

Role Profile for Sacramento Bee

Part 1: Individual/Organization Profile

- Name of newspaper: Sacramento Bee
- Prominent issues covered by your newspaper -
 - covers California state politics and government e.g. covers the Governor, the California Legislature, state agencies, elections, and statewide policy debates is a major part of the paper.
 - Also covers local government, homelessness and housing, crime and public safety, education, business and the economy, state workers, and environmental issues like water, protection against wildfires, and a focus on air quality.
- # of active print and/or digital subscriptions:
 - 30,000 digital subscribers, 90,244 daily print readers, and 142,589 Sunday readers
 - The Sacramento Bee's area covers the Northern Sacramento Valley and surrounding areas: south to Stockton, north to Redding, east to Reno and west to the San Francisco Bay Area.
- Identify constituents:
 - citizens of Sacramento County and surrounding areas. Any local citizens that want to follow live events or catch up on local news. Anyone that wants to know more about California politics, government, education, business, crime, housing, environmental concerns, and community issues.
- Which regions of the state have the highest concentrations of your target audience
 - The main audience is in Sacramento County and the surrounding Sacramento region of Northern California. Cities like Elk Grove, Citrus Heights, Rancho Cordova, and Folsom also have a high amount of readers. The paper also reaches neighboring counties like Yolo, Placer, and El Dorado counties.

Part 2 ... Constituent Profile

Economics

- Prominent industries
 - Government services are one of the county's largest industries. Other major industries include education, health services, trade, transportation, utilities, and construction.
 - 255,300 government jobs, 221,500 education and health-service jobs, 167,400 trade/transportation/utility jobs, and 133,100 professional and business-service jobs.
- Unemployment rate - 39,500 or 5.1%
- income levels
 - largest group earning \$100,000–\$149,999 annually (19.6%),
 - \$200,000 or more (14.9%)
 - \$50,000–\$74,999 (14.3%).
- poverty rate - 12.0% of citizens live below the poverty line.

Demographics

- Population - 1,617,460
- population breakdowns by
 - Race
 - White - 36.72% or 592,964
 - African American - 8.98% or 145,031
 - American Indian and Alaskan Native - .42% or 6,759
 - Asian - 19.59% or 316,342
 - Hawaiian and Pacific islander - 1.22% or 19,730
 - Ethnicity
 - Hispanic or Latino - 25.34% or 409,189
 - Age
 - Median age - 38.1
 - 22.0% of the county's population is under 18, 17.0% is 65 or older, and 61% is between 18 and 64.
 - the largest age group being 30 to 34 years old.
 - Income,
 - The median income \$92,175
 - per-capita income was \$43,324.
 - Urban/rural breakdown
 - 95%+ urban

Politics

- Partisan voter registration
 - Registration as of February 10, 2025. 907,431 total registered.
 - Democrat at 404,232 or 81.22%
 - Republican 234,257 or 25.82%
- % voted Democrat/Republican in
 - 2024
 - Democrats - 60.2%
 - Republicans - 39.8%
 - 2020
 - Democrats - 63%
 - Republicans - 37%
 - 2016
 - Democrats - 63.2%
 - Republicans - 36.8%
 - 2012
 - Democrats - 59.7%
 - Republicans - 40.3%
- 3 specific issues that are important to your constituents
 1. Homelessness and housing affordability,

2. Public Safety Funding and Crime Prevention (Accessible Mental Health and Substance Abuse Services)

3. Roads, transportation, and infrastructure

- Constituents' general positions on economic, social, and environmental issues.
 - Economic - constituents in the area care about housing and healthcare costs, jobs, and infrastructure
 - Social - constituents have focused on homelessness, child care, mental health, crime, services are areas of importance
 - Environmental - droughts, climate change , air quality, fires, and quality of drinking water are areas of concern and focus for constituents