

Ocala Star Banner

Demographics

Daily Newspaper Readership **147,289**
Sunday Newspaper Readership **142,814**

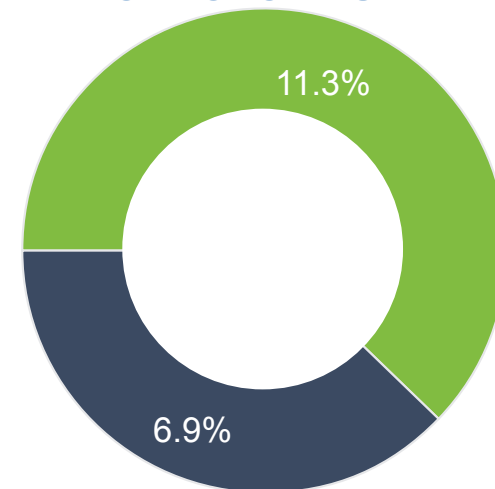
FINANCIAL SERVICES (HAS OR USE)

5.4%
Certificates of Deposit
5.8%

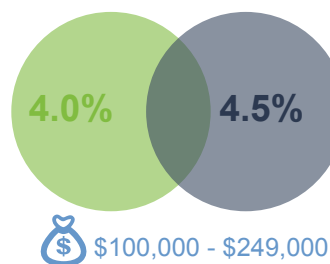
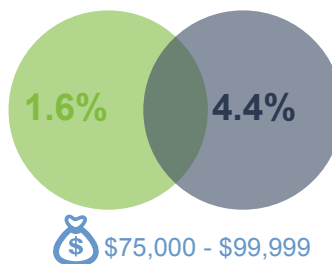
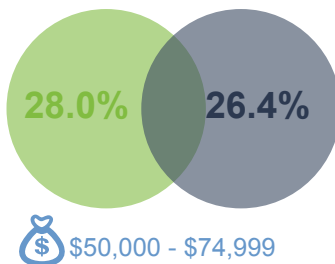


60.2%
Savings Account
49.8%

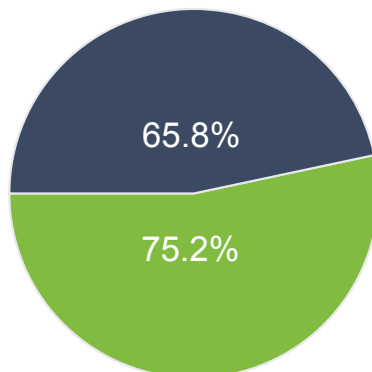
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



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

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Ocala Star Banner

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 282

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