



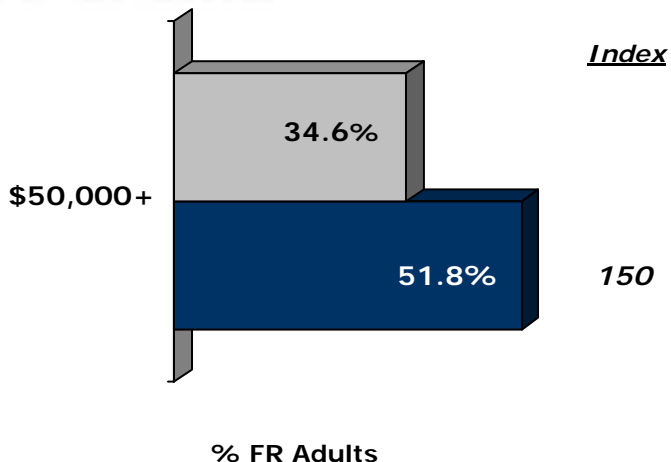
KFSN-TV Fresno

AUDIENCE PROFILE

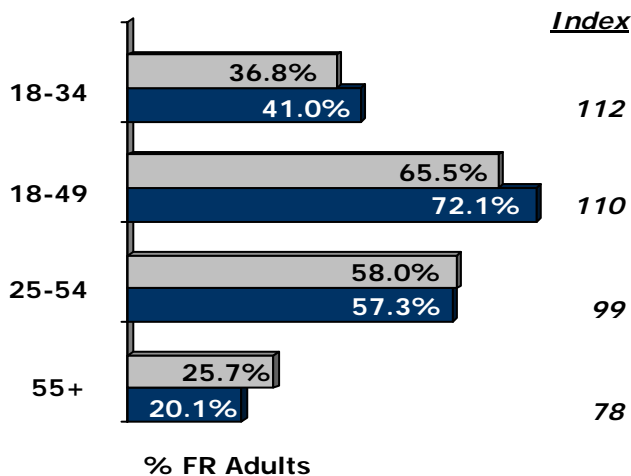
■ Total

■ Visited abc30.com in past month

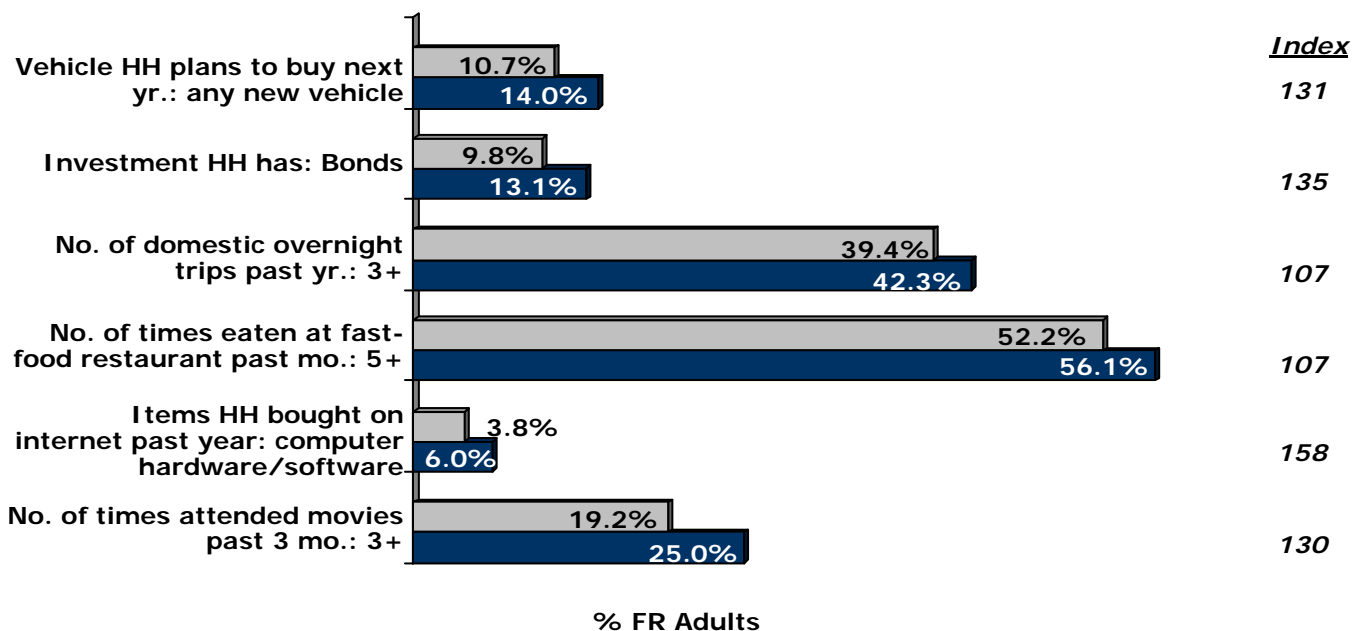
Household Income (annual)



Age



Delivers High Concentrations of Prospects for Key Categories



How to read: 10.7% of FR adults live in households that plan to buy a new vehicle next year. 14.0% of FR adults who visited abc30.com in the past month live in households that plan to buy a new vehicle next year. Therefore, FR adults that visited abc30.com in the past month are 31% more likely to live in households that plan to buy a new vehicle next year compared to the average FR adult.