

Kansas City Star

Demographics

Daily Newspaper Readership **563,558**
Sunday Newspaper Readership **805,494**

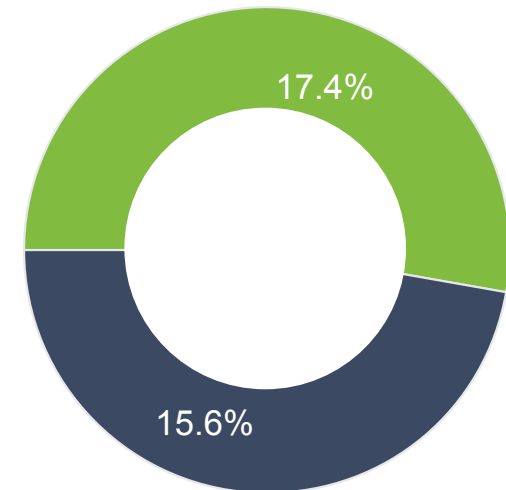
FINANCIAL SERVICES (HAS OR USE)

14.2%
Certificates of Deposit
12.6%

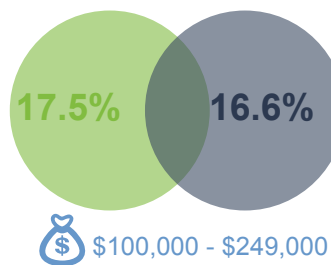
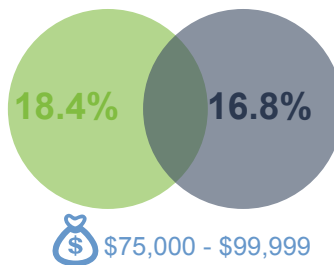
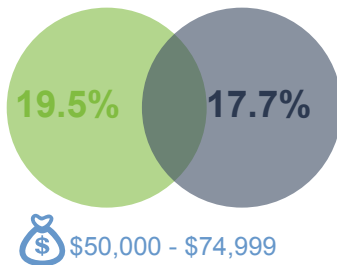


65.9%
Savings Account
69.0%

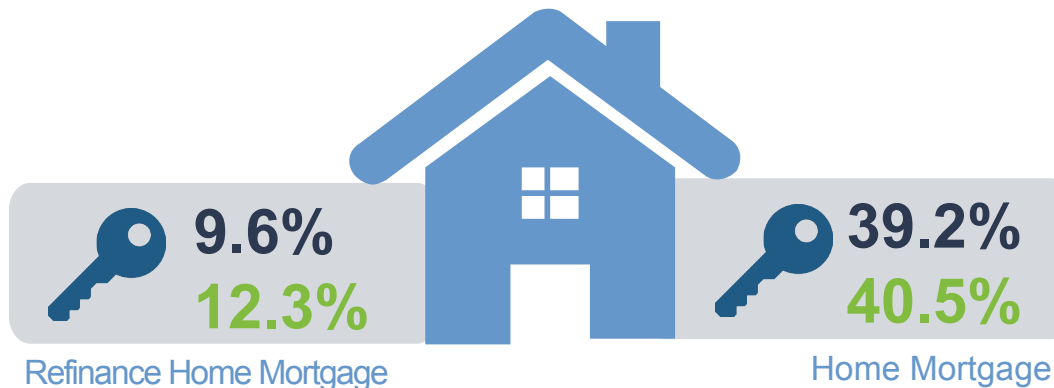
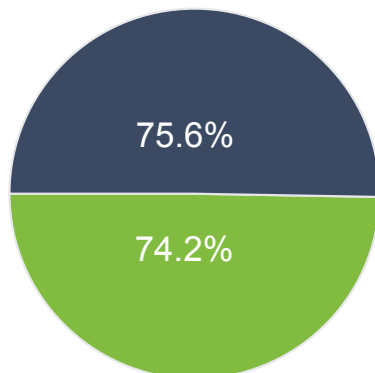
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

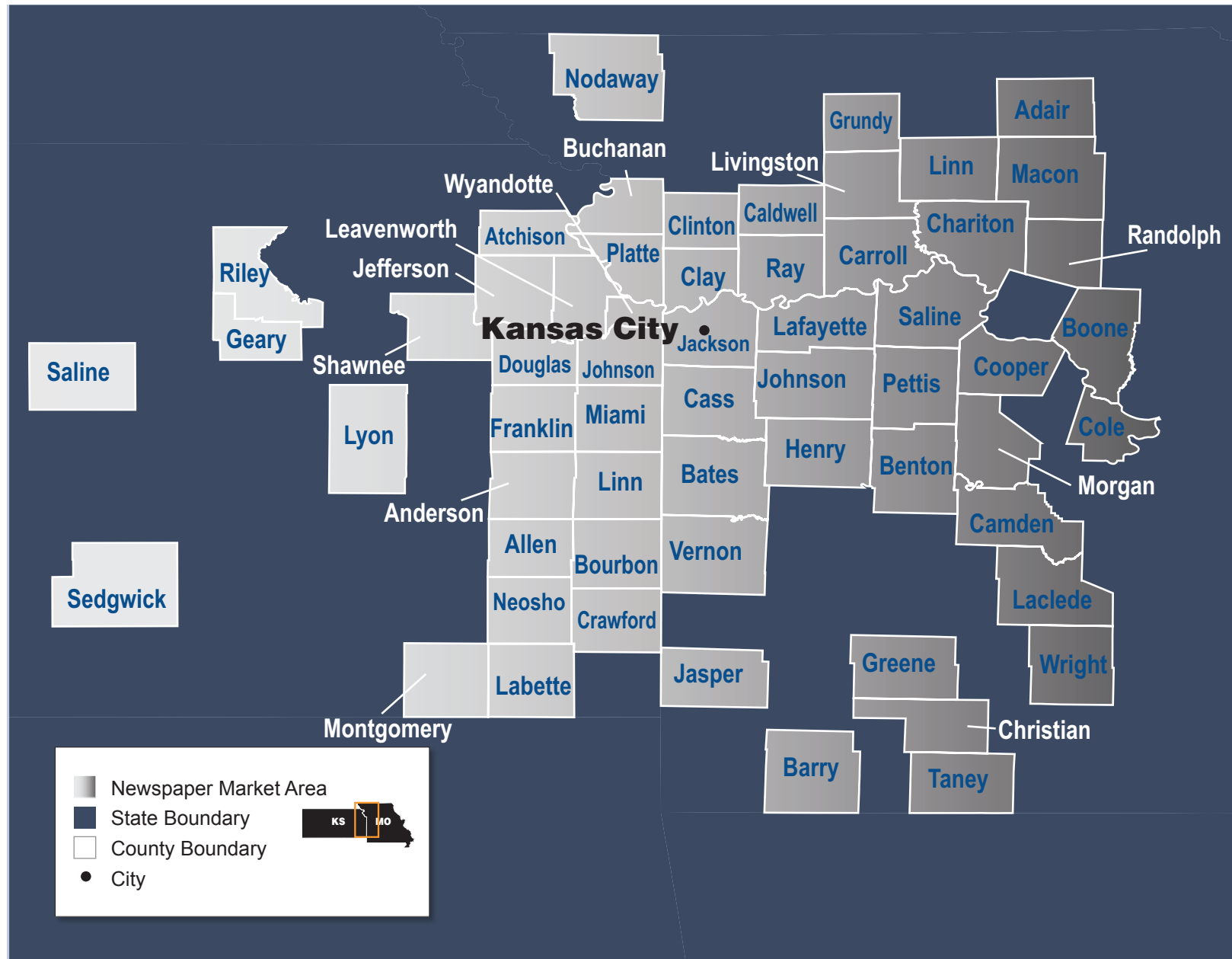


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Kansas City Star

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 512

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