

# Tampa Bay Times

## Demographics

Daily Newspaper Readership **781,363**  
Sunday Newspaper Readership **1,096,331**

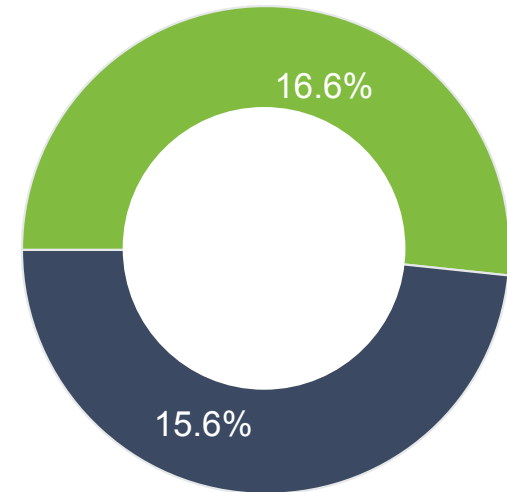
### FINANCIAL SERVICES (HAS OR USE)

**13.4%**  
Certificates of Deposit  
**10.2%**

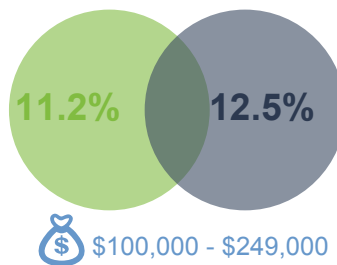
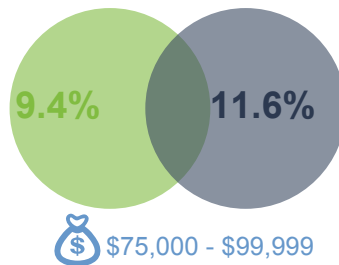
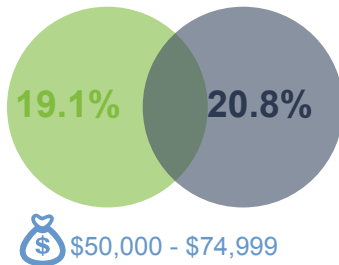


**70.9%**  
Savings Account  
**67.6%**

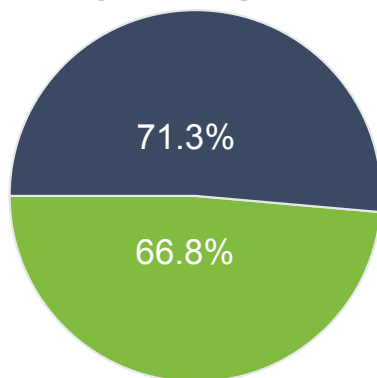
### COLLEGE GRADUATE



### HOUSEHOLD INCOME



### OWN A HOME

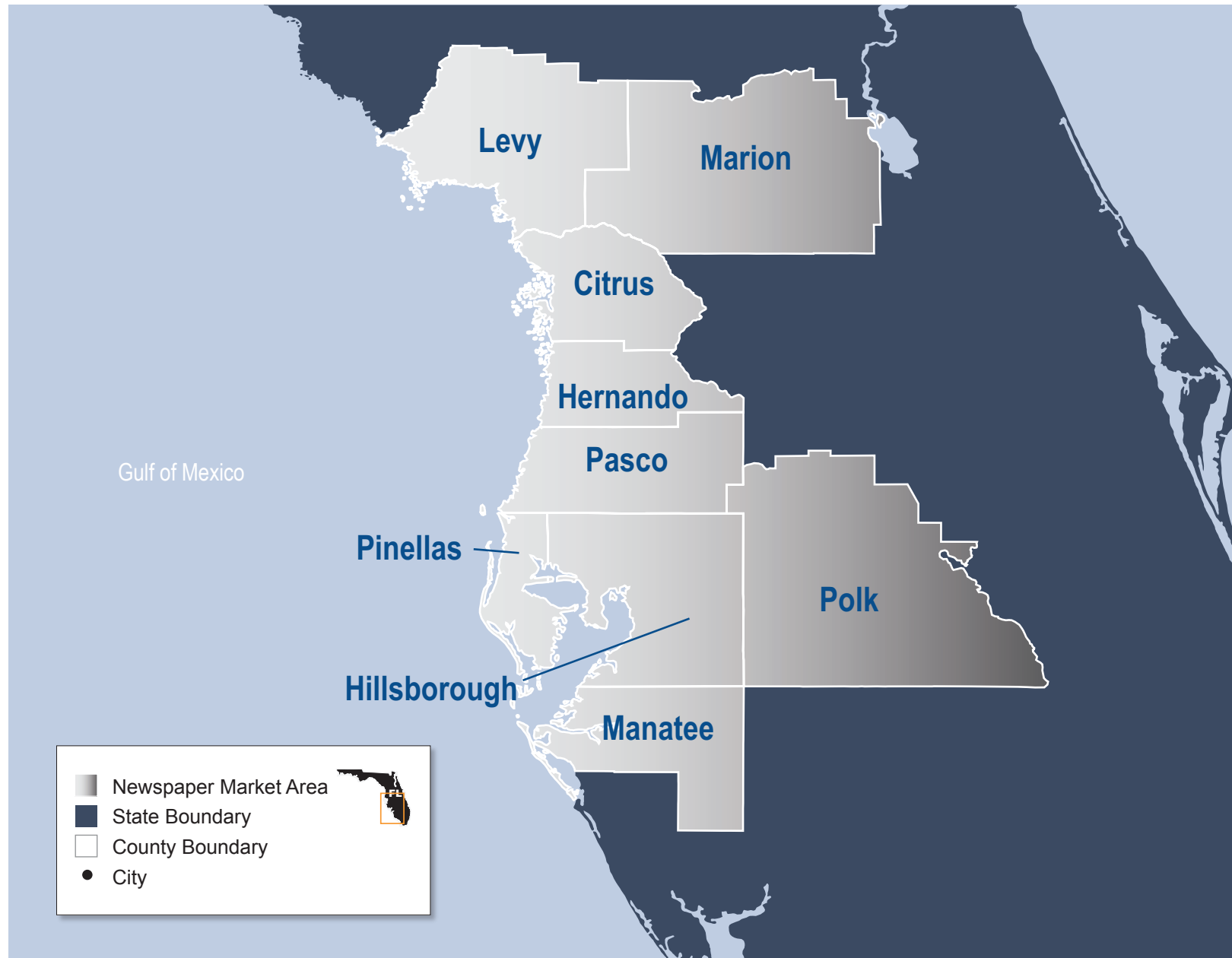


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

**Bankrate®**

# Tampa Bay Times

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 283