

# PMA - Fresno/Clovis

## Average Daily Newspaper Readership by Section

	PMA Population		Business & Finance		Circulars/ Inserts/ Flyers		Classified		Comics		Entertainment/ Lifestyle/ Fashion/ TV Radio & Movie Listings		Food		Home & Garden		Local News		Main News/ International & National		Sports	
<b>PMA - Fresno /Clovis Zips</b>	458,391	166,608	36%	165,790	36%	186,100	41%	175,746	38%	247,317	54%	155,282	34%	144,286	32%	304,282	66%	314,179	69%	184,080	40%	
<b>Gender</b>																						
Men	217,307	93,085	43%	81,001	37%	84,998	39%	90,813	42%	114,049	53%	66,207	31%	64,038	30%	134,435	62%	158,035	73%	106,677	49%	
Women	241,084	73,523	31%	84,789	35%	101,102	42%	84,933	35%	133,268	55%	89,075	37%	80,248	33%	169,847	71%	156,144	65%	77,403	32%	
<b>Age</b>																						
18 - 24	69,814	9,240	13%	10,918	16%	23,998	34%	19,370	28%	35,675	51%	8,921	13%	8,932	13%	36,016	52%	36,147	52%	19,717	28%	
25 - 34	90,599	19,996	22%	25,668	28%	35,851	40%	26,351	29%	42,305	47%	22,037	24%	18,461	20%	51,453	57%	50,545	56%	28,056	31%	
35 - 44	91,836	31,535	34%	28,821	31%	37,506	41%	28,915	32%	40,032	44%	25,536	28%	24,790	27%	57,195	62%	62,393	68%	38,820	42%	
45 - 54	77,817	36,405	47%	33,759	43%	33,409	43%	32,571	42%	42,726	55%	33,246	43%	31,214	40%	56,508	73%	57,564	74%	39,857	51%	
55 - 64	59,079	26,796	45%	27,866	47%	23,840	40%	27,215	46%	38,482	65%	26,778	45%	26,303	45%	45,828	78%	49,137	83%	20,023	34%	
65 +	69,246	42,636	62%	38,758	56%	31,496	46%	41,324	60%	48,097	70%	38,764	56%	34,586	50%	57,282	83%	58,393	84%	37,607	54%	
<b>Household Income</b>																						
Less than \$20,000	64,176	13,083	20%	12,339	19%	20,573	32%	17,208	27%	25,232	39%	14,986	23%	11,651	18%	27,919	44%	29,115	45%	14,341	22%	
\$20,000 - \$24,999	29,526	3,494	12%	6,374	22%	10,104	34%	7,049	24%	15,433	52%	5,558	19%	4,424	15%	15,882	54%	16,450	56%	9,014	31%	
\$25,000 - \$34,999	73,341	19,489	27%	23,574	32%	33,935	46%	29,441	40%	35,745	49%	18,553	25%	18,259	25%	48,544	66%	46,741	64%	24,703	34%	
\$35,000 - \$49,999	91,599	34,070	37%	36,350	40%	43,631	48%	42,317	46%	53,392	58%	33,342	36%	34,673	38%	64,124	70%	63,052	69%	43,570	48%	
\$50,000 - \$74,999	69,092	38,659	56%	32,205	47%	30,434	44%	32,461	47%	39,015	57%	32,648	47%	32,370	47%	51,736	75%	55,794	81%	35,914	52%	
\$75,000 +	130,657	57,813	44%	54,948	42%	47,423	36%	47,270	36%	78,500	60%	50,195	38%	42,909	33%	96,077	74%	103,027	79%	56,538	43%	
<b>Education</b>																						
No High School	41,542	6,768	16%	9,644	23%	12,637	30%	9,550	23%	14,188	34%	7,616	18%	6,132	15%	17,551	42%	18,388	44%	9,944	24%	
Some High School	40,371	8,755	22%	7,996	20%	14,065	35%	15,216	38%	19,228	48%	7,258	18%	8,313	21%	18,543	46%	20,416	51%	11,285	28%	
High School Graduate	141,136	50,970	36%	57,687	41%	63,067	45%	56,016	40%	76,095	54%	50,604	36%	43,550	31%	91,215	65%	94,022	67%	60,515	43%	
Some College	150,957	58,474	39%	55,673	37%	64,006	42%	61,794	41%	84,391	56%	53,927	36%	52,208	35%	109,470	73%	111,312	74%	62,295	41%	
College Graduate +	84,385	41,641	49%	34,790	41%	32,325	38%	33,170	39%	53,415	63%	35,877	43%	34,083	40%	67,503	80%	70,041	83%	40,041	48%	
<b>Marital Status</b>																						
Married	241,991	98,567	41%	92,216	38%	96,606	40%	95,638	40%	126,185	52%	88,531	37%	82,592	34%	168,456	70%	171,792	71%	100,280	41%	
Never Married	137,992	35,465	26%	37,840	27%	55,235	40%	44,551	32%	73,875	54%	33,377	24%	30,606	22%	78,632	57%	84,183	61%	52,596	38%	
Wid/Sep/Div	78,408	32,576	42%	35,734	46%	34,259	44%	35,557	45%	47,257	60%	33,374	43%	31,088	40%	57,194	73%	58,204	74%	31,204	40%	
<b>Employment Status</b>																						
Employed (FT/PT)	279,560	100,786	36%	100,214	36%	112,499	40%	101,014	36%	156,216	56%	89,628	32%	84,850	30%	185,656	66%	192,315	69%	119,401	43%	
Not Employed	178,831	65,822	37%	65,576	37%	73,601	41%	74,732	42%	91,101	51%	65,654	37%	59,436	33%	118,626	66%	121,864	68%	64,679	36%	
<b>Residence</b>																						
Own	276,872	129,910	47%	116,505	42%	114,412	41%	120,710	44%	163,902	59%	116,876	42%	110,571	40%	206,999	75%	216,136	78%	129,470	47%	
Rent	160,230	31,455	20%	39,870	25%	61,625	39%	48,010	30%	71,691	45%	32,855	21%	29,436	18%	81,388	51%	79,464	50%	46,365	29%	
Other	21,289	5,243	25%	9,415	44%	10,063	47%	7,026	33%	11,724	55%	5,551	26%	4,279	20%	15,895	75%	18,579	87%	8,245	39%	
<b>Ethnicity</b>																						
White	206,708	94,545	46%	88,178	43%	85,425	41%	87,948	43%	121,455	59%	85,023	41%	76,357	37%	149,517	72%	158,108	77%	92,732	45%	
Black	30,488	10,428	34%	9,201	30%	11,101	36%	11,368	37%	18,302	60%	8,238	27%	7,480	25%	19,160	63%	19,610	64%	13,385	44%	
Asian	26,420	5,270	20%	4,180	16%	9,893	37%	6,970	26%	7,936	30%	5,380	20%	6,206	24%	16,970	64%	17,474	66%	6,857	26%	
Other	28,145	10,012	36%	11,214	40%	8,977	32%	8,079	29%	10,604	38%	8,783	31%	6,859	24%	17,406	62%	20,311	72%	8,596	31%	
Hispanic	166,630	46,353	28%	53,017	32%	70,704	42%	61,381	37%	89,020	53%	47,858	29%	47,384	28%	101,229	61%	98,676	59%	62,510	38%	
<b>Children in Household</b>																						
No children	236,312	105,890	45%	105,891	45%	97,437	41%	107,450	46%	145,475	62%	98,847	42%	90,888	39%	172,039	73%	176,266	75%	103,342	44%	
One child	87,407	30,052	34%	26,763	31%	34,094	39%	30,579	35%	44,748	51%	25,439	29%	25,548	29%	56,130	64%	56,133	64%	37,765	43%	
Two children	70,572	19,227	27%	19,237	27%	31,529	45%	19,947	28%	26,581	38%	17,032	24%	15,950	23%	41,135	58%	43,929	62%	25,978	37%	
Three or more children	64,100	11,439	18%	13,899	22%	23,040	36%	17,770	28%	30,513	48%	13,964	22%	11,900	19%	34,978	55%	37,851	59%	16,995	27%	

Readership is read horizontally: 31% of Women read the Business section.  
 Source: Scarborough Aug '06 - Jul '07  
 Created by Marketing Research