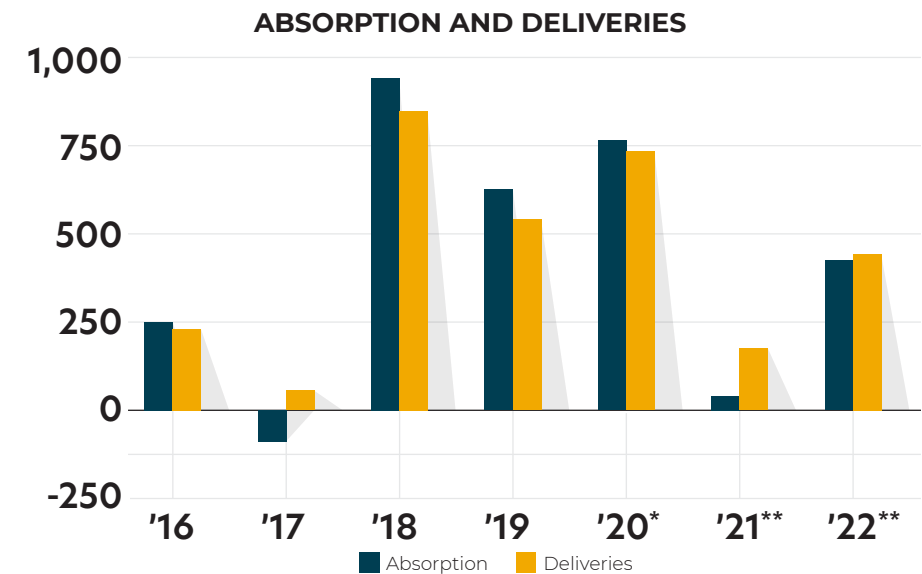
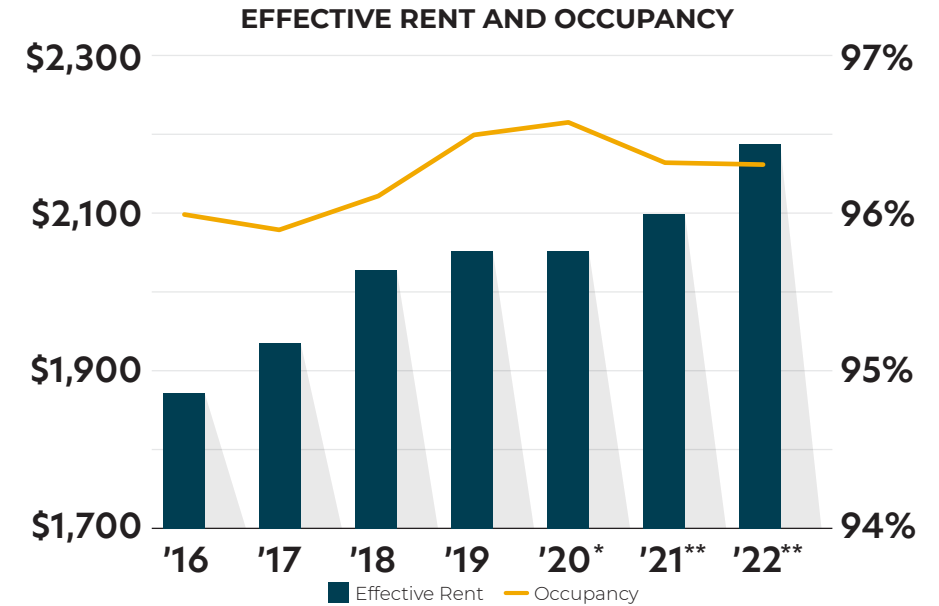


# VENTURA COUNTY, CALIFORNIA



## MARKET TRENDS



## 2021 MARKET AT A GLANCE

**OCCUPANCY RATE**  
**96.3%**  
 Down 30 bps YOY

**EFFECTIVE RENT**  
**\$2,090**  
 Up 2.6% YOY

**RENT SHARE OF WALLET**  
**26.0%**  
 Up 30 bps YOY

Data and images pertaining to employment, income, permits, population, rents, single-family housing, and occupancy are year-end figures. Absorption, construction, and apartment sales figures are full-year totals. \*Numbers for 2020 are projected values; \*\*2021/2022 figures are forecast projections. Apartment market data criteria and methodologies vary by market.

# VENTURA COUNTY, CALIFORNIA

## EMPLOYMENT TRENDS



EMPLOYMENT				
2019	YOY CHANGE	2020*	YOY CHANGE	2021**
317,800	-9.1%	289,000	2.7%	296,700

UNEMPLOYMENT RATE				
2019	YOY CHANGE	2020	YOY CHANGE	2021
2.4%	720 BPS	9.6%	-170 BPS	7.9%

POPULATION				
2019	YOY CHANGE	2020	YOY CHANGE	2021
846,500	0.4%	850,000	0.4%	853,200

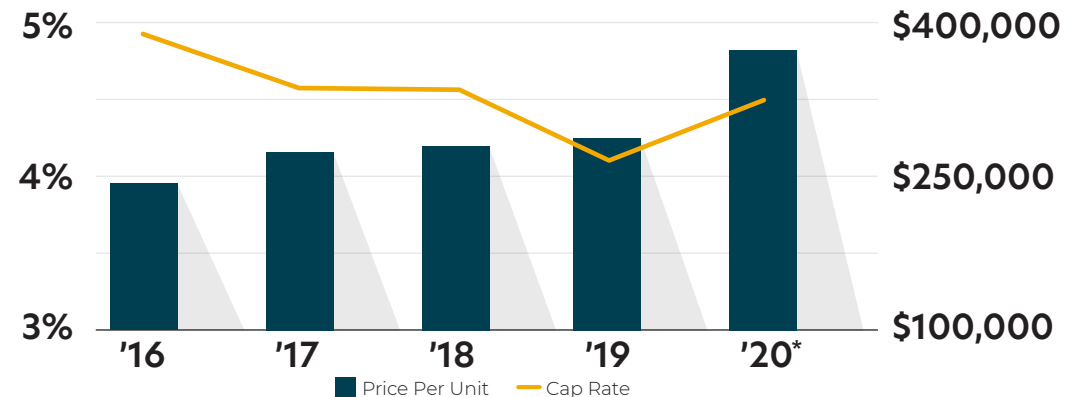
HOUSEHOLDS				
2019	YOY CHANGE	2020	YOY CHANGE	2021
277,700	0.9%	280,100	0.8%	282,300

MEDIAN HOUSEHOLD INCOME				
2019	YOY CHANGE	2020	YOY CHANGE	2021
\$92,499	-0.7%	\$91,875	1.6%	\$93,311

## SALES TRENDS

PRICE PER UNIT		
2019	YOY CHANGE	2020*
\$282,598	30.1%	\$367,698

CAP RATE		
2019	YOY CHANGE	2020
4.1%	40 BPS	4.5%



Data and images pertaining to employment, income, permits, population, rents, single-family housing, and occupancy are year-end figures. Absorption, construction, and apartment sales figures are full-year totals. \*Numbers for 2020 are projected values; \*\*2021/2022 figures are forecast projections. Apartment market data criteria and methodologies vary by market.