

Baltimore Sun

Demographics

Daily Newspaper Readership **583,833**
Sunday Newspaper Readership **897,287**

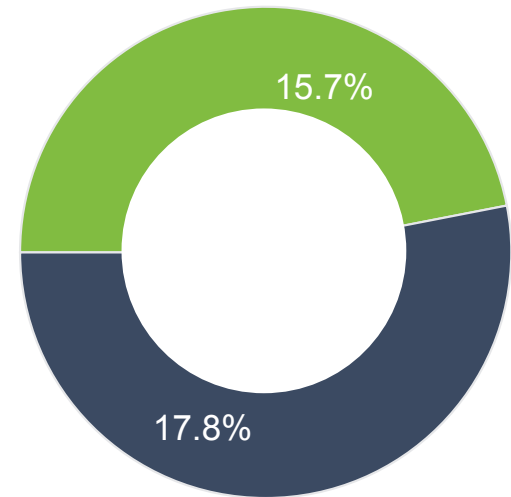
FINANCIAL SERVICES (HAS OR USE)

16.4%
Certificates of Deposit
13.7%

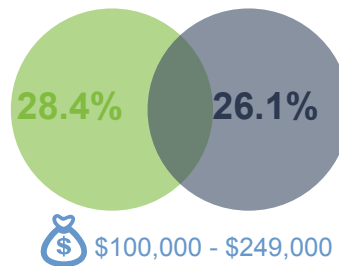
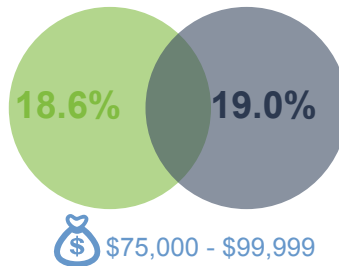
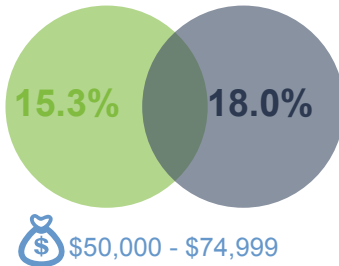


76.4%
Savings Account
73.5%

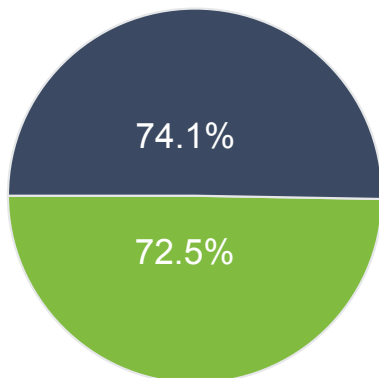
COLLEGE GRADUATE



HOUSEHOLD INCOME



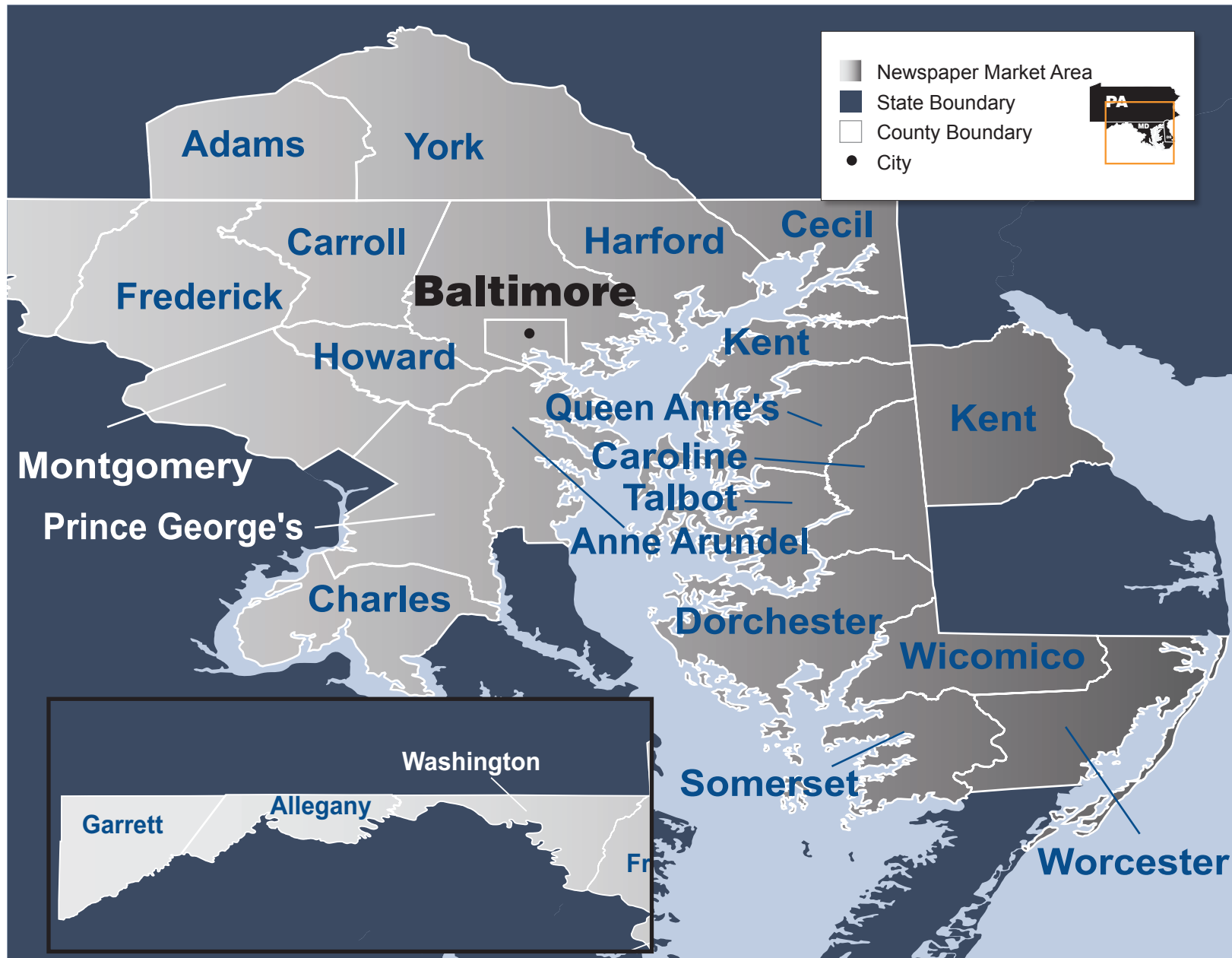
OWN A HOME



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. 435