

DMA Designated Market Area



Fresno, Madera,
Kings, Tulare, Merced
& Mariposa Counties

Median Age: 41
Median Household Income: \$39,338

***The Bee-Family of Products
Reach 656,767 (50%)**

* The Bee-Family of Products include:
The Fresno Bee: daily cumc & Sunday average,
1 average issue of Vida en el Valle and
FresnoBee.com visitors, past 7 days.
Source: Scarborough Aug '06 - Jul '07
Created by Marketing Research

	Fresno/Visalia DMA		Daily Fresno Bee Readership				Sunday Fresno Bee Readership			
	Population	Vert %	Population	Vert %	Index	Horz %	Population	Vert %	Index	Horz %
Fresno/Visalia DMA	1,321,374	100%	367,658	100%	100	28%	476,884	100%	100	36%
Gender										
Men	667,358	51%	197,136	54%	106	30%	235,122	49%	98	35%
Women	654,016	50%	170,522	46%	94	26%	241,762	51%	102	37%
Age										
18 - 24	219,796	17%	39,372	11%	64	18%	56,407	12%	71	26%
25 - 34	277,571	21%	43,096	12%	56	16%	71,063	15%	71	26%
35 - 44	253,131	19%	57,984	16%	82	23%	78,249	16%	86	31%
45 - 54	228,607	17%	75,378	21%	119	33%	96,154	20%	117	42%
55 - 64	159,678	12%	68,706	19%	155	43%	79,419	17%	138	50%
65 +	182,591	14%	83,122	23%	164	46%	95,592	20%	145	52%
Household Income										
Less than \$20,000	196,014	15%	25,566	7%	47	13%	31,530	7%	45	16%
\$20,000 - \$24,999	117,036	9%	16,239	4%	50	14%	31,335	7%	74	27%
\$25,000 - \$34,999	238,540	18%	51,489	14%	78	22%	71,919	15%	84	30%
\$35,000 - \$49,999	269,422	20%	76,676	21%	102	29%	91,607	19%	94	34%
\$50,000 - \$74,999	187,715	14%	66,638	18%	128	36%	90,445	19%	134	48%
\$75,000 +	312,647	24%	131,050	36%	151	42%	160,048	34%	142	51%
Education										
No High School	189,628	14%	11,146	3%	21	6%	18,472	4%	27	10%
Some High School	110,541	8%	17,984	5%	58	16%	26,420	6%	66	24%
High School Graduate	447,054	34%	117,956	32%	95	26%	152,381	32%	94	34%
Some College	391,707	30%	137,852	38%	126	35%	176,862	37%	125	45%
College Graduate +	182,444	14%	82,720	23%	163	45%	102,749	22%	156	56%
Marital Status										
Married	771,131	58%	226,425	62%	106	29%	286,922	60%	103	37%
Never Married	348,426	26%	80,748	22%	83	23%	112,215	24%	89	32%
Wid/Sep/Div	201,817	15%	60,485	17%	108	30%	77,747	16%	107	39%
Employment Status										
Employed (FT/PT)	841,188	64%	219,186	60%	94	26%	296,102	62%	98	35%
Not Employed	480,186	36%	148,472	40%	111	31%	180,782	38%	104	38%
Residence										
Own	766,956	58%	277,861	76%	130	36%	336,059	71%	121	44%
Rent	494,797	37%	70,024	19%	51	14%	111,695	23%	63	23%
Other	59,621	5%	19,773	5%	119	33%	29,130	6%	135	49%
Ethnicity										
White	576,385	44%	207,771	57%	130	36%	261,998	55%	126	46%
Black	45,671	4%	17,749	5%	140	39%	21,724	5%	132	48%
Asian	40,775	3%	14,050	4%	124	35%	13,896	3%	94	34%
Other	64,122	5%	22,129	6%	124	35%	27,214	6%	118	42%
Hispanic	594,421	45%	105,959	29%	64	18%	152,052	32%	71	26%
Children in Household										
No children	621,451	47%	219,586	60%	127	35%	276,006	58%	123	44%
One child	224,498	17%	64,357	18%	103	29%	83,482	18%	103	37%
Two children	240,745	18%	42,170	12%	63	18%	60,735	13%	70	25%
Three or more children	234,680	18%	41,545	11%	64	18%	56,661	12%	67	24%

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