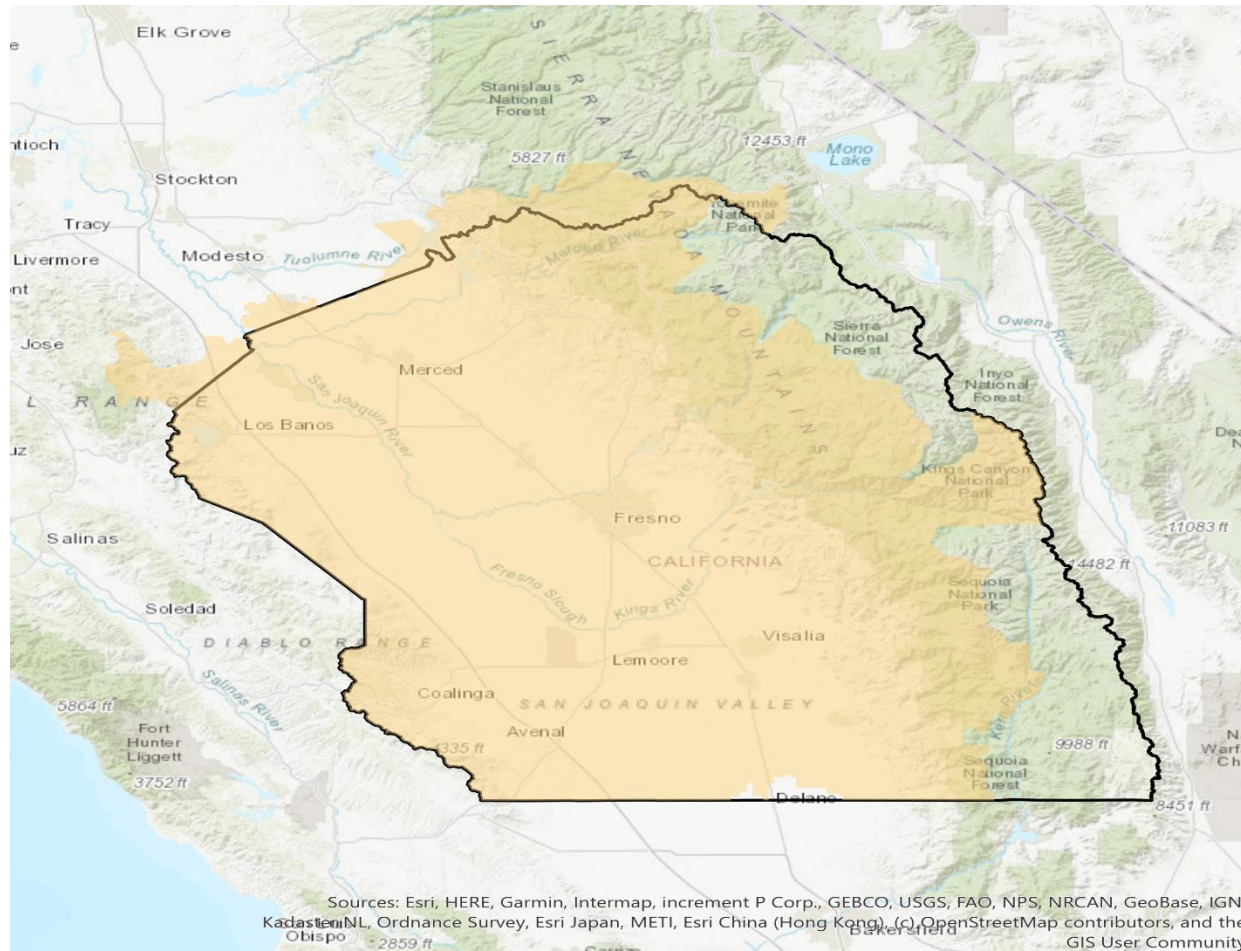


# Fresno-Visalia CA Interconnect



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

Interconnect
  Fresno-Visalia DMA

## Fresno-Visalia

DMA Rank	55
Total DMA TV Universe Estimate (UE)	507,810

## Interconnect

I+ Full Footprint UE	370,268
I+ DMA UE	370,268
% DMA UE	72.9%



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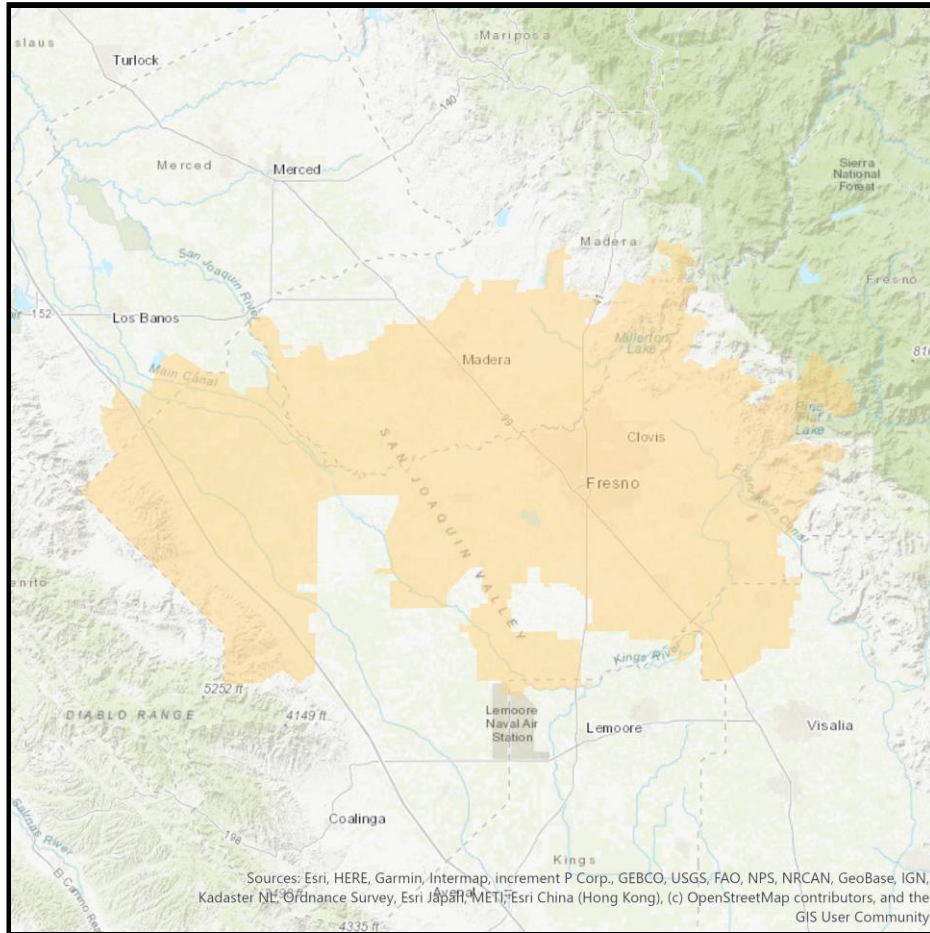
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# Fresno 1

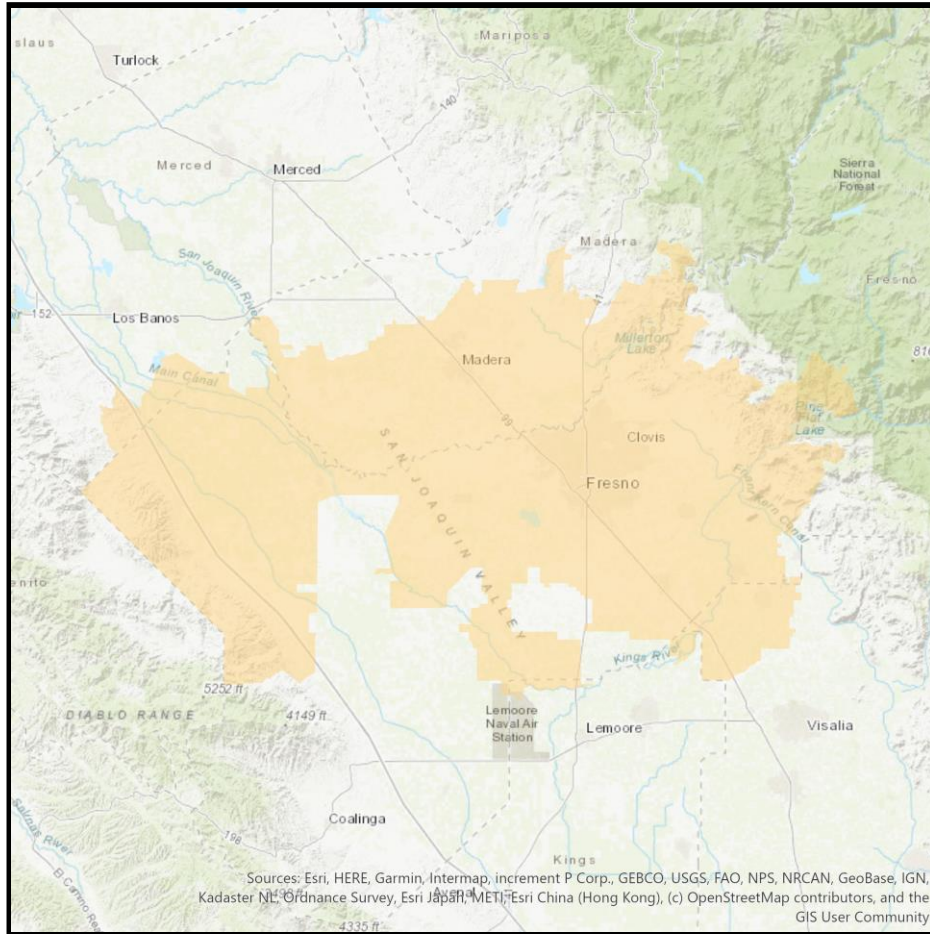


## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	28.9%
	Adults 18-34	25.3%
	Adults 35-54	23.7%
	Adults 55+	22.0%
	<b>Education</b>	
	Attended College+	52.4%
	<b>Marital Status</b>	
	Single (Never Married)	37.2%
	Married	45.5%
	Divorced/Separated/Widowed	17.4%
	<b>Household Income</b>	
	\$30,000-\$49,999	18.3%
	\$50,000-\$74,999	17.2%
	\$75,000-\$99,999	12.1%
	\$100,000+	24.1%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	50.8%
	% of HH with Children	41.8%
	<b>Race</b>	
	White	65.4%
	Asian	9.7%
	Black/African American	4.7%
	Other	20.1%
	<b>Ethnicity</b>	
	Hispanic	55.1%

## Communities Served

- Biola
- Firebaugh
- Kerman
- Parlier
- Sanger
- Clovis
- Fowler
- Kingsburg
- Reedley
- Selma
- Del Rey
- Fresno
- Madera
- Riverdale
- Dinuba
- Friant
- Mendota
- San Joaquin



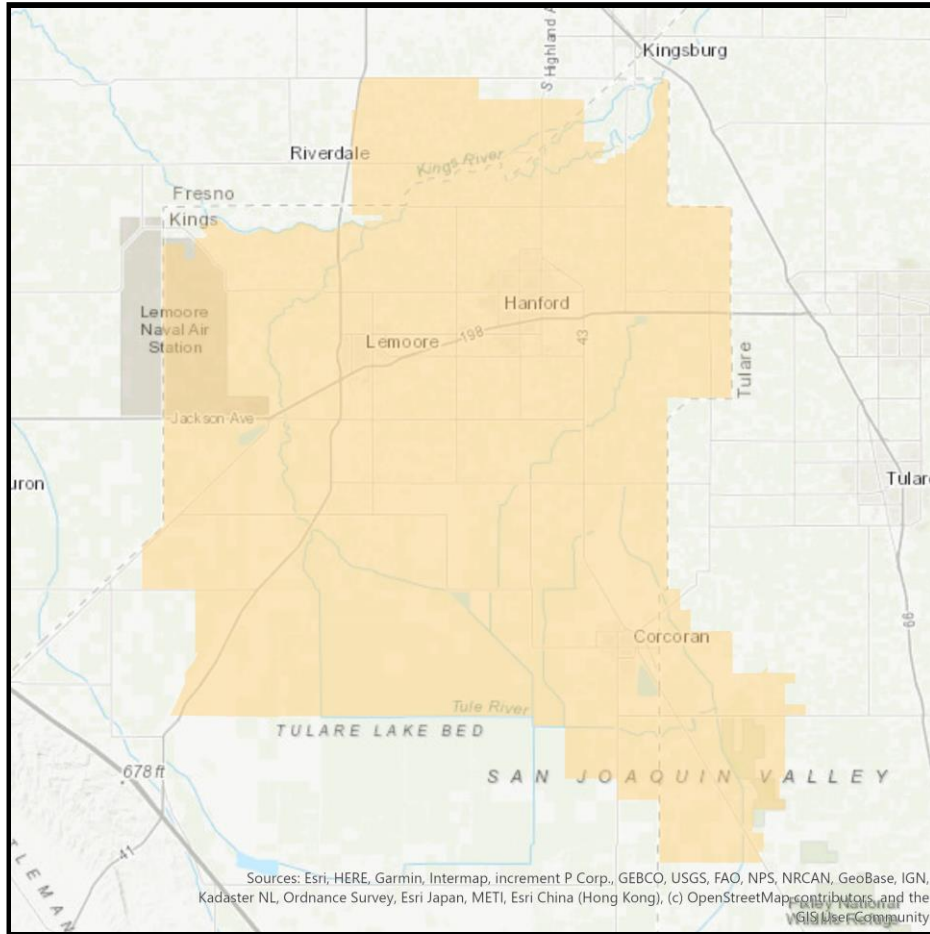
## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	28.9%
	Adults 18-34	25.3%
	Adults 35-54	23.7%
	Adults 55+	22.0%
	<b>Education</b>	
	Attended College+	52.4%
	<b>Marital Status</b>	
	Single (Never Married)	37.1%
	Married	45.5%
	Divorced/Separated/Widowed	17.4%
	<b>Household Income</b>	
	\$30,000-\$49,999	18.3%
	\$50,000-\$74,999	17.2%
	\$75,000-\$99,999	12.1%
	\$100,000+	24.2%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	50.8%
	% of HH with Children	41.8%
	<b>Race</b>	
	White	65.4%
	Asian	9.8%
	Black/African American	4.7%
	Other	20.2%
	<b>Ethnicity</b>	
	Hispanic	55.0%







## Communities Served

- Clovis
- Fowler
- Kingsburg
- Reedley
- Selma
- Del Rey
- Fresno
- Madera
- Riverdale
- San Joaquin
- Dinuba
- Friant
- Mendota
- Sanger
- Firebaugh
- Kerman
- Parlier

# Hanford



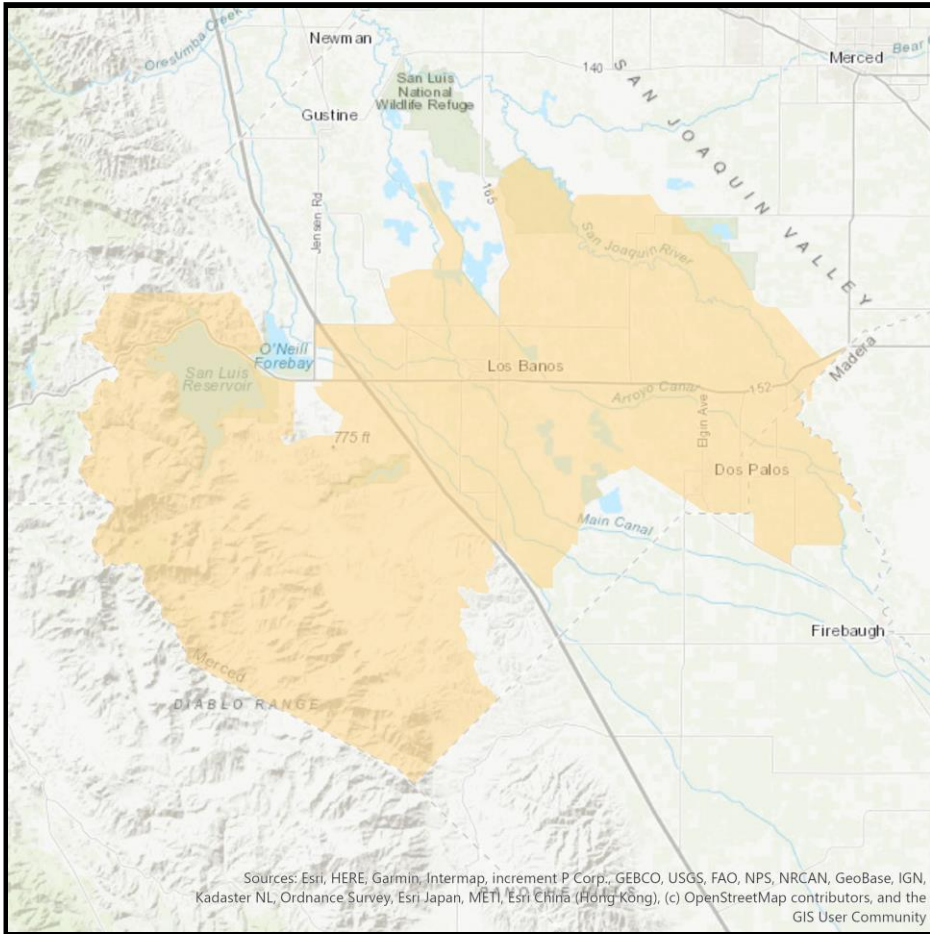
## Demographic Profile

Age Groups		
	Persons 17 and under	27.1%
	Adults 18-34	27.8%
	Adults 35-54	25.1%
	Adults 55+	20.0%
Education		
	Attended College+	50.3%
Marital Status		
	Single (Never Married)	35.9%
	Married	47.2%
	Divorced/Separated/Widowed	17.0%
Household Income		
	\$30,000-\$49,999	19.8%
	\$50,000-\$74,999	19.5%
	\$75,000-\$99,999	14.0%
	\$100,000+	23.2%
Housing Units & Family Type		
	% Owner Occupied Units	49.4%
	% of HH with Children	46.5%
Race		
	White	69.7%
	Asian	4.2%
	Black/African American	6.5%
	Other	19.6%
Ethnicity		
	Hispanic	51.7%

## Communities Served

- Armona
- Hanford
- Lemoore
- Corcoran
- Laton
- Stratford

# Los Banos



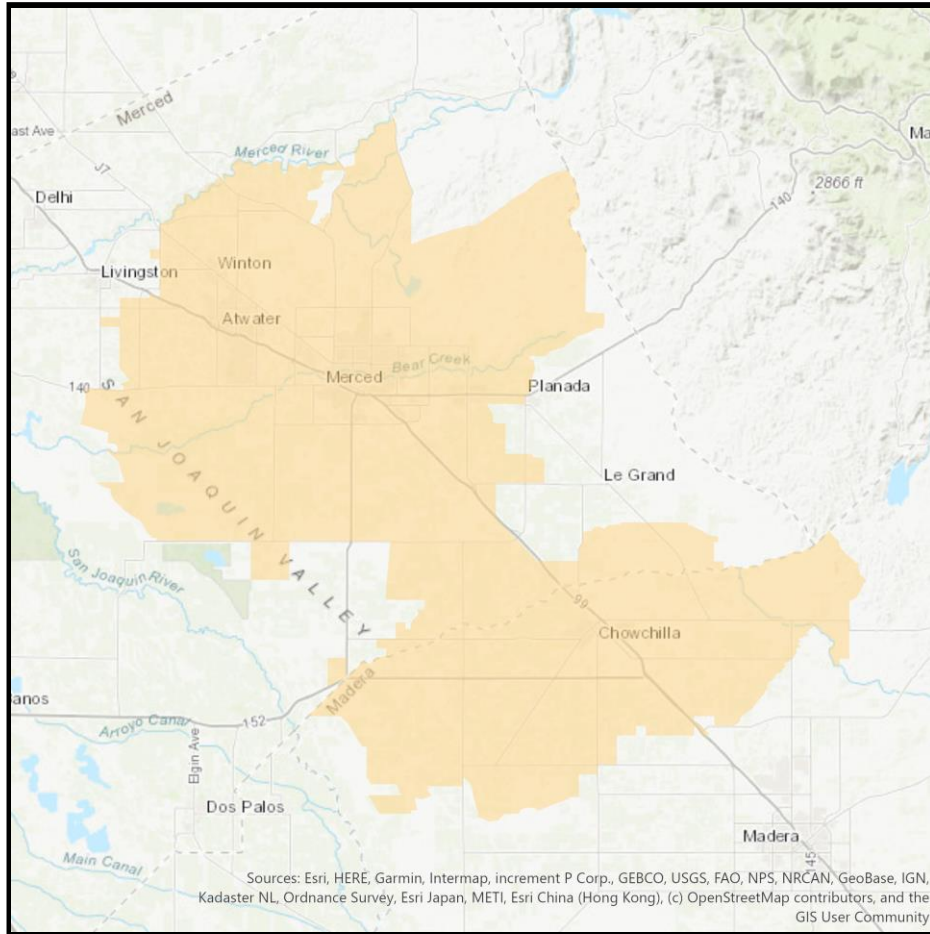
## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	32.9%
	Adults 18-34	22.3%
	Adults 35-54	24.7%
	Adults 55+	20.1%
	<b>Education</b>	
	Attended College+	38.5%
	<b>Marital Status</b>	
	Single (Never Married)	34.7%
	Married	51.8%
	Divorced/Separated/Widowed	13.6%
	<b>Household Income</b>	
	\$30,000-\$49,999	19.1%
	\$50,000-\$74,999	18.3%
	\$75,000-\$99,999	14.8%
	\$100,000+	23.5%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	52.5%
	% of HH with Children	49.8%
	<b>Race</b>	
	White	60.6%
	Asian	2.7%
	Black/African American	2.5%
	Other	34.2%
	<b>Ethnicity</b>	
	Hispanic	70.9%

## Communities Served

- Dos Palos
- Los Banos

# Merced 1



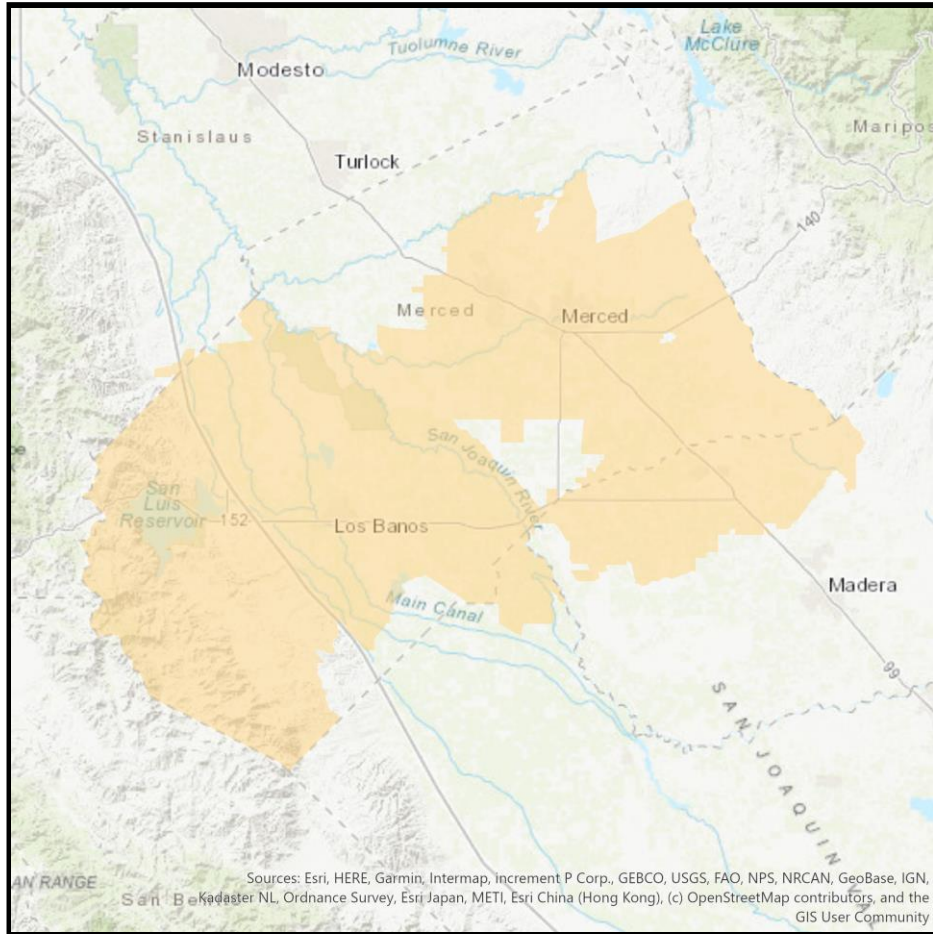
## Demographic Profile

Age Groups	
Persons 17 and under	27.8%
Adults 18-34	27.8%
Adults 35-54	23.9%
Adults 55+	20.5%
Education	
Attended College+	47.7%
Marital Status	
Single (Never Married)	40.0%
Married	42.1%
Divorced/Separated/Widowed	17.9%
Household Income	
\$30,000-\$49,999	19.6%
\$50,000-\$74,999	17.7%
\$75,000-\$99,999	11.7%
\$100,000+	21.8%
Housing Units & Family Type	
% Owner Occupied Units	46.4%
% of HH with Children	42.6%
Race	
White	56.1%
Asian	8.9%
Black/African American	4.7%
Other	30.3%
Ethnicity	
Hispanic	53.0%







## Communities Served

- Atwater
- Chowchilla
- Merced
- Winton

# Merced 2



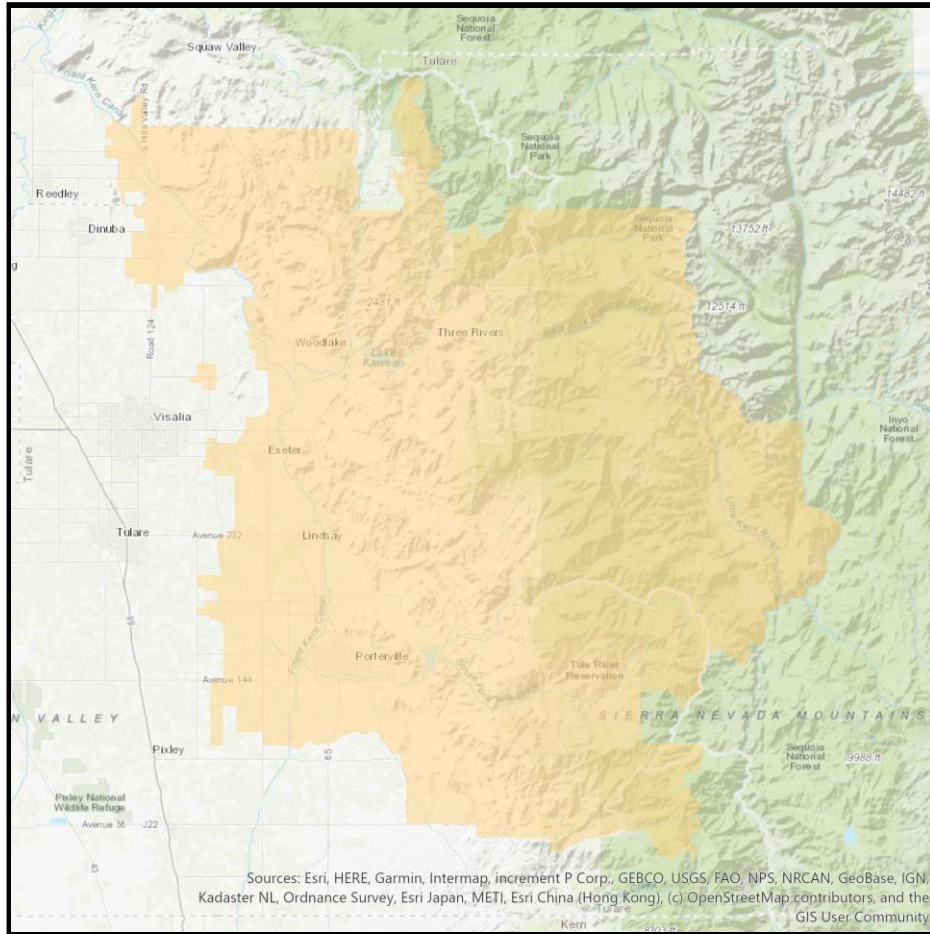
## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	28.8%
	Adults 18-34	26.4%
	Adults 35-54	24.2%
	Adults 55+	20.7%
	<b>Education</b>	
	Attended College+	45.4%
	<b>Marital Status</b>	
	Single (Never Married)	38.4%
	Married	44.8%
	Divorced/Separated/Widowed	16.8%
	<b>Household Income</b>	
	\$30,000-\$49,999	19.6%
	\$50,000-\$74,999	18.1%
	\$75,000-\$99,999	12.3%
	\$100,000+	22.0%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	48.2%
	% of HH with Children	43.8%
	<b>Race</b>	
	White	57.6%
	Asian	7.2%
	Black/African American	4.0%
	Other	31.2%
	<b>Ethnicity</b>	
	Hispanic	57.4%







## Communities Served

- Atwater
- Dos Palos
- Los Banos
- Winton
- Chowchilla
- Gustine
- Merced
- Le Grand

# Porterville



## Demographic Profile

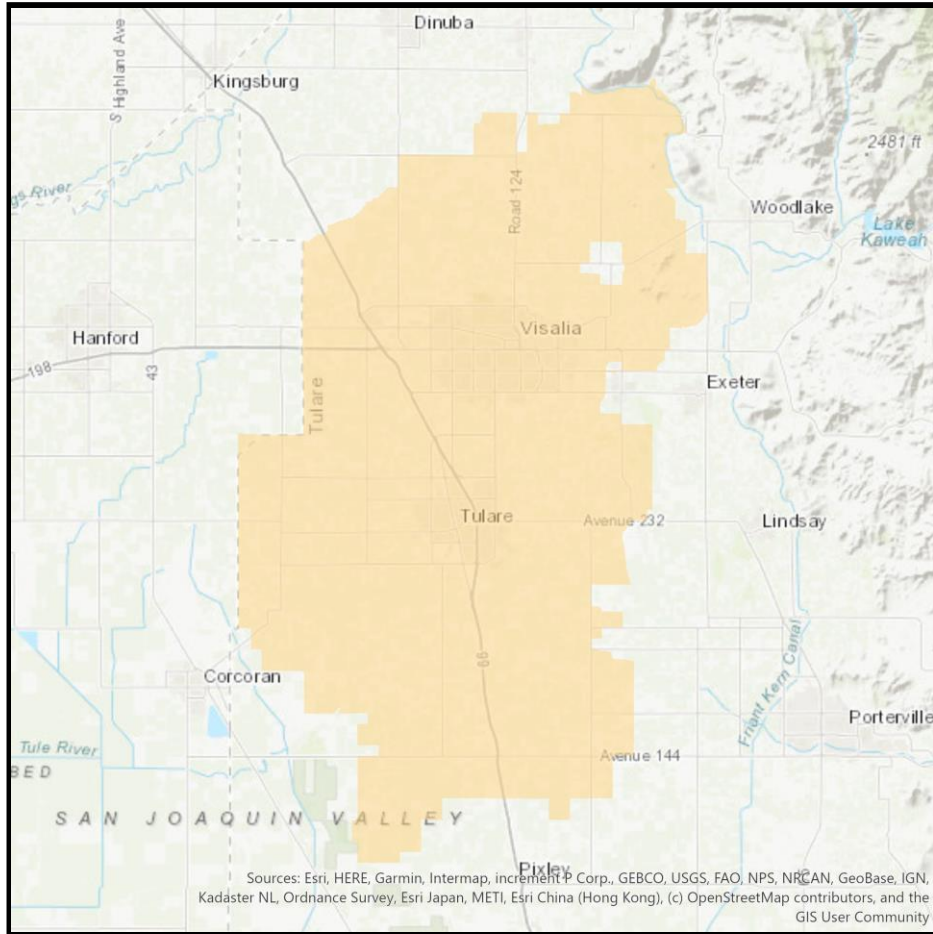
	<b>Age Groups</b>	
	Persons 17 and under	30.5%
	Adults 18-34	23.9%
	Adults 35-54	23.0%
	Adults 55+	22.5%
	<b>Education</b>	
	Attended College+	42.8%
	<b>Marital Status</b>	
	Single (Never Married)	34.9%
	Married	47.9%
	Divorced/Separated/Widowed	17.1%
	<b>Household Income</b>	
	\$30,000-\$49,999	20.2%
	\$50,000-\$74,999	17.2%
	\$75,000-\$99,999	10.2%
	\$100,000+	18.1%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	53.7%
	% of HH with Children	44.7%
	<b>Race</b>	
	White	71.9%
	Asian	3.2%
	Black/African American	0.8%
	Other	24.1%
	<b>Ethnicity</b>	
	Hispanic	66.6%

## Communities Served







- Cutler
- Ivanhoe
- Orange Cove
- Springville
- Woodlake
- Exeter
- Lemon Cove
- Orosi
- Strathmore
- Farmersville
- Lindsay
- Porterville
- Three Rivers



# Visalia 1



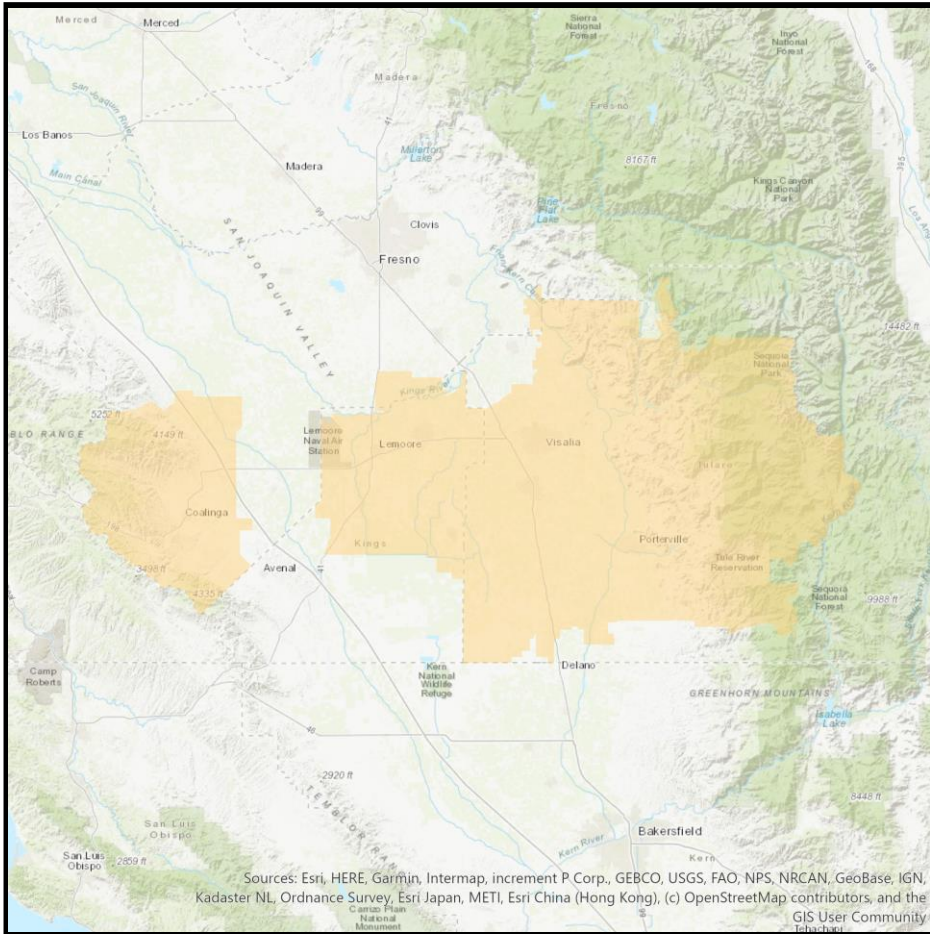
## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	31.2%
	Adults 18-34	25.2%
	Adults 35-54	23.5%
	Adults 55+	20.1%
	<b>Education</b>	
	Attended College+	53.5%
	<b>Marital Status</b>	
	Single (Never Married)	34.5%
	Married	49.2%
	Divorced/Separated/Widowed	16.3%
	<b>Household Income</b>	
	\$30,000-\$49,999	18.6%
	\$50,000-\$74,999	18.9%
	\$75,000-\$99,999	13.4%
	\$100,000+	24.8%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	55.1%
	% of HH with Children	45.6%
	<b>Race</b>	
	White	73.9%
	Asian	4.2%
	Black/African American	2.4%
	Other	19.5%
	<b>Ethnicity</b>	
	Hispanic	56.9%

## Communities Served

- Goshen
- Tipton
- Tulare
- Visalia

# Visalia 2



## Demographic Profile

		<b>Age Groups</b>	
	Persons 17 and under	29.9%	
	Adults 18-34	25.4%	
	Adults 35-54	24.0%	
	Adults 55+	20.7%	
		<b>Education</b>	
	Attended College+	46.9%	
			<b>Marital Status</b>
	Single (Never Married)	35.7%	
	Married	47.6%	
	Divorced/Separated/Widowed	16.7%	
		<b>Household Income</b>	
	\$30,000-\$49,999	19.7%	
	\$50,000-\$74,999	17.9%	
	\$75,000-\$99,999	12.1%	
	\$100,000+	21.5%	
		<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	52.3%	
	% of HH with Children	45.9%	
		<b>Race</b>	
	White	72.0%	
	Asian	3.8%	
	Black/African American	2.8%	
	Other	21.4%	
		<b>Ethnicity</b>	
	Hispanic	60.8%	

## Communities Served

- Armona
- Corcoran
- Cutler
- Earlimart
- Exeter
- Farmersville
- Hanford
- Ivanhoe
- Laton
- Lemon Cove
- Lemoore
- Lindsay
- Orange Cove
- Orosi
- Pixley
- Porterville
- Springville
- Stratford
- Strathmore
- Terra Bella
- Terra Bella
- Three Rivers
- Tipton
- Tulare
- Visalia
- Woodlake