

Fresno County



Median Age: 41
 Median Household Income: \$43,034

***The Bee-Family of Products
 Reach 438,793 (69%)**

* 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

	Fresno County		Daily Fresno Bee Readership				Sunday Fresno Bee Readership			
	Population	Vert %	Population	Vert %	Index	Horz %	Population	Vert %	Index	Horz %
Fresno County	632,292	100%	268,090	100%	100	42%	342,634	100%	100	54%
Gender										
Men	315,365	50%	137,168	51%	103	44%	164,581	48%	96	52%
Women	316,927	50%	130,922	49%	97	41%	178,053	52%	104	56%
Age										
18 - 24	104,035	17%	30,534	11%	69	29%	42,030	12%	75	40%
25 - 34	131,642	21%	35,955	13%	64	27%	51,876	15%	73	39%
35 - 44	119,572	19%	47,025	18%	93	39%	61,671	18%	95	52%
45 - 54	110,724	18%	54,425	20%	116	49%	69,962	20%	117	63%
55 - 64	77,562	12%	44,615	17%	136	58%	51,683	15%	123	67%
65 +	88,757	14%	55,536	21%	148	63%	65,412	19%	136	74%
Household Income										
Less than \$20,000	93,951	15%	21,103	8%	53	23%	26,069	8%	51	28%
\$20,000 - \$24,999	40,761	6%	9,132	3%	53	22%	15,144	4%	69	37%
\$25,000 - \$34,999	104,649	17%	37,444	14%	84	36%	51,172	15%	90	49%
\$35,000 - \$49,999	130,419	21%	55,258	21%	100	42%	68,539	20%	97	53%
\$50,000 - \$74,999	97,428	15%	50,324	19%	122	52%	63,973	19%	121	66%
\$75,000 +	165,084	26%	94,829	35%	135	57%	117,737	34%	132	71%
Education										
No High School	72,891	12%	7,085	3%	23	10%	13,251	4%	34	18%
Some High School	56,918	9%	13,424	5%	56	24%	22,419	7%	73	39%
High School Graduate	203,677	32%	88,957	33%	103	44%	110,135	32%	100	54%
Some College	192,073	30%	97,519	36%	120	51%	119,910	35%	115	62%
College Graduate +	106,733	17%	61,105	23%	135	57%	76,919	22%	133	72%
Marital Status										
Married	355,338	56%	160,606	60%	107	45%	205,029	60%	106	58%
Never Married	181,260	29%	63,274	24%	82	35%	84,113	25%	86	46%
Wid/Sep/Div	95,694	15%	44,210	17%	109	46%	53,492	16%	103	56%
Employment Status										
Employed (FT/PT)	390,320	62%	162,627	61%	98	42%	210,470	61%	100	54%
Not Employed	241,972	38%	105,463	39%	103	44%	132,164	39%	101	55%
Residence										
Own	370,991	59%	200,435	75%	127	54%	242,528	71%	121	65%
Rent	230,931	37%	52,232	20%	53	23%	81,430	24%	65	35%
Other	30,370	5%	15,423	6%	120	51%	18,676	6%	113	62%
Ethnicity										
White	264,876	42%	143,719	54%	128	54%	178,407	52%	124	67%
Black	31,482	5%	16,231	6%	122	52%	20,898	6%	122	66%
Asian	29,918	5%	12,280	5%	97	41%	13,305	4%	82	45%
Other	33,750	5%	13,222	5%	92	39%	16,327	5%	89	48%
Hispanic	272,266	43%	82,638	31%	72	30%	113,697	33%	77	42%
Children in Household										
No children	314,385	50%	152,618	57%	114	49%	193,319	56%	113	62%
One child	115,486	18%	50,321	19%	103	44%	63,436	19%	101	55%
Two children	112,959	18%	34,884	13%	73	31%	47,029	14%	77	42%
Three or more children	89,462	14%	30,267	11%	80	34%	38,850	11%	80	43%