

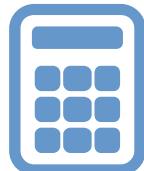
The Charlotte Observer

Demographics

Daily Newspaper Readership 531,486
Sunday Newspaper Readership 784,979

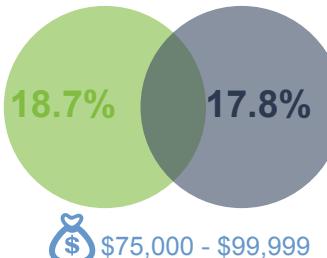
FINANCIAL SERVICES (HAS OR USE)

13.2%
Certificates of Deposit
10.7%

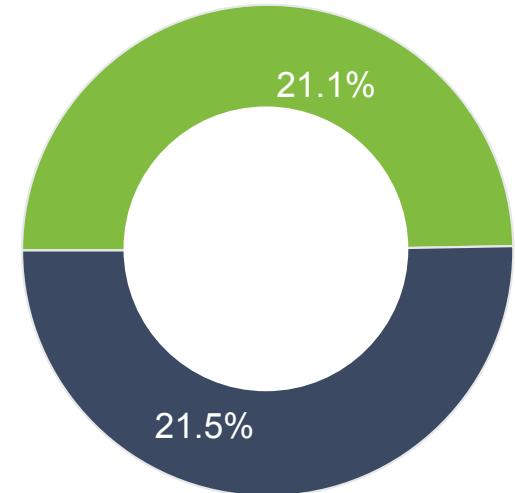


71.2%
Savings Account
71.4%

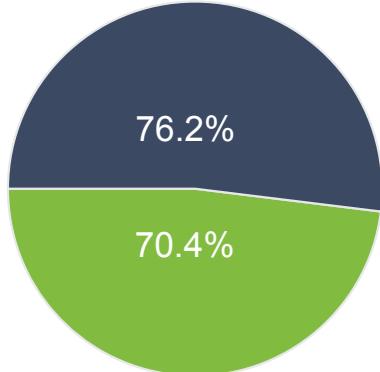
HOUSEHOLD INCOME



COLLEGE GRADUATE



OWN A HOME

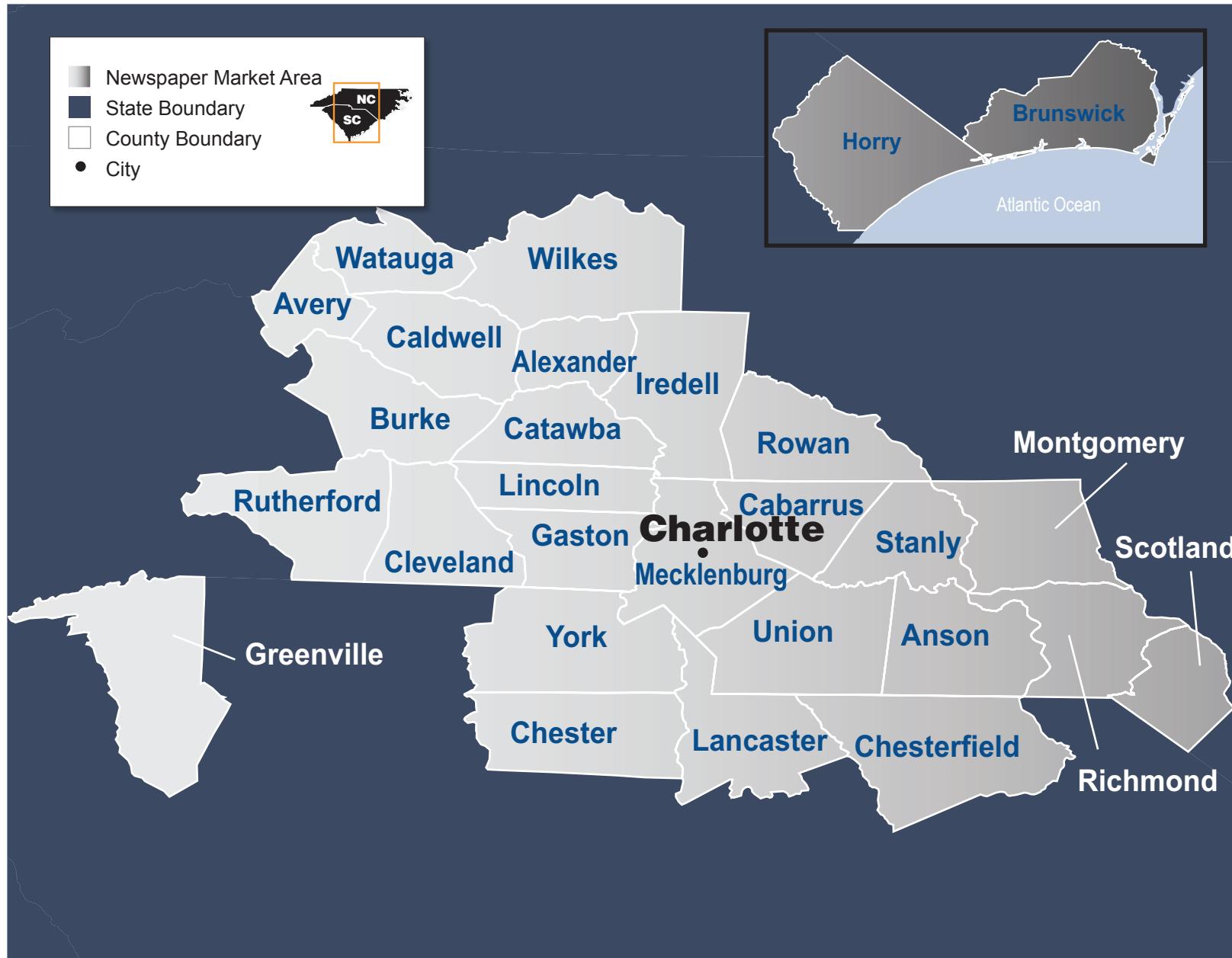


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 601

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