

During the 1990s, employment growth fluctuated considerably in the Ventura HMA. Nonfarm employment grew at a very slow average annual rate of 0.8 percent from 1990 to 1997 primarily because of job losses in the construction and government sectors. In 1997, total nonfarm employment was only 5.4 percent above the 1990 level.

From 1998 to 2001, nonfarm employment grew at an improved 3.8-percent annual rate. The leading job growth sectors were chemical manufacturing, wholesale trade, finance and management, administrative and support services, and education and health services. The local economy continued to improve until the second half of 2001 when the next recession began to affect the HMA. From 2002 to 2003, nonfarm employment growth dropped to an annual rate of 0.7 percent. The largest employment losses were in computer and electronic product manufacturing, food manufacturing, telecommunications, and leisure and hospitality. During the 12-month period ending September 1, 2004, nonfarm employment in the Ventura HMA averaged 283,780, essentially unchanged from the previous 12 months.

Service-providing employment accounts for more than 80 percent of nonfarm jobs. The largest service-providing sector is trade, transportation, and utilities, with more than 18 percent of all nonfarm jobs. This sector currently has 52,190 jobs and managed a 1.8-percent average annual increase since 1990, mainly due to employment gains in the wholesale and retail trades. Since 1990, employment in the financial activity sector rose an average 6.5 percent annually and currently totals nearly 23,270 jobs. Education and health services, with 28,540 current jobs, and leisure and hospitality, with 27,480 current jobs, averaged annual increases of 4.2 and 2.6 percent, respectively, since 1990.

Manufacturing, with 36,970 current jobs, would have declined since 1990 if not for the increase in chemical manufacturing jobs. Although government employment declined slightly since 1990, its 42,910 current jobs still represent more than 15 percent of total nonfarm employment.

Although the HMA is generally considered to be a highly urban area, farming still represents more than 6 percent of total employment. Farm employment increased at an

average annual rate of 1.7 percent since 1990 and currently totals more than 20,600 jobs. Citrus growers are the major agricultural employers in the HMA.

The North Ventura County submarket economy depends on Naval Base Ventura County, the shipping at the private commercial harbor in the city of Port Hueneme, state and local government employment, tourism, and agriculture. Naval Base Ventura County has survived by being the relocation point for units displaced by base closures. With the only deep water port between Los Angeles and San Francisco, the harbor in the city of Port Hueneme is the fourth busiest port in California. The county's general administrative offices are located in the city of San Buenaventura. Tourists are drawn to the North Ventura County submarket by more than 20 miles of beaches, the mild climate, and the Las Padres National Forest. A regional retail center and several new large-scale shopping centers draw customers from the entire county and also from adjoining Santa Barbara County. More than 19,400 students attend the 2-year Oxnard and Ventura Colleges.

Major corporations and educational facilities characterize the South Ventura County submarket. Biotechnology firms Amgen, Inc., and the Bioscience Division of Baxter Healthcare Corporation are located in this submarket. This submarket is also home to Boeing's rocket engine testing and assembly division, technology companies, Jafra Cosmetics, WellPoint Health Networks, Inc. (managed care), and the regional offices of General Motors Corporation and Verizon. In 2002, California State University at Channel Islands opened. About 2,300 students are currently enrolled, with 4,000 students expected to be enrolled by the end of the forecast period. More than 13,700 students attend the 2-year Moorpark College. Even with the major corporations located in this submarket, more than 36 percent of the workers commute to other counties, mainly Los Angeles County, for employment.

Based on anticipated improvements in the local, state, and national economies, total nonfarm employment is expected to register a moderate increase of approximately 4,830 jobs annually through the Forecast date. The increase in these jobs represents an annual increase of 1.7 percent compared with the 0.9-percent annual gain between 2000 and the Current date, with most of the new jobs expected to be in the professional and business services, education and health services, and leisure and hospitality sectors. Cargo unloading backlogs at the Ports of Los Angeles and Long Beach will result in increased business and jobs for the Port Hueneme area as shippers look for alternate unloading sites. Jobs in the technology-related sectors will benefit from the improving economies in the Ventura HMA and neighboring Santa Barbara County as companies start to purchase more equipment and hire technology personnel to administer the new systems. The already strong biotechnology sector will be further strengthened by new state-backed research grants. In addition to creating research jobs, these grants will also result in additional manufacturing jobs in the HMA during the forecast period. Enrollment increases at all higher education facilities will result in increased state and local government-related employment.

## **Household Incomes**

According to HUD's Economic and Market Analysis Division, the median family income in the Ventura HMA is estimated to be \$77,400 in 2004. Since 2000, the median family income in the HMA has grown at a 3.6-percent annualized rate, an improvement compared with the 3.1-percent average annual gain that occurred in the 1990s.

## **Population**

As of September 1, 2004, the population of the Ventura HMA was estimated to be 811,510, an average annual gain of 1.7 percent since the 2000 Census. This rate was higher than the annual average gain of 1.2 percent between 1990 and 2000. Table 3 presents the population trends from 1990 through the Forecast date for the HMA and its two submarkets.

Based on annual data from the State of California Center of Health Statistics and the Department of Finance, the numbers indicating an increase in population in the HMA from 1991 to 1997 resulted primarily from net natural increase (resident births minus resident deaths). During that period, net natural increase averaged 8,080 people a year and net out-migration averaged 560 people a year. In-migration was more than offset by the larger domestic out-migration caused by the recession and the ensuing very slow growth in employment. From 1998 to the Current date, net natural increase declined to an annual average of 6,020 people and accounted for about 53 percent of the total population change. During the same period, as employment opportunities improved, average annual net in-migration increased to 6,030.

Each submarket in the HMA includes major population centers. Oxnard and San Buenaventura, with 2004 populations of 185,100 and 104,950, respectively, are the largest cities in the North Ventura County submarket. Simi Valley and Thousand Oaks, with 2004 populations of 118,790 and 126,080, respectively, are the largest cities in the South Ventura County submarket.

The forecast annual population growth for the HMA is 2.0 percent. The higher rate of increase will be the result of increasing net in-migration. As of the Forecast date, the population of the Ventura HMA will be 861,130. South Ventura County will grow at a 2.2-percent annual rate, slightly faster than the 1.9-percent annual rate in North Ventura County because of its close proximity to jobs in Los Angeles County.

## **Households**

The rate of change in household growth in the Ventura HMA has been significantly slower than change in population, particularly since 2000. Between 1990 and 2000, annual household growth in the HMA averaged 2,600 households, or an annual increase of 1.1 percent. As with population growth, household growth was slower during the first half of the 1990s because of out-migration. An estimated 257,110 households are in the Ventura HMA as of the Current date, reflecting an average annual increase of 3,140

households, or 1.3 percent a year, since 2000. Table 3 presents the trends in households from 1990 through the Forecast date for the HMA and its two submarkets.

Based on the rate of population growth expected as a result of employment increases and continued net in-migration, forecast figures indicate that the number of households will increase at a faster rate than previously. During the 3-year forecast period, the number of households in the HMA will increase by 4,140 annually, or 1.6 percent a year, to 269,440 as of September 1, 2007. The South Ventura County submarket will experience the fastest rate of household formation during the forecast period.

## **Housing Inventory**

Between 1990 and 2000, the total housing inventory in the HMA grew moderately, averaging gains of approximately 2,320 units a year. The number of households, however, grew faster than the total housing inventory. During the same period, the number of owner-occupied units increased an average of 2,210 units annually, and renter-occupied units increased an average of 380 units a year. Even with only moderate growth in the number of households, builders could not keep up with the demand. As a result, the number of vacant housing units declined by approximately 2,700 during the period. The housing inventory in the HMA has grown by approximately 2,930 units annually since the 2000 Census to an estimated 264,660 housing units as of the Current date. Table 4 presents housing inventory, tenure, and vacancy for the 1990 and 2000 Censuses and the Current date for the HMA and its submarkets.

Because of demand from commuters to the Los Angeles area, the housing inventory in the South Ventura County submarket increased at a faster rate than the North Ventura County submarket since 1990. Single-family building permit activity in the HMA has varied considerably from year to year, following the cycle of the local economy. From 1990 through 1993, single-family building permit activity averaged 1,190 units annually. This low level of activity in the early 1990s reflects the recession and a drop in demand for homes. Builders dropped out of the market as new and existing home prices fell in the early 1990s. From 1994 to 2001, annual average single-family permits increased to 2,560 as builders reentered the market due to the improving local economy and rising home prices. The slowdown in growth in the local and regional economies and problems in the high technology, government, communications, and tourism employment sectors that started in 2000 did not have a significant impact on single-family development. The market has remained strong, but annual average single-family permit activity has declined to 2,100 since 2002 due to the limited availability of large tracts of developable land.

Multifamily building permit activity has also followed the economy. From 1985 through 1991, multifamily permits averaged more than 1,700 units a year. From 1992 through 2002, multifamily permit activity dropped to an annual average of 440 units. The recession caused the initial declines in the early 1990s. The low amount of multifamily permit activity during the late 1990s and early 2000s, however, resulted from builders devoting their resources to building fast-selling, single-family homes instead of multifamily units. From 2003 to the Current date, average multifamily activity improved

to 1,250 a year. The improvement was mainly the result of the high median home prices that discouraged some high-end renters from becoming owners.

In South Ventura County, multifamily permit activity averaged 470 units a year from 2000 to the Current date, or approximately 60 percent of the total multifamily activity in the HMA during the period. Multifamily developers are attracted to the South Ventura County submarket because the desirable locations of the high-end apartments attract the middle- to upper-end renters who work in Los Angeles County. Some of the cities with the lowest crime rates in the nation and mild year-round weather also make the submarket desirable to these commuters.

Condominiums are an important part of the market for sales housing in the HMA. In 1990, 15,590 owner-occupied condominium units were in the HMA, or 11 percent of total owner-occupied units. By 2000, condominium units constituted 15 percent of this total. The increasing proportion of condominiums reflects the rapid increase in single-family detached home prices and the relative affordability of condominiums. Currently, approximately 64 percent of the condominiums in the HMA are owner occupied. Condominiums are also an important source of rental units in the HMA, with such units accounting for approximately 30 percent of the current total rental inventory. Table 5 presents residential building permit activity for the Ventura HMA and its two submarkets from 1994 to the Current date.

Manufactured housing continues to be a very small component of the housing market in the HMA. In 1990, manufactured housing represented 5.3 percent of the total housing stock. By 2000, manufactured housing represented less than 4.9 percent of the total housing stock. The number of manufactured homes is estimated to have increased by 500 units between 2000 and the Current date due to households being priced out of other homeownership markets and, to some extent, the rental market.

## **Housing Vacancy**

The trend in vacancy rates in the HMA reflects strong housing market conditions since the mid-1990s. The 1990 Census reported an owner vacancy rate of 2.0 percent. This rate increased in the early 1990s with the weak economy, as owners put their homes on the market and foreclosures increased. The weak sales market of the early 1990s disappeared by the mid-1990s. As the economic base improved, so did home values and market conditions. By 2000, the owner vacancy rate was a low 1.1 percent. As of the Current date, the owner vacancy rate is estimated to be 0.8 percent. In 1990, the rental vacancy rate was 4.9 percent. The improved job market and increased household growth from the mid-1990s resulted in a low 2.9-percent rental vacancy rate in 2000. The current rental vacancy rate is 3.2-percent. Renters taking advantage of low mortgage interest rates to become owners kept the rental market from being even tighter. Table 4 presents the housing inventory, occupancy, and vacancy characteristics for the HMA and its two submarkets from 1990 to the Current date.

## **Sales Market Conditions**

Home sales, like the economy in the HMA, have fluctuated significantly since the 1980s. During the late 1980s, the economy was booming, new and existing homes sales averaged more than 16,700 annually, and prices increased each year through 1989 at double-digit rates. As the economy began declining in 1990, sales fell dramatically. Between 1990 and 1996, new and existing home sales averaged only 9,000 annually. Demand increased in the second half of the 1990s because of the improvement in the economy. The annual average number of sales increased to approximately 12,850 between 1997 and 1999. Despite the downturn in the economy from 2000 through 2002, the market remained quite strong, with annual sales averaging approximately 14,130. In 2003, sales in the HMA declined slightly to 14,000. Sales in the first 8 months of 2004 averaged only 1,030 a month compared with 1,170 a month for the first 8 months of 2003. The sales market for homes selling for less than \$500,000 is currently very strong throughout the HMA, typically selling within 20 days. Homes priced above \$500,000 are still selling well, but at a slower pace since April 2004. Homeowners who were waiting for the peak of the price appreciation started to list their homes as the mortgage interest rates started to climb. This increased inventory gave prospective buyers more choices, so they were not pressured to immediately make an offer. Homes priced between \$500,000 and \$750,000 currently take around 36 days to sell instead of the less than 20 days they took to sell during 2003 and the beginning of 2004. Homes priced above \$750,000 take about 60 days to sell instead of staying on the market for 30 days or less as they did last year.

The median sales price for existing homes, including single-family houses and condominiums, was \$223,800 in 1996. By 2000, the median existing sales price had increased 6.3 percent annually to \$280,750. Between 2000 and the Current date, the median existing sales price in the HMA increased by more than 20 percent annually to \$516,550. The rapid increase in prices was the result of increased demand for homes fueled by low mortgage interest rates and a limited supply of available new and existing homes. As a result of the limited supply of for-sale housing, an increasing number of potential move-up buyers chose to build additions to their existing homes instead of moving to larger homes.

Condominiums continue to be an important factor in the Ventura HMA sales market. The current median price of an existing condominium is \$385,000, which represents a 28-percent increase in the median price during the last 12-month period. Condominiums are about 30 percent less expensive than single-family detached homes. During the last 12 months, condominiums represented more than 27 percent and more than 40 percent of the total existing sales in the North and South Ventura County submarkets, respectively.

The small number of spaces available in existing manufactured home parks constrains manufactured home sales. Most current manufactured home parks are fully occupied, and only a limited number of new spaces have been added since 1990. The supply of spaces is not expected to increase during the forecast period.

Large-scale developments in the North Ventura County submarket are limited by the lack of available land. Builders in this submarket tend to build smaller developments on infill lots or tear down existing units. The South Ventura County submarket still has some large tracts of vacant land. As demand for homes has increased and the supply of approved developable land has declined, prices for lots have increased significantly.

## **Rental Market Conditions**

Currently, the overall rental market in the Ventura HMA is tight. The volume of permit activity has not kept up with demand. The current vacancy rate in the HMA is 3.2 percent. Conditions are especially tight in units built before 1980. The pre-1980 units have a current vacancy rate of 2.5 percent. Units built in the 1980s have a vacancy rate of 3.7 percent. The highest vacancy rate is in the units built after 1989, which have a vacancy rate of 4.6 percent. The vacancy rate of the pre-1980 units is lower because the rents are about \$400 less than the post-1989 units.

The 1990 Census rental vacancy rate was 4.9 percent. The falling housing prices in the early 1990s made it possible for renters to become owners. Even as prices began to increase during the last half of the 1990s, low mortgage interest rates and more liberal qualifying standards enabled renters to become homeowners. The slowdown in apartment production during the 1990s resulted in the rental vacancy rate dropping to 2.9 percent by the 2000 Census. The rental vacancy rate would be lower and market conditions even tighter if a large number of renters had not shifted to homeownership.

North Ventura County has a wider range of rents compared with the newer stock in South Ventura County. About 60 percent of the rental units in the North Ventura County submarket were built before 1980 compared with about 20 percent in the South Ventura County submarket. The current vacancy rate is 3.5 percent in North Ventura County and 3.0 percent in South Ventura County. The annual rent increase since the 2000 Census has averaged 5 percent. In the HMA, the average rent for a two-bedroom/two-bath unit in a newly completed Class A development is approximately \$1,400.

The supply of assisted rental housing targeted to low- and very-low-income renters is extremely limited in the Ventura HMA. Occupancy rates of 100 percent and waiting lists of several years at subsidized projects are typical. The inventory of project-based rental assistance through HUD programs totals 396 units: 100 units for families and 296 units for seniors and people with disabilities. The North Ventura County submarket contains 66 percent of the project-based assisted units. In addition to managing project-based units, five local housing authorities administer more than 6,230 Section 8 rental vouchers assisting renters in the HMA. Four of these housing authorities operate 1,945 conventional public housing units in the HMA. The North Ventura County submarket also contains 197 units of U.S. Department of Agriculture Rural Development rental housing units.

Tax credit financing plays an important role in rental housing production for low-income households in the HMA. An estimated 2,250 completed low-income rental units in the HMA were financed using low income housing tax credits (LIHTCs); about 830 of these

units are for seniors. Most tax credit units were constructed after 1990. The North Ventura County submarket contains 61 percent of the current units. The vacancy rate for tax credit units is less than 3 percent. Of 1,300 LIHTC units in the pipeline, approximately 820 will be built in the North Ventura County submarket. These units should be available by the end of the forecast period.

## **Forecast Housing Demand**

The principal factor of demand for additional housing is forecast household growth. In addition, a need will emerge to replace the estimated 2,100 units expected to leave the inventory because of demolition and other causes. Based on anticipated household growth and current market conditions, estimates indicate a demand will arise for approximately 14,440 new housing units during the 3-year forecast period ending September 1, 2007. This demand could be met successfully by the annual construction of an estimated 3,370 units of sales housing and 1,440 market-rate rental units. This level of construction would enable the HMA to maintain a balanced demand-supply condition. Based on current trends, however, estimates indicate that the annual level of construction during the forecast period will be only 2,200 sales housing units and 1,000 market-rate rental units. This estimate is based primarily on the availability of buildable sites in the two submarkets. Because of the shortage of land, conditions are forecast to become even tighter than at present, continuing the current pressure on home prices and rents. Table 6 presents a tabular summary of total rental qualitative demand in the HMA. The distribution of forecast demand for market-rate rental units by bedroom size was based on the distribution of renter households by size, the distribution of the rental inventory as of the 2000 Census, trends in housing production since the 2000 Census, current pipeline activity, and market conditions.

**Table 1**  
**Labor Force and Total Employment**  
**Ventura HMA**  
**1994 to September 1, 2004**

	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>Previous 12 Mos.</b>	<b>Current 12 Mos.</b>
Labor Force	381.2	378.6	375.3	378.8	384.9	393.5	409.1	414.7	424.3	430.4	428.5	434.2
Employment	351.3	350.3	348.6	354.0	363.5	374.7	390.6	395.7	401.3	407.7	405.5	411.9
Unemployment	29.9	28.3	26.7	24.8	21.4	18.8	18.5	19.0	23.0	22.7	23.0	22.3
Rate (%)	7.8	7.5	7.1	6.5	5.6	4.8	4.5	4.6	5.4	5.3	5.4	5.1

Notes: Figures are in thousands.

Numbers may not add to totals due to rounding.

Source: California Employment Development Department

**Table 2**  
**Employment by Industry**  
**Ventura HMA**  
**1994 to September 1, 2004**

<b>Employment Sector</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>Previous 12 Mos.</b>	<b>Current 12 Mos.</b>
Total	251.1	254.3	255.3	260.0	270.0	281.1	294.3	299.0	301.0	304.0	303.9	304.4
Total Farm	17.8	17.0	17.5	17.3	17.7	17.5	19.3	19.1	19.2	20.4	20.3	20.6
Total Nonfarm	233.3	237.3	237.9	242.7	252.3	263.6	275.0	279.9	281.8	283.6	283.6	283.8
Goods-Producing	43.7	44.7	45.8	49.1	52.3	55.0	57.7	57.4	54.4	54.3	54.0	55.2
Natural Res. & Mining	2.0	1.8	1.7	1.6	1.2	1.0	0.8	0.8	0.7	0.6	0.6	0.6
Construction	10.3	11.3	10.7	11.5	13.2	14.7	15.5	16.1	15.7	16.6	16.2	17.6
Manufacturing	31.3	31.5	33.4	36.1	38.0	39.3	41.4	40.5	38.0	37.1	37.2	37.0
Durable Goods	21.7	21.6	22.9	24.9	25.8	26.1	27.8	26.6	24.9	24.0	24.3	23.6
Nondurable Goods	9.6	10.0	10.5	11.1	12.1	13.3	13.5	13.9	13.1	13.0	12.9	13.4
Service-Providing	189.6	192.6	192.0	193.6	200.0	208.6	217.3	222.6	227.5	229.4	229.6	228.6
Trade, Transport., & Utilities	42.1	43.5	43.4	45.0	45.2	46.9	49.7	50.8	51.6	51.9	51.7	52.2
Wholesale & Retail	36.1	37.7	37.9	39.5	39.9	41.5	44.1	44.8	45.9	46.3	46.1	46.6
Wholesale Trade	7.9	8.5	8.4	8.6	8.9	9.4	10.3	11.0	11.7	11.9	11.8	11.9
Retail Trade	28.2	29.2	29.5	30.9	31.0	32.1	33.8	33.8	34.2	34.4	34.2	34.7
Prof. and Business Services	32.7	33.6	33.2	31.8	35.1	36.6	39.6	37.2	36.6	36.6	36.6	37.2
Other Services	72.3	72.5	72.1	73.5	76.6	81.3	83.7	89.6	94.0	96.4	96.1	96.3
Leisure & Hospitality	21.6	22.3	22.3	22.0	22.3	23.5	25.2	26.6	27.2	27.5	27.5	27.5
Misc. Services	50.7	50.2	49.8	51.5	54.3	57.8	58.5	63.0	66.8	68.9	68.5	68.8
Government	42.7	43.0	43.4	43.3	43.1	43.9	44.3	45.1	45.3	44.6	45.1	42.9
Federal	10.8	10.4	9.9	9.3	8.8	8.5	8.2	8.0	7.9	7.8	7.8	7.7
State	3.5	3.5	3.4	2.4	1.9	1.8	1.7	1.8	2.0	2.2	2.1	2.2
Local	28.4	29.2	30.2	31.7	32.4	33.6	34.5	35.3	35.4	34.6	35.2	33.0

Notes: Figures are in thousands. Numbers may not add to totals due to rounding.  
 Data is classified according to the North American Industry Classification System.

Source: California Employment Development Department, 2003 Benchmark

**Table 3**  
**Population and Household Trends**  
**Ventura HMA**  
**1990 to September 1, 2007**

	April 1, 1990	April 1, 2000	Current Date	Forecast Date	Average Annual Change					
					1990 to 2000		2000 to Current		Current to Forecast	
					Number	Rate (%)	Number	Rate (%)	Number	Rate (%)
<b>Population</b>										
Ventura HMA	669,016	753,197	811,510	861,130	8,418	1.2	13,193	1.7	16,540	2.0
South Ventura County Submarket	316,227	355,874	386,050	411,520	3,965	1.2	6,827	1.9	8,490	2.2
North Ventura County Submarket	352,789	397,323	425,460	449,610	4,453	1.2	6,366	1.6	8,050	1.9
<b>Households</b>										
Ventura HMA	217,298	243,230	257,110	269,440	2,593	1.1	3,140	1.3	4,140	1.6
South Ventura County Submarket	105,223	122,080	130,690	138,000	1,686	1.5	1,948	1.6	2,190	1.8
North Ventura County Submarket	112,075	121,150	126,420	131,440	908	0.8	1,192	1.0	1,950	1.3

Notes: Rate of change calculated on a compound basis.  
 Numbers may not add to totals due to rounding.

Sources: 1990 and 2000—U.S. Census Bureau  
 Current and Forecast—Estimates by analyst

**Table 4**  
**Housing Inventory, Tenure, and Vacancy**  
**Ventura HMA**  
**1990 to September 1, 2004**

	Ventura HMA			South Ventura County Submarket			North Ventura County Submarket		
	1990	2000	Current	1990	2000	Current	1990	2000	Current
<b>Total Housing Inventory</b>	228,478	251,712	264,660	109,593	121,171	133,280	118,890	126,541	131,380
Occupied Units	217,298	243,234	257,110	105,223	122,079	130,690	112,080	121,155	126,420
Owners	142,262	164,373	176,010	79,364	93,910	100,980	62,900	70,463	75,030
%	65.5	67.6	68.5	75.4	76.9	77.3	56.1	58.2	59.3
Renters	75,036	78,861	81,110	25,859	28,169	29,710	49,180	50,692	51,390
%	34.5	32.4	31.5	24.6	23.1	22.7	43.9	41.8	40.7
Vacant Units	11,180	8,478	7,550	4,370	3,092	2,590	6,810	5,386	4,960
Available Units	6,728	4,163	4,090	3,152	1,993	1,900	3,580	2,170	2,190
For Sale	2,859	1,847	1,420	1,703	993	820	1,160	850	600
Rate (%)	2.0	1.1	0.8	1.6	1.0	0.8	1.8	1.2	0.8
For Rent	3,869	2,316	2,670	1,449	1,000	1,080	2,420	1,320	1,590
Rate (%)	4.9	2.9	3.2	5.3	3.4	3.5	4.7	2.5	3.0
Other Vacant	4,452	4,315	4,060	1,218	1,099	690	3,230	3,216	2,770

Note: Numbers may not add to totals due to rounding.

Sources: 1990 and 2000—U.S. Census Bureau

Current—Estimates by analyst

**Table 5**  
**Residential Building Permit Activity**  
**Ventura HMA**  
**1994 to August 31, 2004**

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Previous 12 mos.	Current 12 mos.
<b>Ventura HMA</b>												
Total	1,372	2,456	2,142	2,321	2,329	3,298	4,418	3,960	3,453	2,525	3,567	3,180
Single-family	1,166	1,647	1,935	2,075	2,097	2,930	3,636	2,984	3,168	2,249	2,278	2,420
Multifamily	206	809	207	246	232	368	782	976	285	276	1,289	760
<b>South Ventura County Submarket</b>												
Total	728	1,485	1,366	1,678	1,611	2,582	2,721	2,408	2,138	1,381	2,089	1,750
Single-family	569	878	1,212	1,550	1,420	2,271	2,451	1,905	2,004	1,189	1,131	1,090
Multifamily	159	607	154	128	191	311	270	503	134	192	958	660
<b>North Ventura County Submarket</b>												
Total	644	971	776	643	718	716	1,697	1,552	1,315	1,144	1,478	1,430
Single-family	597	769	723	525	677	659	1,185	1,079	1,164	1,060	1,147	1,330
Multifamily	47	202	53	118	41	57	512	473	151	84	331	100

Source: U.S. Department of Housing and Urban Development, State of the Cities Data System

**Table 6**  
**Estimated Qualitative Annual Demand for New Market-Rate Rental Housing**  
**Ventura HMA**  
**September 2004 to September 2007**

Zero Bedrooms		One Bedroom		Two Bedrooms		Three Bedrooms	
Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand
800	29	1,100	288	1,400	835	1,900	288
850	24	1,150	247	1,450	695	1,950	235
900	22	1,200	227	1,500	621	2,000	215
950	19	1,250	201	1,550	532	2,050	193
1,000	16	1,300	169	1,600	438	2,100	171
1,050	13	1,350	137	1,650	351	2,150	149
1,100	10	1,400	107	1,700	276	2,200	130
1,200	0	1,500	83	1,800	217	2,300	112
1,300	0	1,600	63	1,900	170	2,400	97
1,400	0	1,700	48	2,000	131	2,500	57
1,500	0	1,800	36	2,100	99	2,600	28
1,600	0	1,900	26	2,200	24	2,700	23
1,700	0	2,000	19	2,300	0	2,800	22
1,800	0	2,100	0	2,400	0	2,900	19

Notes: Distribution above is noncumulative.  
 Numbers may not add to totals due to rounding.  
 Demand of fewer than 10 units is shown as 0.

Source: Estimates by analyst