

# Mobile Press Register

## Demographics

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

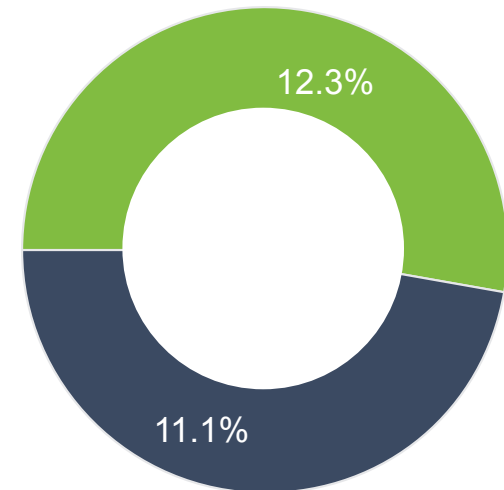
### FINANCIAL SERVICES (HAS OR USE)

**7.2%**  
Certificates of Deposit  
**8.1%**

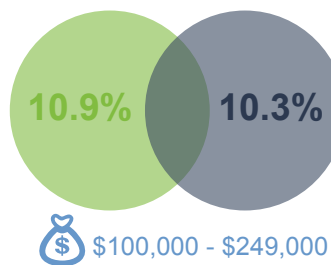
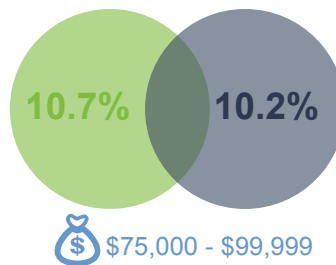
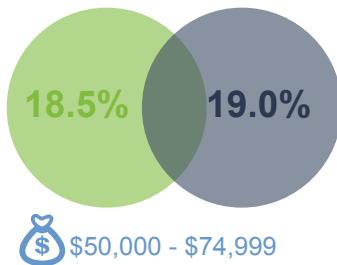


**59.7%**  
Savings Account  
**61.4%**

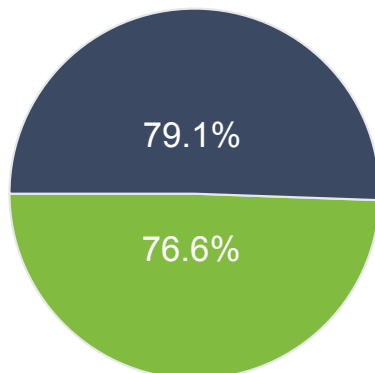
### COLLEGE GRADUATE



### HOUSEHOLD INCOME



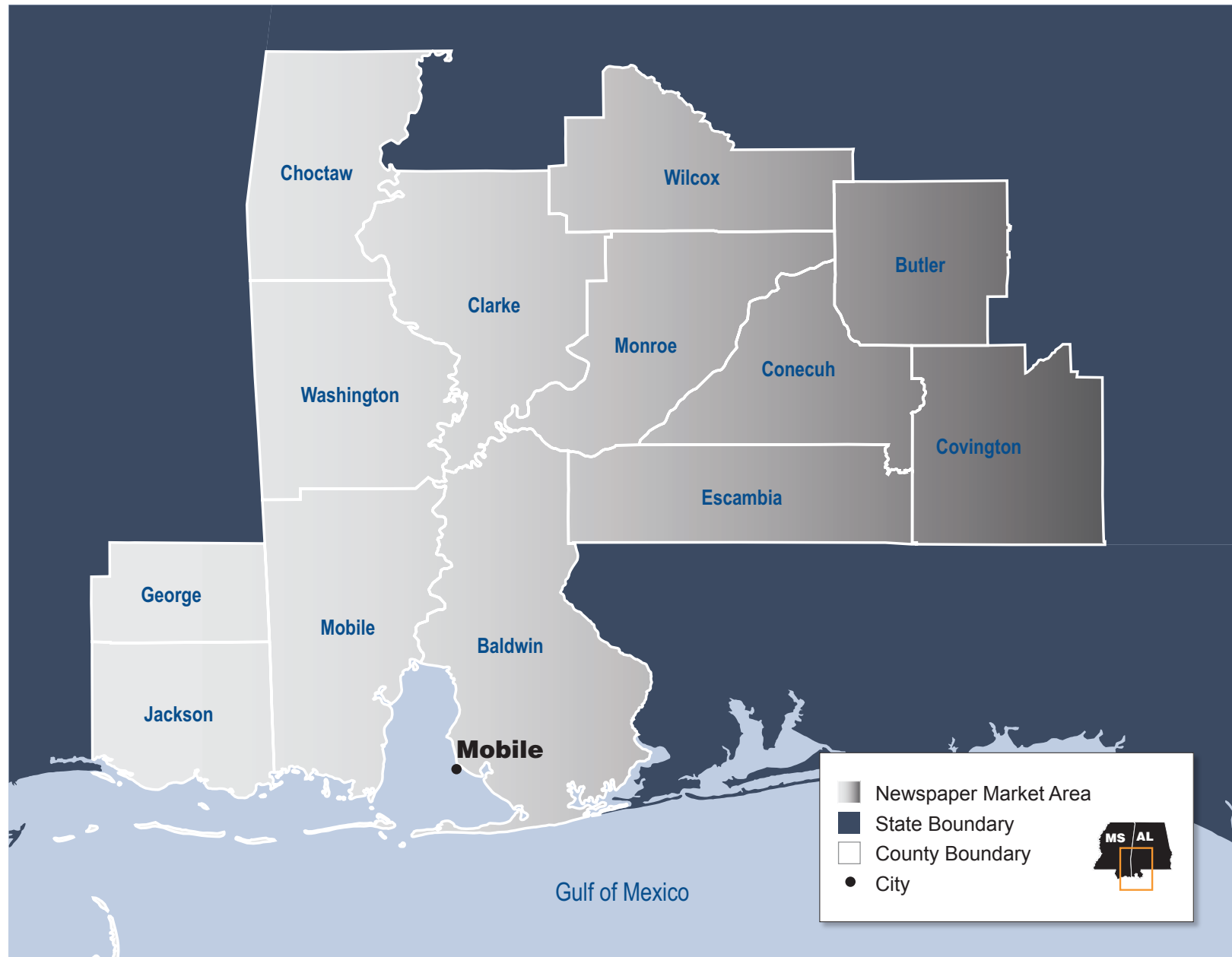
### OWN A HOME



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

# Patriot Mobile Press Register

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 199