

Mobile Press Register

Demographics

Daily Newspaper Readership 177,848
Sunday Newspaper Readership 275,635

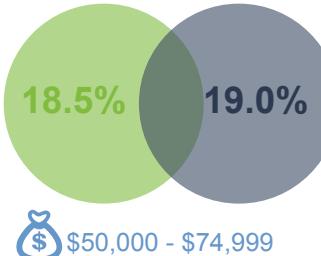
FINANCIAL SERVICES (HAS OR USE)

7.2%
Certificates of Deposit
8.1%

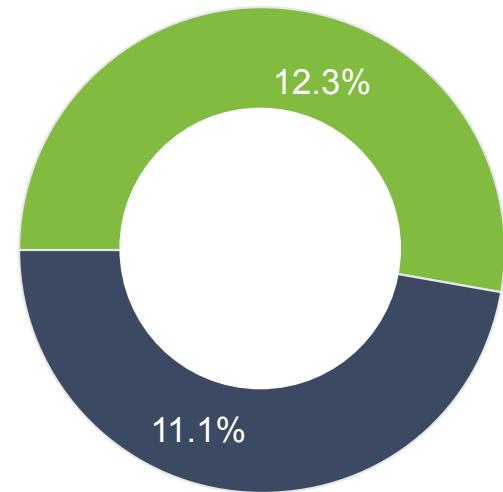


59.7%
Savings Account
61.4%

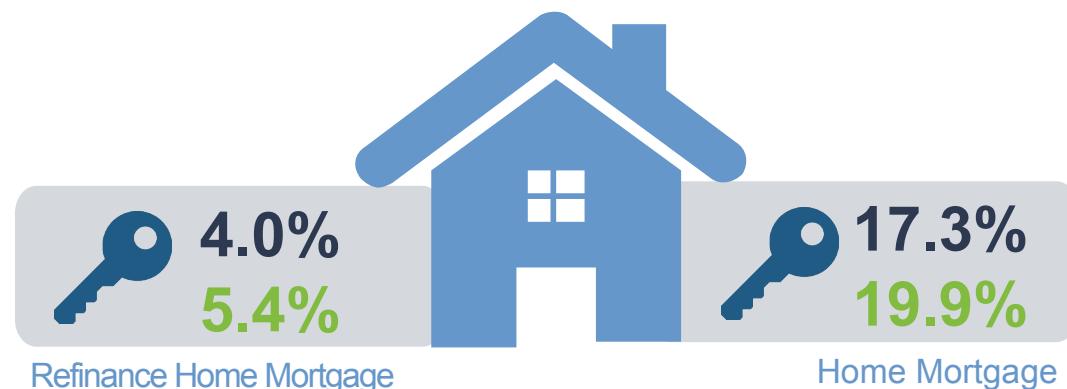
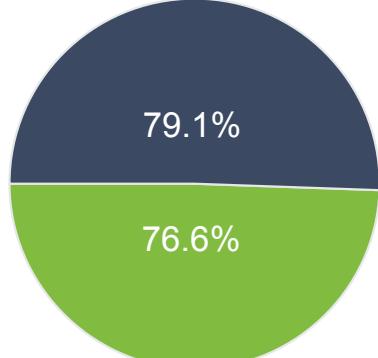
HOUSEHOLD INCOME



COLLEGE GRADUATE



OWN A HOME

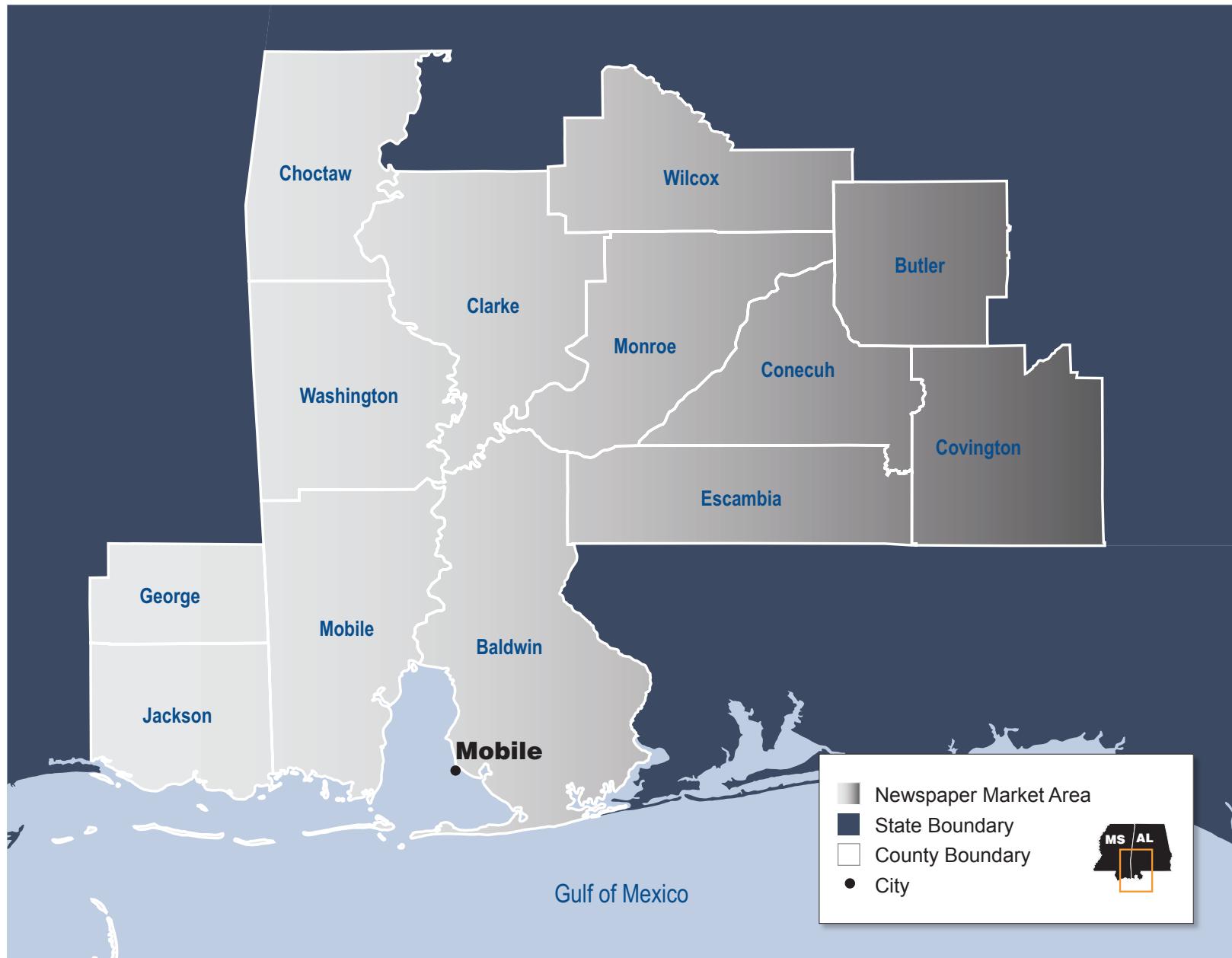


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Patriot Mobile Press Register

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 199

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