

Florida Times Union

Demographics

Daily Newspaper Readership 287,556
Sunday Newspaper Readership 488,219

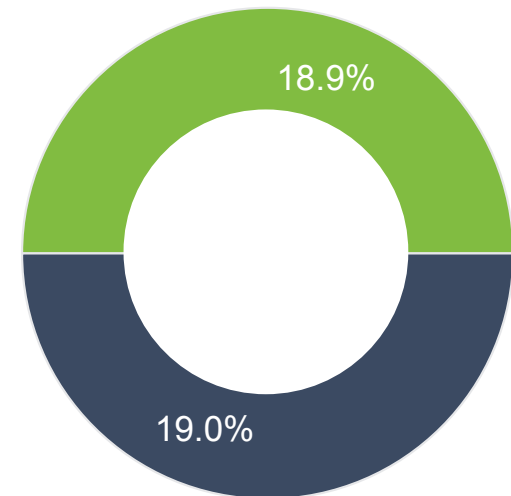
FINANCIAL SERVICES (HAS OR USE)

15.4%
Certificates of Deposit
13.2%

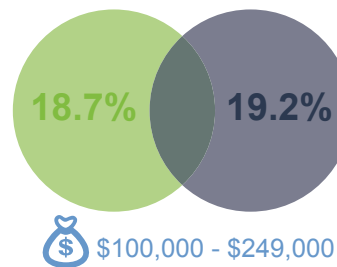
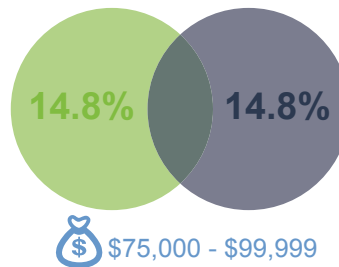
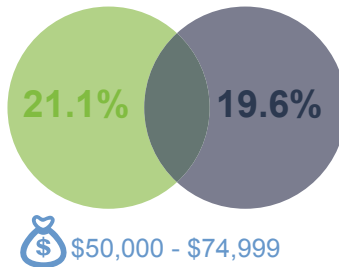


72.8%
Savings Account
77.3%

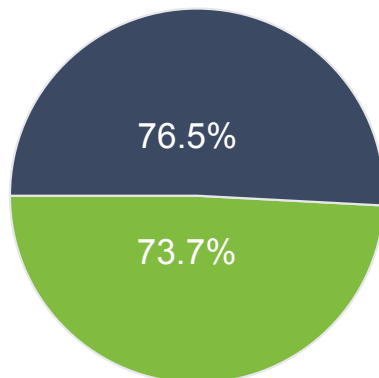
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

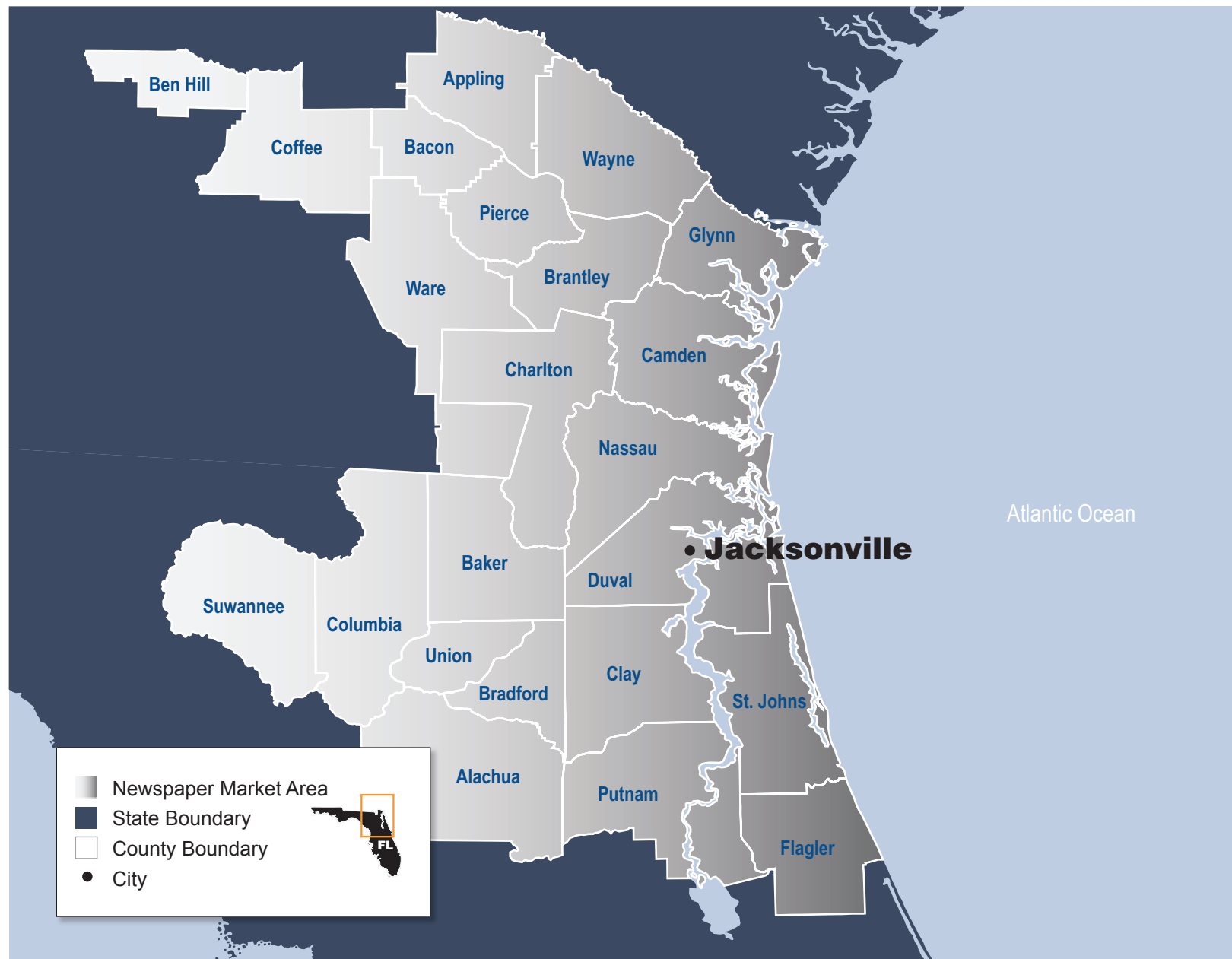


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

Florida Times Union

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 279