

# News & Record - Greensboro

## Demographics

Daily Newspaper Readership **215,490**  
Sunday Newspaper Readership **278,180**

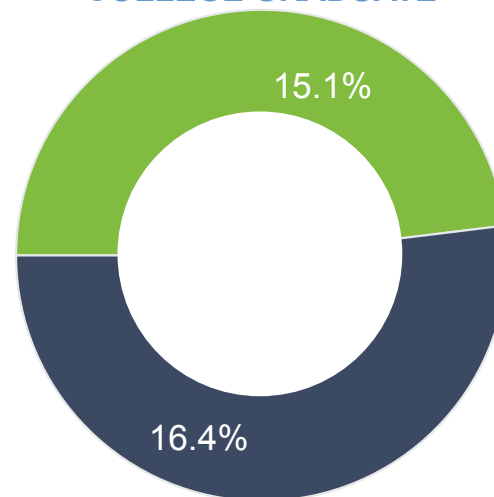
### FINANCIAL SERVICES (HAS OR USE)

**8.5%**  
Certificates of Deposit  
**11.8%**

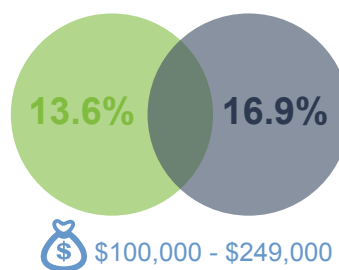
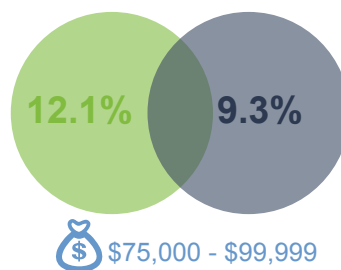
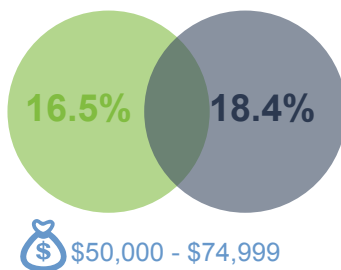


**65.5%**  
Savings Account  
**66.9%**

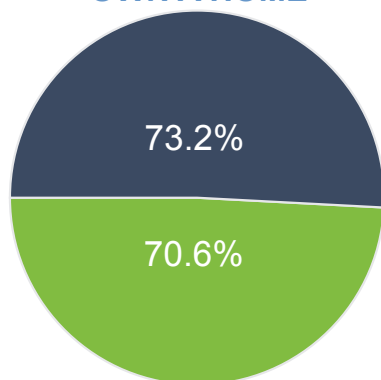
### COLLEGE GRADUATE



### HOUSEHOLD INCOME



### OWN A HOME



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

**Bankrate®**

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 604