

Fresno Bee

Demographics

Daily Newspaper Readership **373,392**
Sunday Newspaper Readership **480,361**

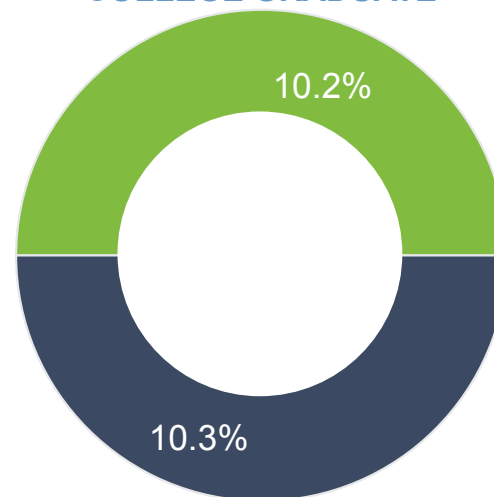
FINANCIAL SERVICES (HAS OR USE)

6.8%
Certificates of Deposit
6.0%

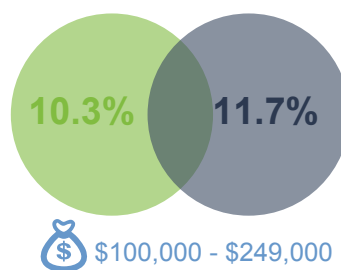
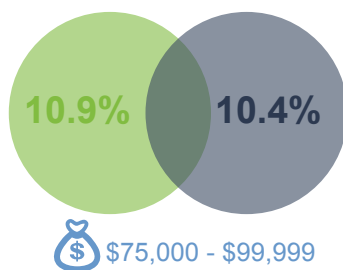
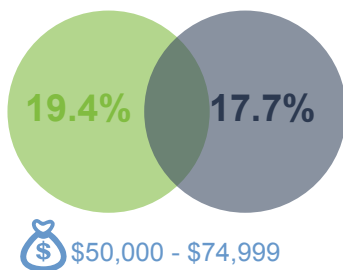


65.2%
Savings Account
65.0%

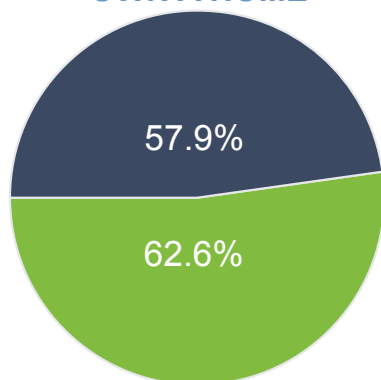
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 243

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