

Ft. Myers News Press

Demographics

Daily Newspaper Readership **225,355**
Sunday Newspaper Readership **277,453**

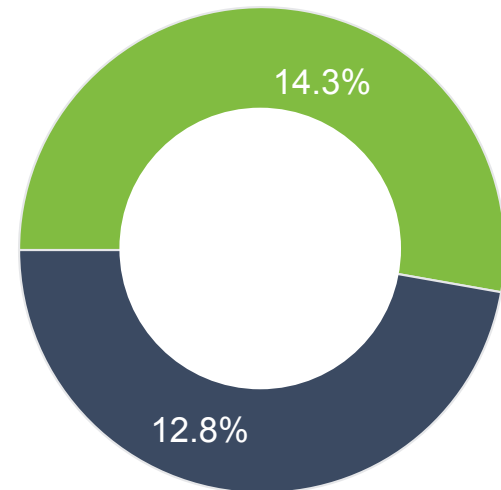
FINANCIAL SERVICES (HAS OR USE)

9.9%
Certificates of Deposit
9.2%

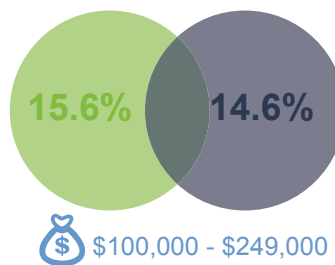
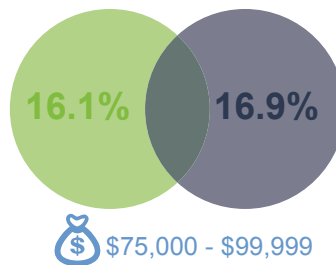
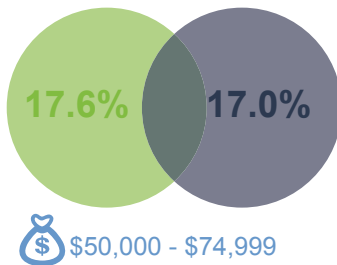


65.5%
Savings Account
65.5%

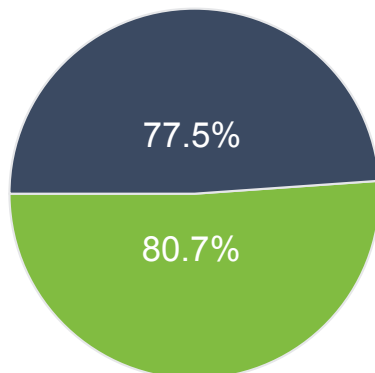
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

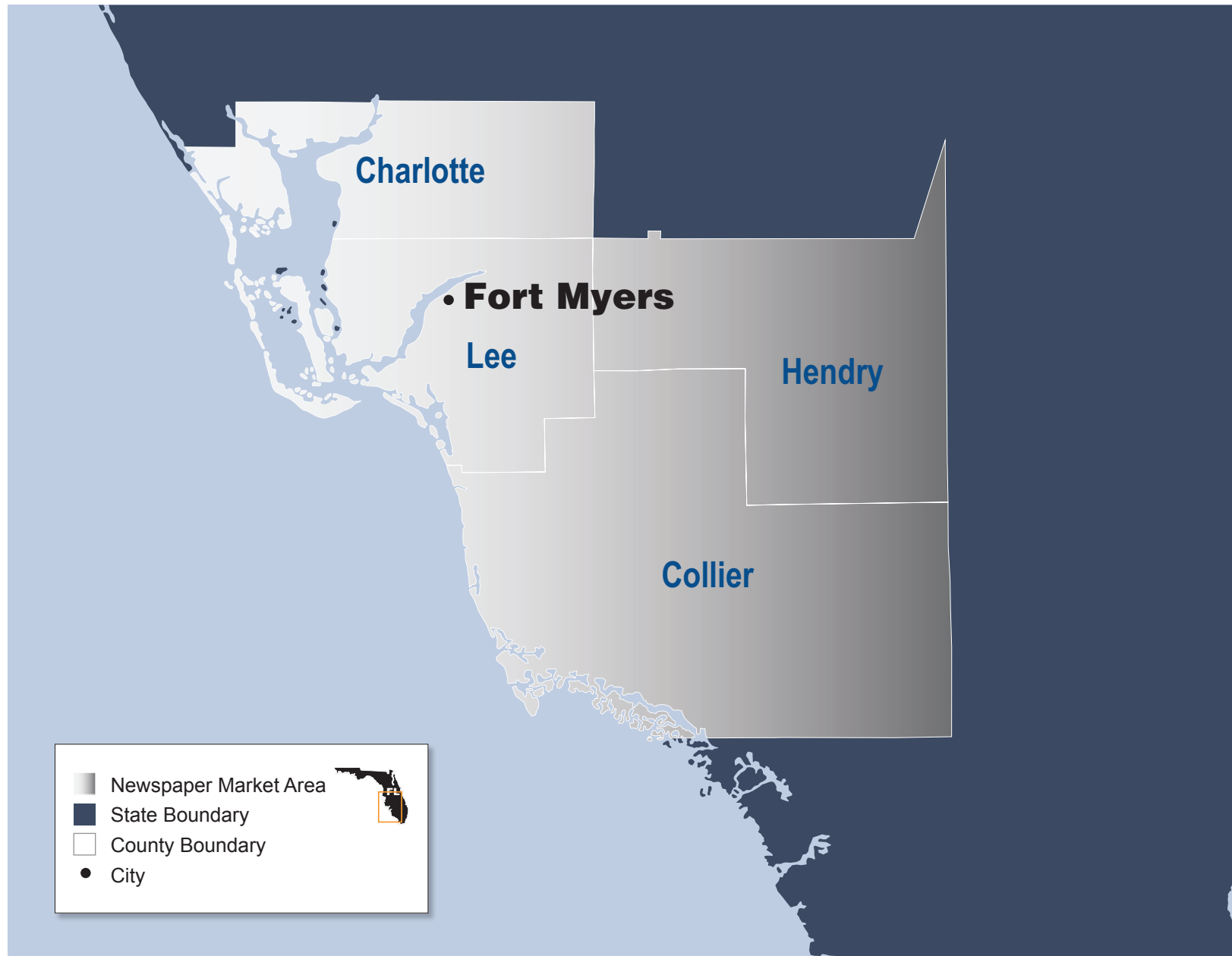


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 281