

The Fresno Bee
Is The Way To Reach
The Fresno Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	1,227,383	421,520	34	498,916	41	593,880	307,851	52	359,781	61
Males	616,788	223,077	36	243,032	39	295,348	156,813	53	168,350	57
Females	610,595	198,443	33	255,884	42	298,532	151,038	51	191,431	64
18-24 Years of Age	200,221	56,570	28	66,887	33	97,434	41,475	43	45,700	47
25-34	250,973	53,008	21	69,231	28	121,045	42,828	35	59,739	49
35-44	246,068	81,957	33	99,382	40	117,417	59,293	51	68,825	59
45-54	214,808	81,874	38	101,979	48	104,779	56,781	54	69,159	66
Age 55-64	140,971	56,952	40	67,321	48	68,254	40,841	60	48,442	71
Age 65+	174,342	91,159	52	94,116	54	84,951	66,633	78	67,916	80
College Graduate +	166,032	86,867	52	95,253	57	97,849	66,112	68	73,311	75
Any College +	522,654	236,267	45	270,143	52	274,800	173,093	63	193,906	71
Prof'l/Mgmt/Busn & Finc'l Operations	206,535	83,576	41	93,070	45	106,945	62,826	59	68,197	64
Mgmt/Busn & Finc'l Operations	85,487	33,257	39	37,534	44	38,673	22,410	58	25,052	65
White Collar	376,921	152,579	41	179,191	48	197,330	112,529	57	131,620	67
Employed	754,645	263,799	35	313,232	42	381,031	191,478	50	226,338	59
Married	690,184	265,601	39	301,837	44	328,393	184,876	56	208,035	63
1+ Children in HH	663,527	196,513	30	237,583	36	312,879	141,982	45	168,729	54
White	1,065,858	376,552	35	442,315	42	501,242	264,360	53	312,034	62
Black	86,538	22,897	27	31,889	37	47,724	21,850	46	24,647	52
Hispanic	530,796	134,829	25	168,607	32	250,307	97,955	39	122,389	49
HHI \$75,000+	233,155	114,567	49	133,721	57	120,474	80,142	67	89,299	74
HHI \$50,000+	424,917	195,503	46	212,616	50	212,447	140,348	66	152,067	72
HHI \$35,000+	709,494	292,757	41	333,141	47	346,837	212,119	61	239,087	69
Home Owner	706,524	294,554	42	339,286	48	341,365	212,036	62	238,496	70
New Cars Owned/Leased										
Own/Leased 1+ Domestic Vehicles	920,867	313,948	34	362,904	39	418,528	217,994	52	253,430	61
Own/Leased 1+ Foreign Vehicles	567,057	202,520	36	246,731	44	280,492	152,248	54	178,903	64
HH Owns 2+ Vehicles	803,888	294,814	37	331,846	41	376,846	205,765	55	233,423	62
HH Owns Any Vehicle Bght New or Leased	651,038	251,460	39	293,148	45	300,611	179,727	60	206,047	69
HH Plans to Buy Veh. New/Leased Next Yr	147,670	52,560	36	51,397	35	68,098	36,441	54	35,976	53
Business Decision Maker For:										
Computer Hardware/Software	91,784	41,969	46	49,761	54	52,777	34,575	66	37,255	71
Information Technology (Network/Internet)	39,236	19,051	49	24,252	62	24,400	15,694	64	17,720	73
Communication Equipment	53,476	21,972	41	29,388	55	27,323	16,211	59	20,185	74
Communication Services	85,827	39,047	46	43,467	51	46,480	25,442	55	30,834	66
Overnight Mail/Delivery System	29,222	14,902	51	19,702	67	23,771	13,556	57	15,701	66
Business Travel Arrangements	31,097	14,015	45	19,356	62	23,184	12,353	53	15,039	65
Office Equipment (Copier/Fax/Etc.)	63,635	24,915	39	31,535	50	56,725	22,110	39	27,450	48

Source: The Scarborough Report – 2005, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/FRE-D-501-R3/©2005 Newspapers First

* Percentages relatively unstable due to small base

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	DMA					CBSA				
	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	222,597	102,425	46	118,411	53	118,501	77,316	65	85,103	72
Account With Broker	64,574	36,449	56	38,188	59	44,261	31,355	71	31,666	72
Own Mutual Funds	284,099	132,043	47	150,889	53	141,606	96,470	68	107,646	76
Used Any Amex Card-3 Months	73,109	40,165	55	41,694	57	39,744	27,841	70	30,583	77
Used Any Visa Card-3 Months	563,060	222,518	40	262,326	47	297,615	164,915	55	190,939	64
Domestic Travel										
1+ Trips	916,220	337,516	37	390,560	43	449,361	248,463	55	285,873	64
1+ Air Trips	252,745	117,242	46	133,612	53	138,388	84,474	61	97,473	70
1+ Personal/Vacation Air Trips	232,141	106,005	46	120,821	52	122,612	75,019	61	87,484	71
1+ Business Air Trips	78,617	37,725	48	44,904	57	49,231	28,339	58	31,451	64
Used Travel Agent	113,721	39,783	35	44,176	39	54,864	32,820	60	37,988	69
Car Rental For Business	110,937	47,442	43	56,860	51	75,470	41,589	55	46,557	62
Car Rental For Personal/Vacation	258,249	96,810	38	111,902	43	133,634	72,308	54	83,756	63
Hotel/Motels-For Business	236,519	90,671	38	110,012	47	116,184	65,077	56	74,474	64
Hotel/Motels-For Personal/Vacation	648,734	254,116	39	306,011	47	316,828	183,199	58	217,454	69
Foreign Travel										
1+ Foreign Trips	434,249	153,144	35	175,912	41	228,615	125,032	55	139,292	61
1+ Cruise	128,929	61,095	47	67,072	52	64,423	43,722	68	46,869	73
Domestic Destinations										
Las Vegas	197,571	81,508	41	98,552	50	108,696	61,001	56	73,966	68
Lake Tahoe	66,159	28,816	44	31,948	48	37,116	21,497	58	24,066	65
Los Angeles	240,971	93,015	39	101,244	42	135,591	68,478	51	79,634	59
San Francisco	207,747	89,177	43	100,546	48	118,876	68,106	57	76,335	64
Foreign Destinations										
Canada	50,534	25,721	51	33,525	66	33,629	22,061	66	25,356	75
Mexico	274,631	94,227	34	102,459	37	145,206	73,164	50	81,669	56
Hawaii	83,093	33,891	41	39,827	48	46,773	30,229	65	32,288	69
Europe	75,290	30,025	40	27,400	36	36,122	23,275	64	23,805	66
Caribbean/Bahamas	21,443	10,571	49	13,669	64	13,918	9,195	66	11,085	80
Technology										
Cellular Phone Carriers	739,241	269,168	36	321,891	44	363,375	199,168	55	230,744	64
Own PC	691,375	269,306	39	317,264	46	351,336	199,928	57	234,379	67
Bought Hardware/Software	379,239	161,299	43	181,197	48	194,760	115,853	60	137,493	71
Have On-line Service	609,142	250,211	41	286,484	47	306,510	182,412	60	208,990	68
Shop On-line	433,201	188,904	44	215,856	50	213,126	133,130	63	151,577	71
Purchase On-line	372,544	169,248	45	188,959	51	186,823	117,274	63	134,586	72
Financial Information On-line	302,490	93,880	31	126,275	42	277,720	88,555	32	118,770	43

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