

Fresno County

Average Daily Newspaper Readership by Section

	Fresno County 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
Fresno County	632,292	209,621 33%	213,588 34%	256,420 41%	235,870 37%	320,239 51%	200,609 32%	188,279 30%	399,468 63%	417,837 66%	241,158 38%
Gender											
Men	315,365	122,595 39%	108,488 34%	127,771 41%	128,639 41%	153,145 49%	88,605 28%	89,654 28%	186,239 59%	218,542 69%	149,622 47%
Women	316,927	87,026 28%	105,100 33%	128,649 41%	107,231 34%	167,094 53%	112,004 35%	98,625 31%	213,229 67%	199,295 63%	91,536 29%
Age											
18 - 24	104,035	12,828 12%	20,413 20%	39,466 38%	29,385 28%	48,948 47%	13,064 13%	12,452 12%	53,660 52%	59,269 57%	28,034 27%
25 - 34	131,642	26,381 20%	32,999 25%	54,481 41%	37,094 28%	54,911 42%	29,024 22%	26,717 20%	73,005 56%	73,108 56%	40,601 31%
35 - 44	119,572	36,071 30%	32,593 27%	45,330 38%	34,745 29%	48,512 41%	28,595 24%	28,733 24%	66,835 56%	75,179 63%	47,919 40%
45 - 54	110,724	46,750 42%	43,545 39%	45,236 41%	42,092 38%	58,886 53%	44,675 40%	40,138 36%	75,854 69%	75,216 68%	50,056 45%
55 - 64	77,562	34,740 45%	35,618 46%	31,667 41%	38,221 49%	48,879 63%	35,769 46%	36,065 47%	58,323 75%	61,918 80%	27,855 36%
65 +	88,757	52,851 60%	48,420 55%	40,240 45%	54,333 61%	60,103 68%	49,482 56%	44,174 50%	71,791 81%	73,147 82%	46,693 53%
Household Income											
Less than \$20,000	93,951	17,455 19%	17,044 18%	29,438 31%	23,439 25%	31,517 34%	20,133 21%	16,498 18%	39,730 42%	39,017 42%	19,234 21%
\$20,000 - \$24,999	40,761	4,746 12%	7,490 18%	12,571 31%	8,705 21%	19,211 47%	7,452 18%	5,676 14%	19,565 48%	21,040 52%	10,988 27%
\$25,000 - \$34,999	104,649	27,617 26%	31,359 30%	48,878 47%	43,006 41%	49,961 48%	26,257 25%	26,780 26%	63,882 61%	65,277 62%	34,081 33%
\$35,000 - \$49,999	130,419	42,782 33%	47,260 36%	58,202 45%	55,573 43%	67,399 52%	41,633 32%	44,627 34%	84,561 65%	84,703 65%	60,974 47%
\$50,000 - \$74,999	97,428	48,146 49%	41,426 43%	45,158 46%	47,531 49%	55,404 57%	44,956 46%	42,754 44%	72,627 75%	78,934 81%	47,592 49%
\$75,000 +	165,084	68,875 42%	69,009 42%	62,173 38%	57,616 35%	96,747 59%	60,178 37%	51,944 32%	119,103 72%	128,866 78%	68,289 41%
Education											
No High School	72,891	12,802 18%	14,501 20%	19,748 27%	16,008 22%	22,838 31%	13,733 19%	11,895 16%	28,673 39%	28,736 39%	16,974 23%
Some High School	56,918	11,718 21%	10,967 19%	19,091 34%	20,427 36%	23,703 42%	10,875 19%	26,445 47%	28,954 51%	28,054 51%	14,765 26%
High School Graduate	203,677	63,923 31%	75,938 37%	90,393 44%	73,674 36%	97,779 48%	61,816 30%	57,571 28%	124,531 61%	130,050 64%	82,007 40%
Some College	192,073	71,032 37%	70,535 37%	85,527 45%	83,992 44%	109,887 57%	70,944 37%	66,524 35%	136,552 71%	142,802 74%	78,815 41%
College Graduate +	106,733	50,146 47%	41,647 39%	41,661 39%	41,769 39%	66,032 62%	43,241 41%	40,112 38%	83,267 78%	87,295 82%	48,597 46%
Marital Status											
Married	355,338	128,399 36%	120,604 34%	140,208 40%	135,474 38%	171,659 48%	120,555 34%	114,691 32%	231,556 65%	235,311 66%	136,553 38%
Never Married	181,260	43,246 24%	52,359 29%	75,541 42%	57,891 32%	94,042 52%	41,135 23%	37,535 21%	100,978 56%	114,550 63%	67,047 37%
Wid/Sep/Div	95,694	37,976 40%	40,625 43%	40,671 43%	42,505 44%	54,538 57%	38,919 41%	36,053 38%	66,934 70%	67,976 71%	37,558 39%
Employment Status											
Employed (FT/PT)	390,320	128,126 33%	129,999 33%	158,348 41%	134,899 35%	200,139 51%	116,369 30%	108,378 28%	243,935 63%	258,171 66%	160,160 41%
Not Employed	241,972	81,495 34%	83,589 35%	98,072 41%	100,971 42%	120,100 50%	84,240 35%	79,901 33%	155,533 64%	159,666 66%	80,998 34%
Residence											
Own	370,991	165,201 45%	150,935 41%	155,127 42%	160,980 43%	216,076 58%	152,763 41%	143,901 39%	267,860 72%	281,526 76%	167,226 45%
Rent	230,931	39,177 17%	50,932 22%	86,733 38%	63,207 27%	88,719 38%	41,878 18%	39,606 17%	110,709 48%	111,300 48%	63,825 28%
Other	30,370	5,243 17%	11,721 39%	14,560 48%	11,683 39%	15,444 51%	5,968 20%	4,772 16%	20,899 69%	25,011 82%	10,107 33%
Ethnicity											
White	264,876	115,140 44%	108,589 41%	109,520 41%	114,255 43%	149,272 56%	106,398 40%	96,686 37%	185,804 70%	197,203 75%	111,862 42%
Black	31,482	10,428 33%	9,841 31%	11,923 38%	12,190 39%	19,296 61%	8,238 26%	7,480 24%	20,154 64%	20,604 65%	14,025 45%
Asian	29,918	6,925 23%	4,922 17%	11,240 38%	8,640 29%	9,397 31%	6,518 22%	6,948 23%	19,677 66%	20,058 67%	8,650 29%
Other	33,750	11,712 35%	12,030 36%	10,110 30%	8,801 26%	12,574 37%	9,505 28%	7,994 24%	19,711 58%	23,451 70%	10,768 32%
Hispanic	272,266	65,416 24%	78,206 29%	113,627 42%	91,984 34%	129,700 48%	69,950 26%	69,171 25%	154,122 57%	156,521 58%	95,853 35%
Children in Household											
No children	314,385	135,612 43%	135,279 43%	127,601 41%	144,099 46%	187,449 60%	128,360 41%	118,123 38%	223,330 71%	229,554 73%	134,411 43%
One child	115,486	33,899 29%	33,004 29%	44,595 39%	37,674 33%	55,622 48%	30,599 27%	29,429 26%	70,921 61%	73,510 64%	45,019 39%
Two children	112,959	26,646 24%	28,183 25%	49,119 44%	29,193 26%	39,791 35%	25,035 22%	24,183 21%	58,144 52%	62,865 56%	39,143 35%
Three or more children	89,462	13,464 15%	17,122 19%	35,105 39%	24,904 28%	37,377 42%	16,615 19%	16,544 19%	47,073 53%	51,908 58%	22,585 25%

Readership is read horizontally: 28% of Women read the Business section.
 Source: Scarborough Aug '06 - Jul '07
 Created by Marketing Research