

# Palm Beach Post

## Demographics

Daily Newspaper Readership ■ 432,179  
Sunday Newspaper Readership ■ 486,793

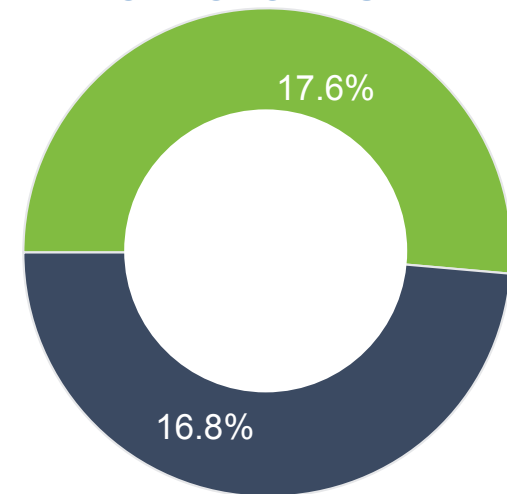
### FINANCIAL SERVICES (HAS OR USE)

**8.2%**  
Certificates of Deposit  
**8.9%**

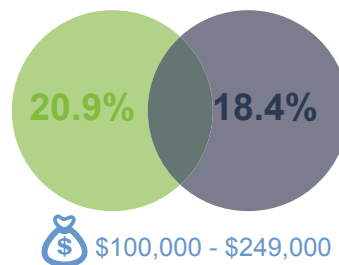
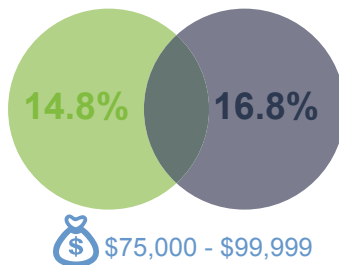
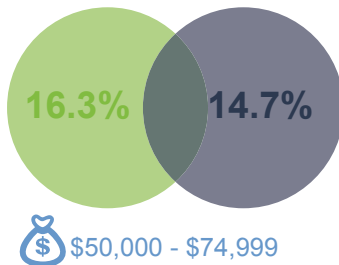


**55.0%**  
Savings Account  
**60.7%**

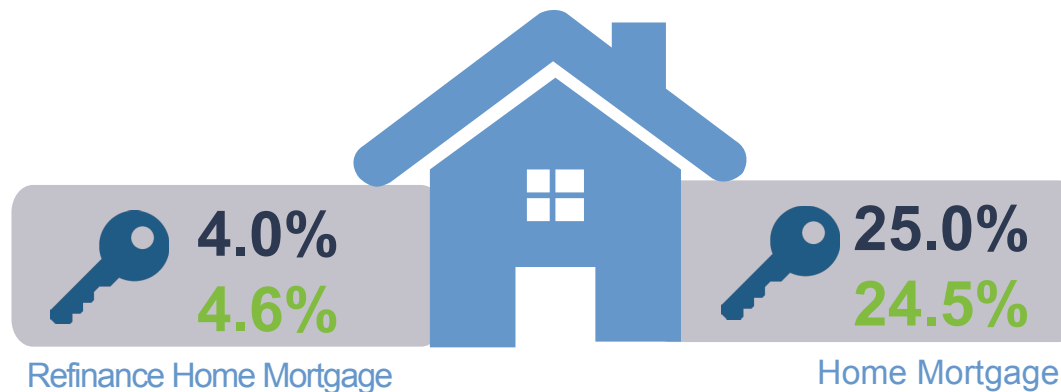
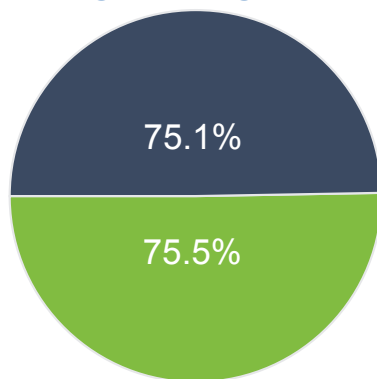
### COLLEGE GRADUATE



### HOUSEHOLD INCOME



### OWN A HOME

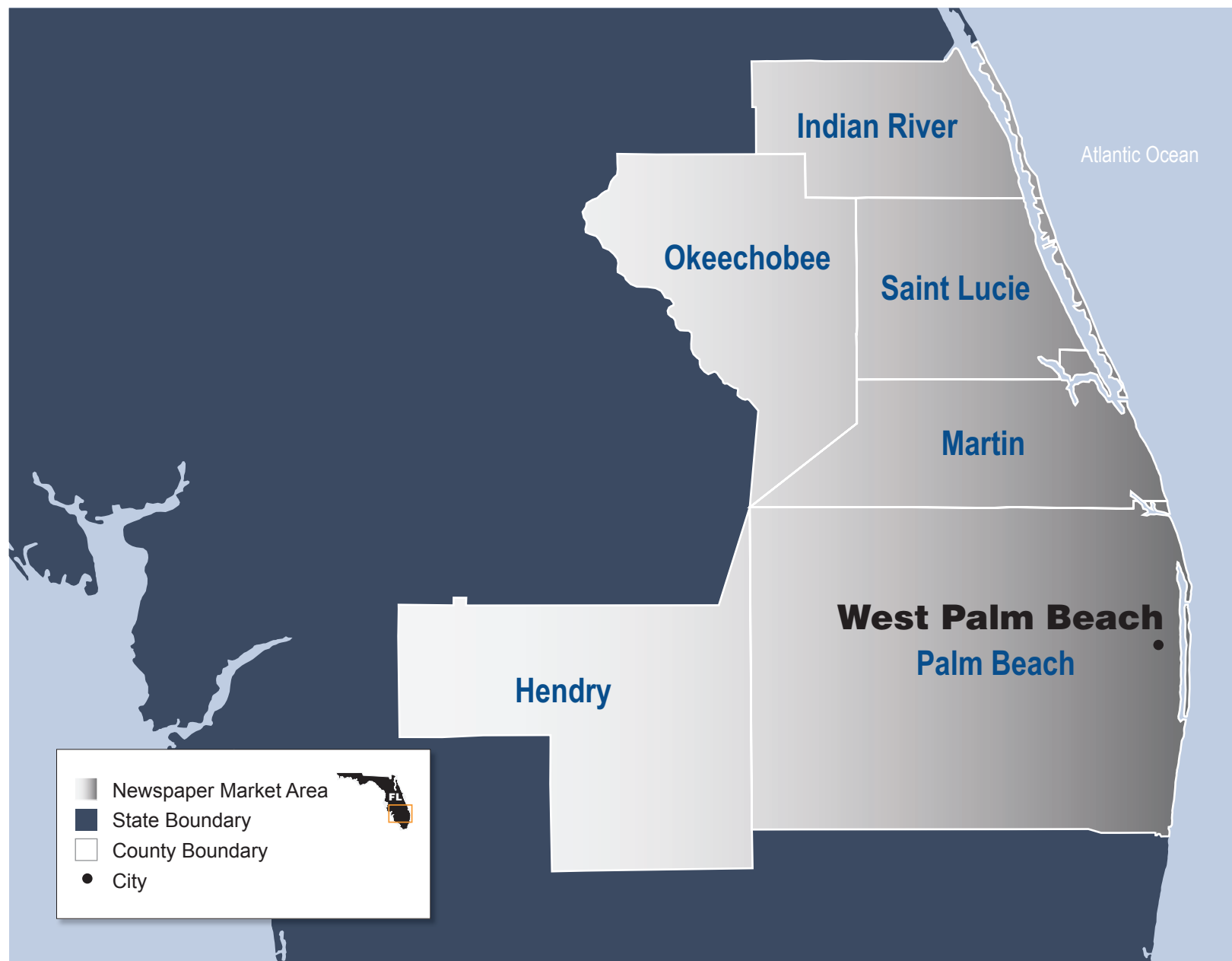


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 281