

# Ft. Myers News Press

## Demographics

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

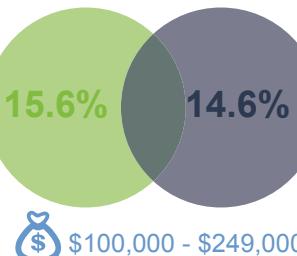
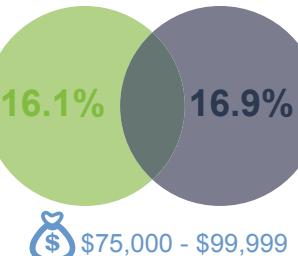
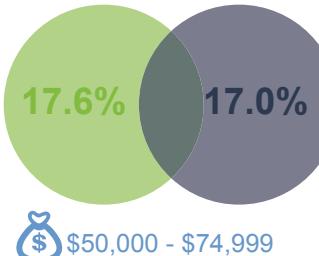
### FINANCIAL SERVICES (HAS OR USE)

**9.9%**  
Certificates of Deposit  
**9.2%**

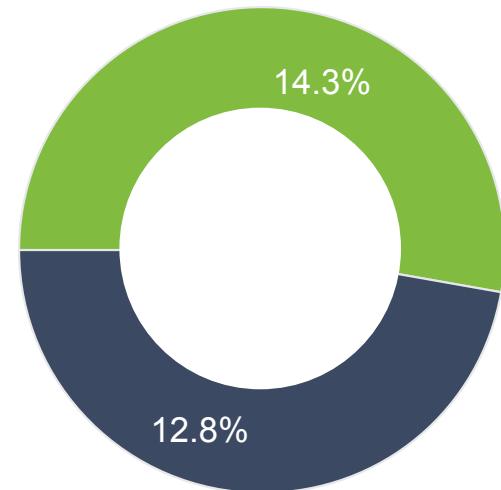


**65.5%**  
Savings Account  
**65.5%**

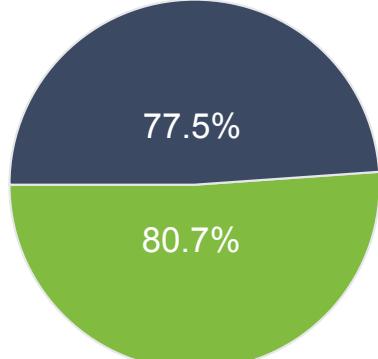
### HOUSEHOLD INCOME



### COLLEGE GRADUATE



### OWN A HOME

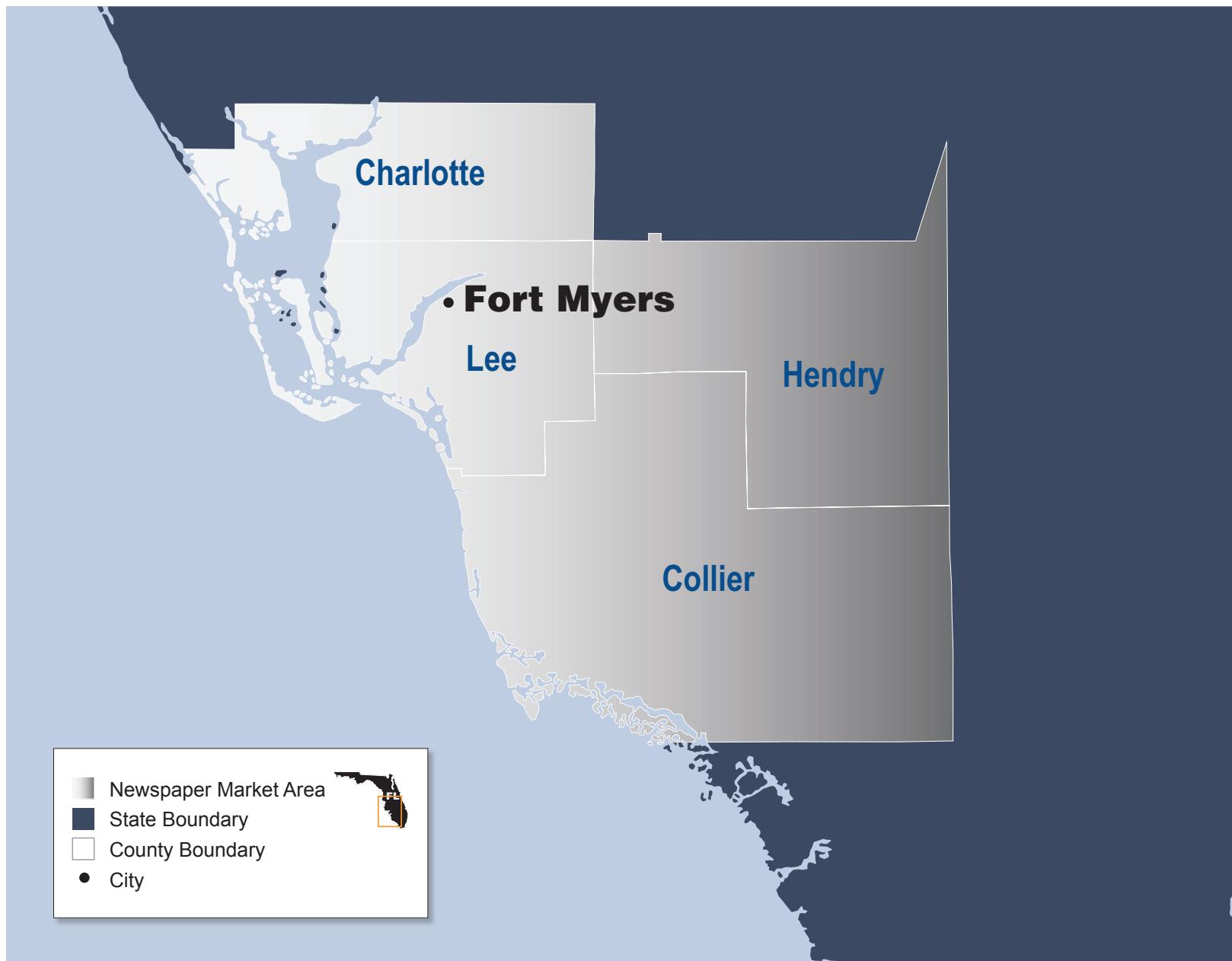


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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# Ft. Myers News Press

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 281

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