

Metro Boston

Demographics

Daily Newspaper Readership ■ 320,158

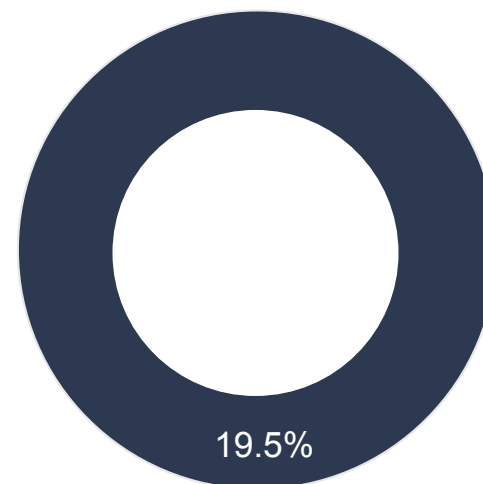
FINANCIAL SERVICES (HAS OR USE)

6.7%
Certificates of Deposit



68.3%
Savings Account

COLLEGE GRADUATE



HOUSEHOLD INCOME

14.0%

\$50,000 - \$74,999

9.1%

\$75,000 - \$99,999

39.2%

\$100,000 - \$249,000

OWN A HOME

51.2%



6.3%

Refinance Home Mortgage



33.0%

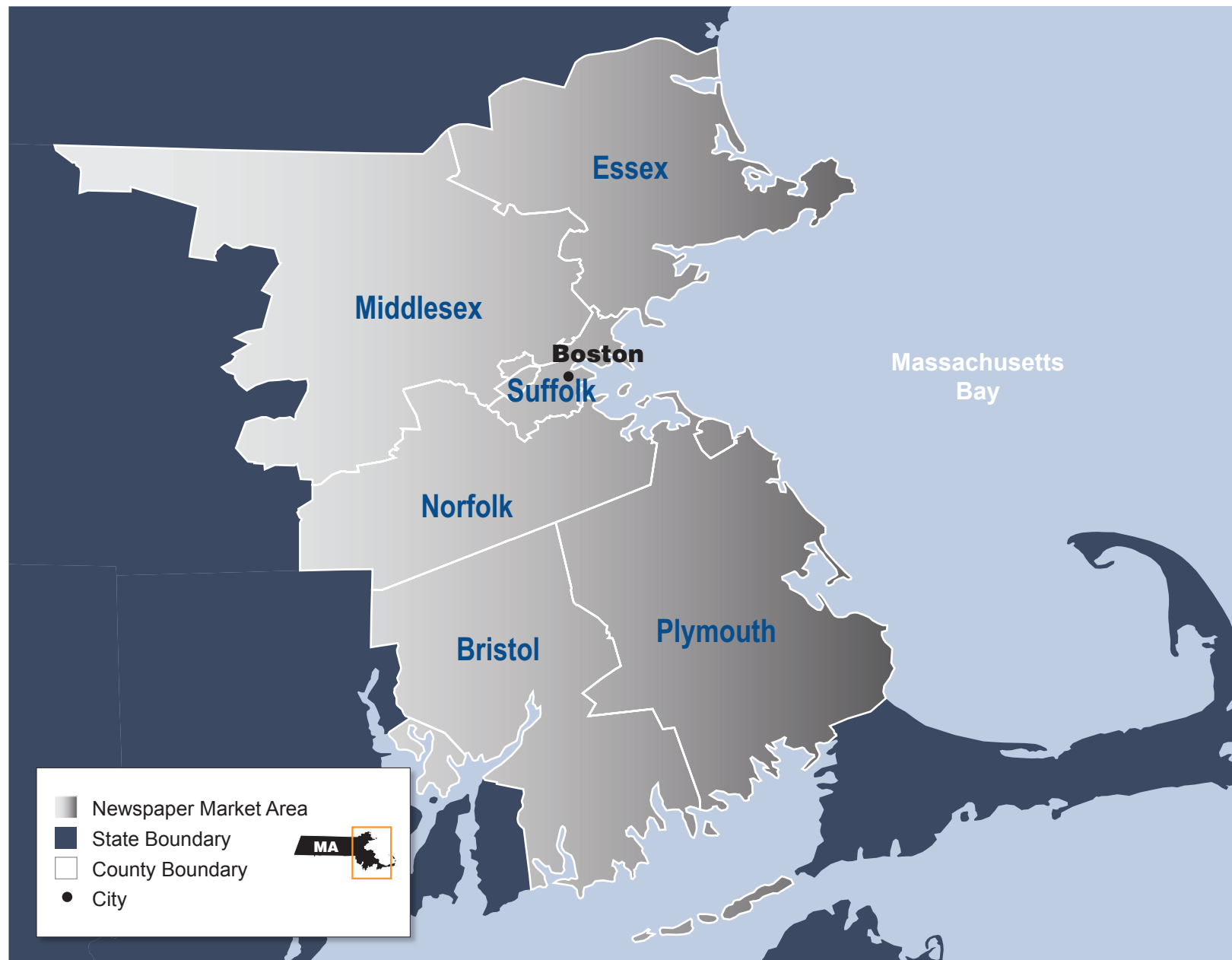
Home Mortgage

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

Bankrate®

Metro Boston

Newspaper-Designated Market Area



Source: SRDS Circulation 2013

Bankrate®