

# FMC Fresno/Madera County



Fresno/Madera County

Median Age: 42  
Median Household Income: \$42,988

\*The Bee-Family of Products  
Reach 493,993 (67%)

	Fresno/Madera County		Daily Fresno Bee Readership				Sunday Fresno Bee Readership			
	Population	Vert %	Population	Vert %	Index	Horz %	Population	Vert %	Index	Horz %
<b>Fresno/Madera County</b>	738,794	100%	299,403	100%	100	41%	383,174	100%	100	52%
<b>Gender</b>										
Men	365,667	50%	153,211	51%	103	42%	182,180	48%	96	50%
Women	373,127	51%	146,192	49%	97	39%	200,994	53%	104	54%
<b>Age</b>										
18 - 24	120,488	16%	33,251	11%	68	28%	46,031	12%	74	38%
25 - 34	153,895	21%	37,206	12%	60	24%	55,228	14%	69	36%
35 - 44	139,639	19%	52,250	18%	92	37%	68,995	18%	95	49%
45 - 54	128,935	18%	60,999	20%	117	47%	78,793	21%	118	61%
55 - 64	91,041	12%	50,158	17%	136	55%	57,716	15%	122	63%
65 +	104,796	14%	65,539	22%	154	63%	76,411	20%	141	73%
<b>Household Income</b>										
Less than \$20,000	107,114	15%	22,051	7%	51	21%	27,916	7%	50	26%
\$20,000 - \$24,999	46,065	6%	11,195	4%	60	24%	17,207	5%	72	37%
\$25,000 - \$34,999	126,292	17%	42,197	14%	82	33%	59,899	16%	91	47%
\$35,000 - \$49,999	152,053	21%	61,224	20%	99	40%	73,108	19%	93	48%
\$50,000 - \$74,999	116,669	16%	56,247	19%	119	48%	72,271	19%	119	62%
\$75,000 +	190,601	26%	106,489	36%	138	56%	132,773	35%	134	70%
<b>Education</b>										
No High School	90,644	12%	7,830	3%	21	9%	14,965	4%	32	17%
Some High School	64,915	9%	13,906	5%	53	21%	23,993	6%	71	37%
High School Graduate	242,588	33%	102,039	34%	104	42%	123,645	32%	98	51%
Some College	221,600	30%	109,645	37%	122	50%	137,024	36%	119	62%
College Graduate +	119,047	16%	65,983	22%	137	55%	83,547	22%	135	70%
<b>Marital Status</b>										
Married	419,464	57%	180,287	60%	106	43%	231,930	61%	107	55%
Never Married	207,588	28%	69,003	23%	82	33%	90,034	24%	84	43%
Wid/Sep/Div	111,742	15%	50,113	17%	111	45%	61,210	16%	106	55%
<b>Employment Status</b>										
Employed (FT/PT)	450,349	61%	177,218	59%	97	39%	232,224	61%	99	52%
Not Employed	288,445	39%	122,185	41%	105	42%	150,950	39%	101	52%
<b>Residence</b>										
Own	439,307	60%	227,446	76%	128	52%	275,532	72%	121	63%
Rent	266,377	36%	55,833	19%	52	21%	88,598	23%	64	33%
Other	33,110	5%	16,124	5%	120	49%	19,044	5%	111	58%
<b>Ethnicity</b>										
White	318,380	43%	163,775	55%	127	51%	205,531	54%	124	65%
Black	34,159	5%	17,643	6%	127	52%	21,618	6%	122	63%
Asian	30,287	4%	12,280	4%	100	41%	13,305	4%	85	44%
Other	37,422	5%	14,717	5%	97	39%	18,043	5%	93	48%
Hispanic	318,546	43%	90,988	30%	70	29%	124,677	33%	75	39%
<b>Children in Household</b>										
No children	365,956	50%	174,604	58%	118	48%	217,801	57%	115	60%
One child	133,397	18%	52,005	17%	96	39%	66,917	18%	97	50%
Two children	135,487	18%	40,519	14%	74	30%	57,598	15%	82	43%
Three or more children	103,954	14%	32,275	11%	77	31%	40,858	11%	76	39%

\* 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