

RTA Retail Trade Area



Fresno, Madera,
Kings & Tulare County

Median Age: 41
Median Household Income: \$39,021

***The Bee-Family of Products
Reach 637,748 (56%)**

	Fresno RTA		Daily Fresno Bee Readership				Sunday Fresno Bee Readership			
	Population	Vert %	Population	Vert %	Index	Horz %	Population	Vert %	Index	Horz %
RTA - Fresno, Madera, Kings & Tulare County	1,140,124	100%	361,552	100%	100	32%	469,937	100%	100	41%
Gender										
Men	580,335	51%	193,537	54%	105	33%	230,739	49%	96	40%
Women	559,789	49%	168,015	47%	95	30%	239,198	51%	104	43%
Age										
18 - 24	190,547	17%	39,372	11%	65	21%	56,407	12%	72	30%
25 - 34	241,185	21%	43,096	12%	56	18%	69,818	15%	70	29%
35 - 44	218,497	19%	57,984	16%	84	27%	77,158	16%	86	35%
45 - 54	195,710	17%	74,612	21%	120	38%	95,633	20%	119	49%
55 - 64	139,037	12%	67,198	19%	152	48%	79,161	17%	138	57%
65 +	155,148	14%	79,290	22%	161	51%	91,760	20%	143	59%
Household Income										
Less than \$20,000	170,143	15%	25,566	7%	47	15%	31,424	7%	45	19%
\$20,000 - \$24,999	104,213	9%	16,239	5%	49	16%	31,335	7%	73	30%
\$25,000 - \$34,999	206,811	18%	49,802	14%	76	24%	70,240	15%	82	34%
\$35,000 - \$49,999	232,806	20%	75,712	21%	103	33%	90,315	19%	94	39%
\$50,000 - \$74,999	164,654	14%	66,638	18%	128	41%	89,785	19%	132	55%
\$75,000 +	261,497	23%	127,595	35%	154	49%	156,838	33%	146	60%
Education										
No High School	159,160	14%	10,076	3%	20	6%	17,887	4%	27	11%
Some High School	100,855	9%	17,984	5%	56	18%	26,420	6%	64	26%
High School Graduate	385,965	34%	116,710	32%	95	30%	151,135	32%	95	39%
Some College	332,398	29%	135,910	38%	129	41%	174,787	37%	128	53%
College Graduate +	161,746	14%	80,872	22%	158	50%	99,708	21%	150	62%
Marital Status										
Married	669,282	59%	221,461	61%	104	33%	281,491	60%	102	42%
Never Married	293,870	26%	80,245	22%	86	27%	111,337	24%	92	38%
Wid/Sep/Div	176,972	16%	59,846	17%	107	34%	77,109	16%	106	44%
Employment Status										
Employed (FT/PT)	722,368	63%	217,091	60%	95	30%	293,311	62%	99	41%
Not Employed	417,756	37%	144,461	40%	109	35%	176,626	38%	103	42%
Residence										
Own	661,489	58%	271,755	75%	130	41%	330,373	70%	121	50%
Rent	427,478	38%	70,024	19%	52	16%	110,540	24%	63	26%
Other	51,157	5%	19,773	6%	122	39%	29,024	6%	138	57%
Ethnicity										
White	493,816	43%	203,607	56%	130	41%	257,249	55%	126	52%
Black	41,333	4%	17,643	5%	135	43%	21,618	5%	127	52%
Asian	35,733	3%	14,050	4%	124	39%	13,896	3%	94	39%
Other	56,959	5%	22,129	6%	123	39%	26,690	6%	114	47%
Hispanic	512,283	45%	104,123	29%	64	20%	150,484	32%	71	29%
Children in Household										
No children	534,420	47%	214,246	59%	126	40%	271,349	58%	123	51%
One child	192,603	17%	63,591	18%	104	33%	83,284	18%	105	43%
Two children	207,488	18%	42,170	12%	64	20%	59,551	13%	70	29%
Three or more children	205,613	18%	41,545	12%	64	20%	55,753	12%	66	27%