

The Republican

Demographics

Daily Newspaper Readership **195,886**
Sunday Newspaper Readership **195,146**

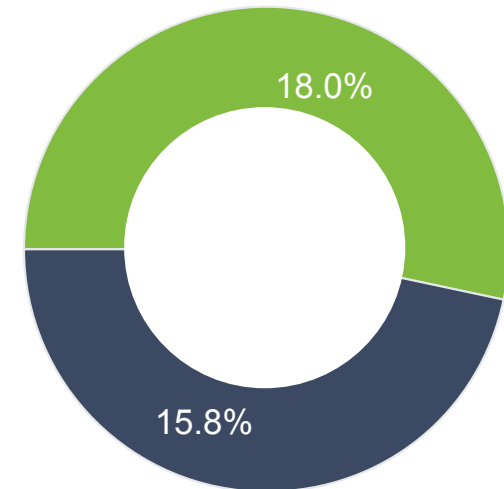
FINANCIAL SERVICES (HAS OR USE)

12.6%
Certificates of Deposit
12.4%

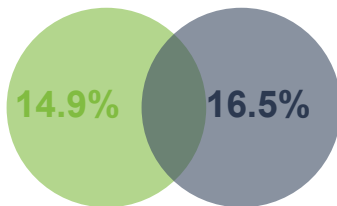


75.7%
Savings Account
77.1%

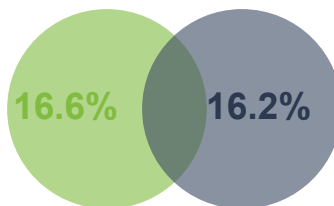
COLLEGE GRADUATE



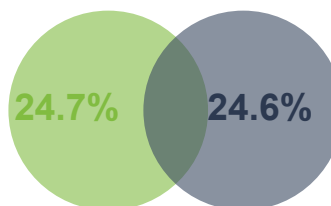
HOUSEHOLD INCOME



\$50,000 - \$74,999

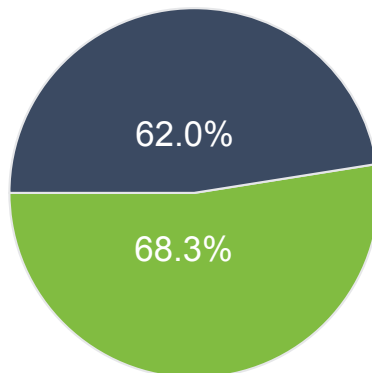


\$75,000 - \$99,999



\$100,000 - \$249,000

OWN A HOME



4.4%
4.0%

Refinance Home Mortgage



37.4%
38.6%

Home Mortgage

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

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 445

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