
NAVIGATOR'S LOG R&D;

Fresno Market Study

10-Section Comprehensive Analysis

A comprehensive study of the Fresno market conditions relevant to the GBP management service, covering demographics, business landscape, construction activity, consumer behavior, and opportunity sizing.

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**SECTION
N 1**

Population & Demographics

Fresno city population: 545,970 (2026 est.). County: ~1.03M. Median household income: \$70,991 city / \$74,201 county. Homeownership rate: 50.1% (~94K homeowner households). Median home value: \$374,800. Median age: 33. Average 2 vehicles per household. Foreign-born: 19.3%. Top employer: healthcare (~16.6% of workforce).

**SECTION
N 2**

Language Demographics

Spanish: ~50% of city. Hmong: ~24,328 city / 32,000 county (2nd largest US Hmong population). Punjabi: 3rd language in county (Sikh farming community). Also significant: Lao, Khmer, Vietnamese, Armenian, Arabic, Farsi. Each represents a distinct underserved GBP search audience.

**SECTION
N 3**

Business Landscape

22,000+ businesses in Fresno. 35% of SMBs have a Google Business Profile at all. Of those with GBPs, the vast majority are unmanaged. 194 identified auto repair shops alone. Landscaping category is most digitally invisible.

**SECTION
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Construction & Development

\$2.5B construction starts forecast for 2026 (+20% over 2024). Scannell industrial park: \$100M groundbreaking November 2025. Coast Aluminum: \$42M expansion. Nielsen Ave warehouse complex: 901,000 sq ft. Central Southeast Specific Plan (2,067 acres) under development east of downtown.

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Consumer Search Behavior

72% of Fresno car owners check reviews before choosing a mechanic. 71% of consumers use Google to read reviews. 89% read business responses to reviews. 73% only look at last month's reviews. Each new review generates an average of 80 website visits + 63 direction requests + 16 calls per month.

**SECTION
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GBP Market Data

Top 3 local pack positions average 240+ reviews. Only 35% of SMBs have any GBP at all. Businesses in top 3 positions get 75%+ of all local search clicks. A 4.2 to 4.7 star improvement generates 15–25% more customer inquiries.

**SECTION
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Inflation & Consumer Pressure

Fresno median household income has grown below inflation for 3 consecutive years. Despite economic pressure, local service searches have increased — consumers shift from luxury travel to local experiences and essential services. This drives more search-based decision making, not less.

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Agricultural Economy Context

Fresno County is the #1 agricultural county in the United States. \$7.7B+ in annual agricultural production. Seasonal labor patterns create predictable search seasonality. Punjabi farming community represents a high-income, underserved GBP audience.

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Competitive Development Activity

2026 is a civic identity moment for Fresno: PAC-12 transition for Fresno State (July 1, 2026), downtown revitalization projects, and new restaurant openings at a higher rate than restaurant closings in Q1 2026. The market is active.

**SECTION
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Opportunity Sizing

At \$150/month average per client and 194 auto repair shops alone, the auto repair category alone represents \$29,100/month in potential MRR. Adding landscaping, HVAC, dental, hair salon, cleaning, and pet service categories, the addressable Fresno market exceeds \$500,000/month in potential GBP management revenue.