

Raleigh News & Observer

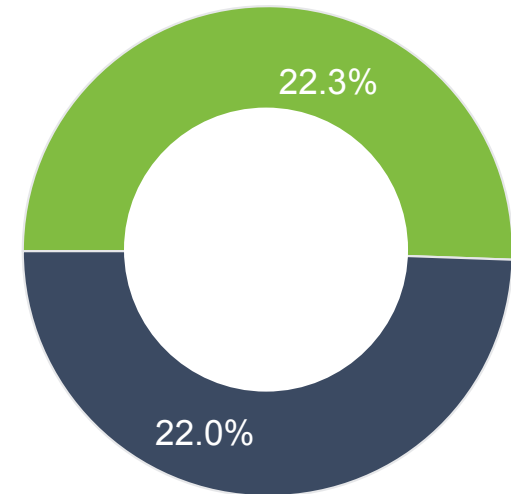
Demographics

Daily Newspaper Readership **427,400**
Sunday Newspaper Readership **580,705**

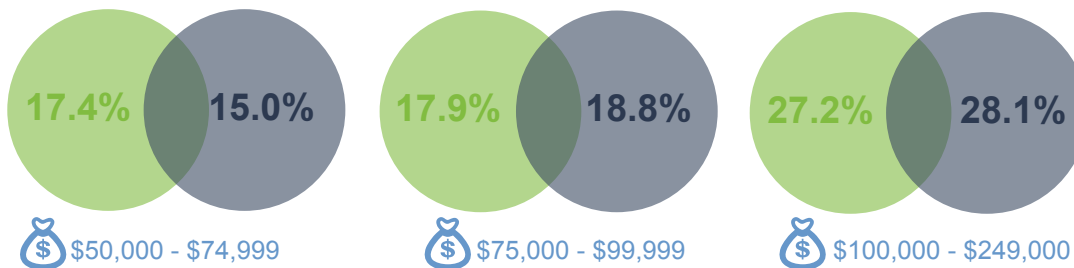
FINANCIAL SERVICES (HAS OR USE)



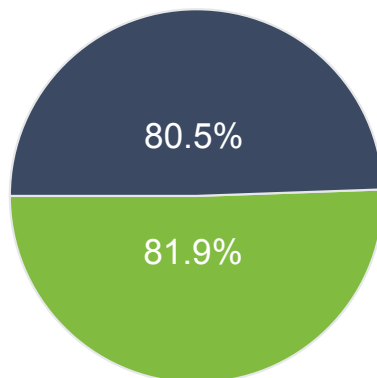
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

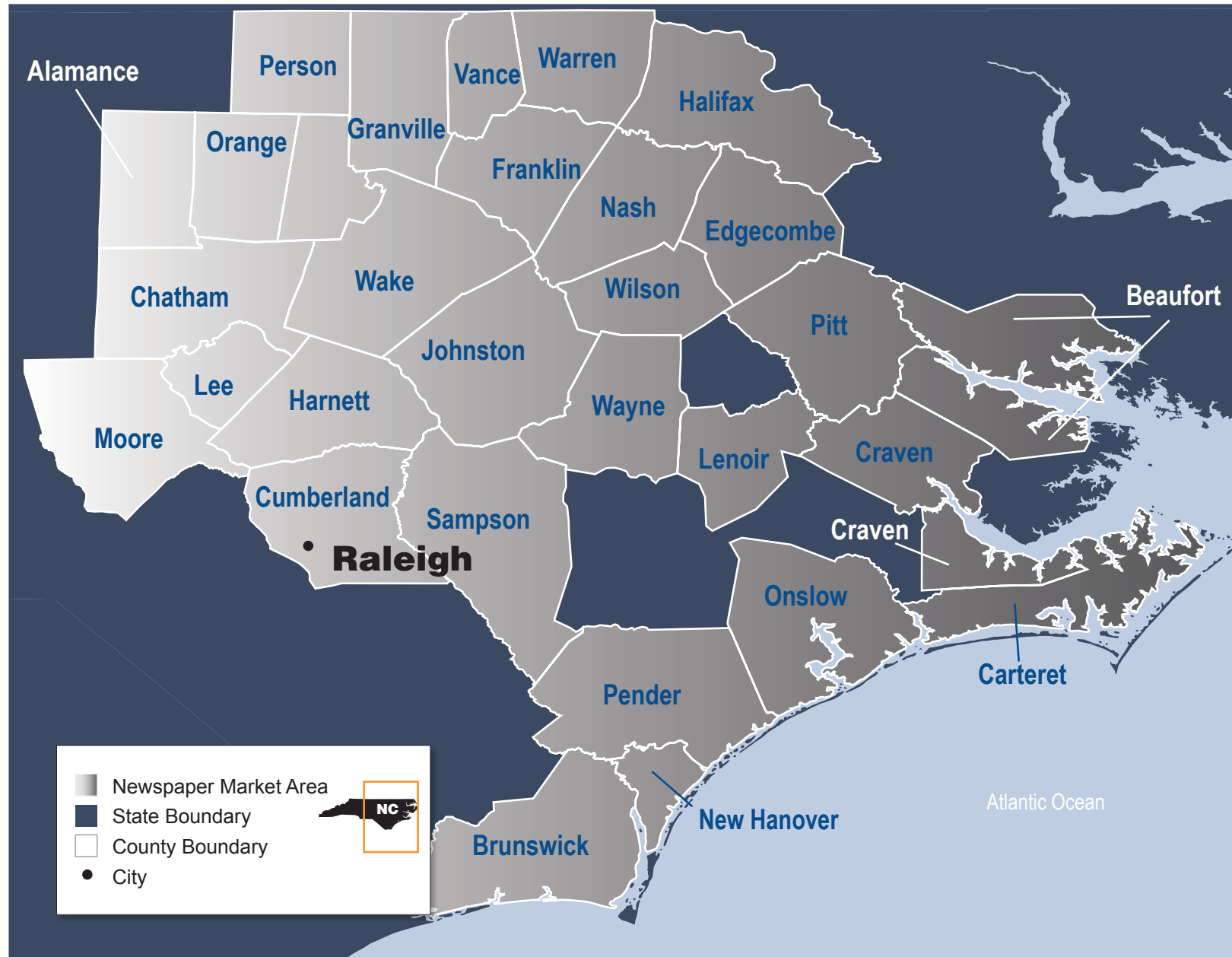


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 604