

Modesto Bee Reader Demographics – Daily/Sunday

	Total Adults Total Market*	% Market	% Total Daily Readers	% Reach	% Total Sunday Readers	% Reach
Adults in market	374,700	100%	100.0%	48%	100%	52%
<u>Gender</u>						
Men	183,300	49%	47%	47%	48%	51%
Women	191,500	51%	53%	50%	52%	53%
<u>Age</u>						
18-24	72,800	19%	15%	37%	17%	46%
25-34	66,200	18%	16%	45%	14%	41%
35-44	82,400	22%	18%	40%	18%	42%
45-49	34,800	9%	9%	48%	9%	52%
50-54	32,700	9%	10%	55%	11%	66%
55-64	36,700	10%	14%	67%	14%	76%
65 or older	45,100	12%	16%	65%	15%	65%
<u>Income</u>						
Under \$20,000	47,000	13%	15%	58%	11%	46%
\$20-\$24,999	27,500	7%	5%	31%	5%	34%
\$25-\$29,999	20,100	5%	6%	53%	7%	70%
\$30-\$34,999	22,600	6%	7%	52%	5%	46%
\$35-\$49,999	96,800	26%	24%	44%	28%	56%
\$50-\$74,999	81,400	22%	23%	51%	22%	54%
\$75-\$99,999	40,500	11%	10%	45%	9%	44%
\$100-\$149,999	22,500	6%	8%	62%	9%	79%
\$150,000 and over	16,400	4%	4%	40%	3%	32%
<u>Household</u>						
Home owners	251,500	67%	70%	51%	75%	58%
Home renters	109,300	29%	26%	43%	21%	38%
Children in household	267,100	71%	64%	43%	58%	42%
College-educated	223,800	60%	65%	51%	67%	58%
Married	232,000	62%	65%	51%	64%	54%
<u>Occupation</u>						
Managerial/professional	50,200	13%	15%	56%	17%	67%
Technical	20,500	5%	6%	55%	6%	54%
Administrative/clerical	30,200	8%	5%	28%	7%	42%
Sales	13,300	4%	4%	54%	4%	56%
Service workers	53,600	14%	13%	44%	14%	51%
Non-farm laborers	46,800	13%	7%	29%	11%	47%
Other	3,400	1%	2%	86%	0%	0%
<u>Working Women</u>						
Full-time	175,600	47%	20%	20%	21%	23%
Part-time	59,800	16%	9%	26%	9%	31%
<u>Ethnicity</u>						
White	281,800	75%	78%	50%	76%	53%
Black	9,200	2%	3%	59%	3%	59%
Asian/Pacific Islander	12,600	3%	2%	36%	3%	48%
Other	71,100	19%	17%	42%	36%	49%
Hispanic	112,800	30%	25%	40%	49%	42%

* Total Market = Stanislaus and So. San Joaquin Counties. Source: ABC Reader Profile Audit, June 2001