

# PMA Primary Metro Area



Fresno & Clovis Zip Codes

Median Age: 42  
Median Household Income: \$44,538

**\*The Bee-Family of Products  
Reach 345,894 (76%)**

	Fresno Bee PMA		Daily Fresno Bee Readership				Sunday Fresno Bee Readership			
	Population	Vert %	Population	Vert %	Index	Horz %	Population	Vert %	Index	Horz %
<b>Fresno Bee PMA</b>	<b>458,391</b>	<b>100%</b>	<b>214,087</b>	<b>100%</b>	<b>100</b>	<b>47%</b>	<b>269,212</b>	<b>100%</b>	<b>100</b>	<b>59%</b>
<b>Gender</b>										
Men	217,307	47%	107,697	50%	106	50%	128,564	48%	101	59%
Women	241,084	53%	106,390	50%	94	44%	140,648	52%	99	58%
<b>Age</b>										
18 - 24	69,814	15%	19,733	9%	61	28%	27,089	10%	66	39%
25 - 34	90,599	20%	29,159	14%	69	32%	38,529	14%	72	43%
35 - 44	91,836	20%	40,788	19%	95	44%	54,695	20%	101	60%
45 - 54	77,817	17%	41,613	19%	114	54%	53,555	20%	117	69%
55 - 64	59,079	13%	36,699	17%	133	62%	41,550	15%	120	70%
65 +	69,246	15%	46,095	22%	143	67%	53,794	20%	132	78%
<b>Household Income</b>										
Less than \$20,000	64,176	14%	18,272	9%	61	29%	21,733	8%	58	34%
\$20,000 - \$24,999	29,526	6%	7,408	4%	54	25%	11,567	4%	67	39%
\$25,000 - \$34,999	73,341	16%	27,581	13%	81	38%	37,998	14%	88	52%
\$35,000 - \$49,999	91,599	20%	43,982	21%	103	48%	52,155	19%	97	57%
\$50,000 - \$74,999	69,092	15%	38,503	18%	119	56%	47,733	18%	118	69%
\$75,000 +	130,657	29%	78,341	37%	128	60%	98,026	36%	128	75%
<b>Education</b>										
No High School	41,542	9%	4,981	2%	26	12%	8,606	3%	35	21%
Some High School	40,371	9%	11,154	5%	59	28%	17,887	7%	75	44%
High School Graduate	141,136	31%	68,156	32%	103	48%	83,474	31%	101	59%
Some College	150,957	33%	77,769	36%	110	52%	96,191	36%	108	64%
College Graduate +	84,385	18%	52,027	24%	132	62%	63,054	23%	127	75%
<b>Marital Status</b>										
Married	241,991	53%	125,027	58%	111	52%	155,991	58%	110	65%
Never Married	137,992	30%	48,636	23%	75	35%	65,097	24%	80	47%
Wid/Sep/Div	78,408	17%	40,424	19%	110	52%	48,124	18%	105	61%
<b>Employment Status</b>										
Employed (FT/PT)	279,560	61%	129,175	60%	99	46%	164,724	61%	100	59%
Not Employed	178,831	39%	84,912	40%	102	48%	104,488	39%	99	58%
<b>Residence</b>										
Own	276,872	60%	159,605	75%	123	58%	190,556	71%	117	69%
Rent	160,230	35%	42,852	20%	57	27%	64,037	24%	68	40%
Other	21,289	5%	11,630	5%	117	55%	14,619	5%	117	69%
<b>Ethnicity</b>										
White	206,708	45%	121,137	57%	125	59%	147,282	55%	121	71%
Black	30,488	7%	16,059	8%	113	53%	20,898	8%	117	69%
Asian	26,420	6%	8,998	4%	73	34%	10,023	4%	65	38%
Other	28,145	6%	12,260	6%	93	44%	15,141	6%	92	54%
Hispanic	166,630	36%	55,633	26%	71	33%	75,868	28%	78	46%
<b>Children in Household</b>										
No children	236,312	52%	124,344	58%	113	53%	155,884	58%	112	66%
One child	87,407	19%	41,924	20%	103	48%	51,230	19%	100	59%
Two children	70,572	15%	26,680	13%	81	38%	35,541	13%	86	50%
Three or more children	64,100	14%	21,139	10%	71	33%	26,557	10%	71	41%

\* The Bee-Family of Products include:  
The Fresno Bee: daily come & 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