

Role Profile: Fresno Bee Journalist Clara Kent

Part 1: Individual/Organization Profile

- Name: Clara Kent
- Job: Journalist for the Fresno Bee
- Paper: Fresno Bee
- Prominent issues covered by your newspaper: Local News, Agriculture news, California news, immigration, restaurant news, college sports
- Number of active print/digital subscriptions: More than 100,000 in Circulation
- Audience: Fresno County, Merced County, Tulare County, Madera County, Mariposa County, Kings County.

Part 2: Constituent or Audience Profile

Economics:

- **Prominent industries:**
 - Agriculture
 - Food Processing
 - Healthcare
 - Energy and Water Technology
- **Unemployment rate:**
 - Fresno County: 8.70%
 - Madera County: 8.3%
 - Merced County: 10.3%
 - Kings County: 9.8%
 - Mariposa County: 5.5%
 - Tulare County: 11.20%
- **Income Levels:**
 - Fresno:
 - Average household income: \$99,335
 - Median Household income: \$70,795
 - Poverty Rate: 18.7%
 - Madera:
 - Average Household Income: \$37,789

- Median Household Income: \$75,496
- Poverty Rate: 19.86%
- Mariposa:
 - Average Household Income: \$52,975
 - Median Household Income: \$52,661
 - Poverty Rate: 30.63%
- Kings:
 - Average Household Income: \$43,446
 - Median Household Income: \$68,750
 - Poverty Rate: 16.77%
- Merced:
 - Average Household Income: \$41,758
 - Median Household Income: \$65,004
 - Poverty Rate: 18.4%
- Tulare:
 - Average Household Income: \$39,994
 - Median Household Income: \$69,489
 - Poverty Rate: 17.76%

Demographics:

- Most of the central valley is considered rural and agricultural
- Population:
 - **Fresno: 547,720**
 - By Race:
 - White: 37.98%
 - 2 or more races: 17.02%
 - Other race: 29.66%
 - Asian: 11.66%
 - Black/African American: 4.89%
 - Native American/Alaskan Native: 2.23%
 - Native Hawaiian/Pacific Islander: 0.16%
 - By Ethnicity:
 - Non-Hispanic/Latino: 43.56%
 - Hispanic/Latino: 56.44%
 - By Age:
 - Under 18: 26.46
 - 18 and Up: 73.54%
 - 25 and Up: 63.07%
 - 65 and Up: 13.71%

- 85 and Up: 1.49%
- **Madera County: 167,916**
- By Race:
 - White: 30.9%
 - 2 or more races: 3.1%
 - Other race: 0.3%
 - Black/African American: 2.4%
 - Asian: 2.4%
 - Native American: 0.5%
 - Native Hawaiian of Pacific Islander: 0.1%
- By Ethnicity:
 - Non-Hispanic: 39.6%
 - Hispanic: 60.4%
- By Age:
 - 0 to 4: 6.6%
 - 5 to 19: 23.1%
 - 20 to 34: 20.7%
 - 35 to 49: 19%
 - 50 to 64: 16.1%
 - 65 and Up: 14.5%
- **Mariposa County: 16,651**
- By race:
 - White: 76.4%
 - 2 or more races: 4.5%
 - Other race: 0.9%
 - Native American: 1.6%
 - Asian: 1.6%
 - Black/African American: 1.3%
 - Native Hawaiian or Pacific Islander: 0%
- By Ethnicity:
 - Hispanic: 13.7%
 - Non-Hispanic: 86.3%
- By age:
 - 0 to 9: 9%
 - 10 to 19: 8%
 - 20 to 29: 8%
 - 30 to 39: 11%
 - 40 to 49: 11%
 - 50 to 59: 14%

- 60 to 69: 17%
 - 70 to 79: 14%
 - 80 and Up: 6%
- **Merced county: 295,340**
- By race:
 - White: 36%
 - Other race: 39.9
 - 2 or more races: 12.3%
 - Asian: 7.1%
 - Black/African American: 2.9%
 - Native American: 1.4%
 - Native Hawaiian or Pacific Islander: 0.3%
- By Ethnicity:
 - Hispanic: 62.7%
 - Non-Hispanic: 37.3%
- By age:
 - 0 to 9: 15%
 - 10 to 19: 17%
 - 20 to 29: 15%
 - 30 to 39: 14%
 - 40 to 49: 12%
 - 50 to 59: 11%
 - 60 to 69: 9%
 - 70 to 79: 5%
 - 80 and Up: 3%
- **Kings County: 152, 072**
- By Race:
 - White: 46%
 - Other race: 21.6%
 - 2 or more races: 20.3%
 - Black/African American: 6.4%
 - Asian: 3.5%
 - Native Americans: 1.9%
 - Native Hawaiian or Pacific Islander: 0.3%
- By Ethnicity:
 - Hispanic: 57.5%
 - Non-Hispanic: 42.5%
- By Age:
 - Under 18: 25.26%

- 18 and Up: 74.74%
 - 25 and Up: 63.74%
 - 65 and Up: 11.59%
 - 85 and Up: 1.25%
- **Tulare County: 482,636**
- By Race:
 - White: 42.6%
 - Other race: 29.3%
 - 2 or more races: 21.3%
 - Asian: 3.5%
 - Native American: 1.5%
 - Black/African American: 1.5%
 - Native Hawaiian or Pacific Islander: 0.1%
- By Ethnicity:
 - Hispanic: 66.1%
 - Non-Hispanic: 33.9%
- By Age:
 - Under 15: 23.9%
 - 15 to 24: 15.4%
 - 25 to 44: 27.8%
 - 45 to 64: 21.3%
 - Over 65: 11.7%
- **Politics**
 - Partisan Voter registration as of February 2025:
 - Fresno: 525,447
 - Kings: 55,951
 - Madera: 80,065
 - Mariposa: 11,958
 - Merced: 134,924
 - Tulare: 221,699
 - **2020 Analytics by Party:**
 - Fresno County:
 - Democrat: 39.42%
 - Republican: 32.57%
 - Kings County:
 - Democrat: 33.27%
 - Republican: 33.72%
 - Madera County:
 - Democrat: 32.90%

- Republican: 39.62%
- Mariposa County:
 - Democrat: 28.58%
 - Republican: 45.72%
- Merced County:
 - Democrat: 42.95%
 - Republican: 28.61%
- Tulare County:
 - Democrat: 33.02%
 - Republican: 38.28%
- **2016 Analytics by Party:**
- Fresno County:
 - Democrat: 39.29%
 - Republican: 37.01%
- Kings County:
 - Democrat: 34.71%
 - Republican: 44.81%
- Madera County:
 - Democrat: 33.13%
 - Republican: 41.97%
- Mariposa County:
 - Democrat: 29.82%
 - Republican: 44.79%
- Merced County:
 - Democrat: 44.94%
 - Republican: 31.03%
- Tulare County:
 - Democrat: 31.94%
 - Republican: 44.19%
- **2012 Analysis by Party:**
 - Fresno County:
 - Democrat: 40.26%
 - Republican: 39.55%
 - Kings County:
 - Democrat: 35.17%
 - Republican: 45.23%
 - Madera County:
 - Democrat: 34.28%
 - Republican: 45.69%

- Mariposa County:
 - Democrat: 29.95%
 - Republican: 45.16%
- Merced County:
 - Democrat: 44.82%
 - Republican: 34.67%
- Tulare County:
 - Democrat: 33.68%
 - Republican: 44.85%

3 Specific Issues the audience care about:

- Health Issues (from pollution)
- Agriculture (pesticides, innovation to advance agriculture)
- Water (Drought, water pollution, groundwater pumping)

Audiences' General Political Positions:

- The Central Valley generally leans closer to the conservative ideology. However, the Central Valley holds very mixed political views amongst the counties. Some counties see their citizens voting majority democratically. Even then, most of the valley votes conservative.