

South Valley Bee Zips*



Zips*: 93202, 93204, 93210, 93212, 93219, 93221, 93223, 93230, 93234, 93235, 93239, 93242, 93245, 93247, 93256, 93257, 93265, 93266, 93267, 93270, 93272, 93274, 93277, 93286, 93291, 93292, 93609, 93615, 93616, 93618, 93621, 93624, 93625, 93631, 93646, 93647, 93654, 93656, 93662, 93670, 93673 & 93675

Median Age: 39
 Median Household Income: \$35,765

	South Valley Bee Zips		Daily Fresno Bee Readership			Sunday Fresno Bee Readership		
	Population	Profile	Population	Profile	Reach	Population	Profile	Reach
South Valley Bee Zips	493,849	100%	92,212	100%	19%	128,644	100%	26%
Gender								
Men	269,193	55%	57,912	63%	22%	71,121	55%	26%
Women	224,656	46%	34,300	37%	15%	57,523	45%	26%
Age								
18 - 24	88,837	18%	11,240	12%	13%	18,385	14%	21%
25 - 34	111,755	23%	9,947	11%	9%	22,704	18%	20%
35 - 44	92,755	19%	10,642	12%	12%	12,908	10%	14%
45 - 54	85,379	17%	21,887	24%	26%	27,626	22%	32%
55 - 64	56,886	12%	20,394	22%	36%	26,532	21%	47%
65 +	58,237	12%	18,102	20%	31%	20,489	16%	35%
Household Income								
Less than \$20,000	76,108	15%	5,170	6%	7%	5,778	5%	8%
\$20,000 - \$24,999	64,264	13%	6,768	7%	11%	16,834	13%	26%
\$25,000 - \$34,999	98,351	20%	12,163	13%	12%	17,316	14%	18%
\$35,000 - \$49,999	101,457	21%	20,818	23%	21%	26,096	20%	26%
\$50,000 - \$74,999	66,606	14%	19,178	21%	29%	29,090	23%	44%
\$75,000 +	87,063	18%	28,115	31%	32%	33,530	26%	39%
Education								
No High School	84,604	17%	2,644	3%	3%	4,804	4%	6%
Some High School	42,771	9%	4,700	5%	11%	4,085	3%	10%
High School Graduate	179,034	36%	28,158	31%	16%	45,291	35%	25%
Some College	134,888	27%	37,419	41%	28%	51,059	40%	38%
College Graduate +	52,552	11%	19,291	21%	37%	23,405	18%	45%
Marital Status								
Married	309,479	63%	61,462	67%	20%	77,941	61%	25%
Never Married	112,136	23%	18,958	21%	17%	32,222	25%	29%
Wid/Sep/Div	72,234	15%	11,792	13%	16%	18,481	14%	26%
Employment Status								
Employed (FT/PT)	335,385	68%	58,877	64%	18%	89,353	70%	27%
Not Employed	158,464	32%	33,335	36%	21%	39,291	31%	25%
Residence								
Own	273,370	55%	66,866	73%	25%	83,865	65%	31%
Rent	200,422	41%	19,961	22%	10%	33,063	26%	17%
Other	20,057	4%	5,385	6%	27%	11,716	9%	58%
Ethnicity								
White	207,659	42%	53,108	58%	26%	70,894	55%	34%
Black	7,986	2%	172	0%	2%	0	0%	0%
Asian	7,129	1%	3,237	4%	45%	2,058	2%	29%
Other	22,097	5%	7,731	8%	35%	9,190	7%	42%
Hispanic	248,978	50%	27,964	30%	11%	46,502	36%	19%
Children in Household								
No children	213,203	43%	56,275	61%	26%	75,618	59%	36%
One child	74,435	15%	17,405	19%	23%	24,288	19%	33%
Two children	89,637	18%	4,072	4%	5%	6,480	5%	7%
Three or more children	116,574	24%	14,460	16%	12%	22,258	17%	19%