

Patriot News

Demographics

Daily Newspaper Readership ■ 164,141
Sunday Newspaper Readership ■ 349,288

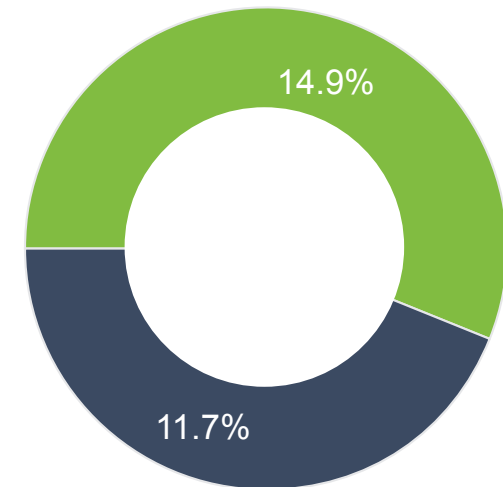
FINANCIAL SERVICES (HAS OR USE)

15.2%
Certificates of Deposit
15.5%

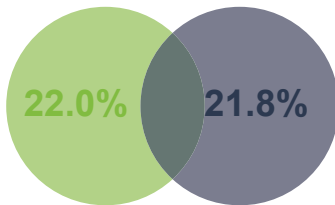


64.1%
Savings Account
71.4%

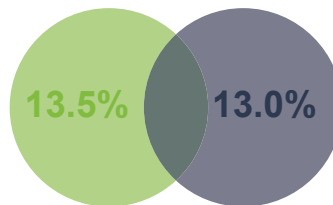
COLLEGE GRADUATE



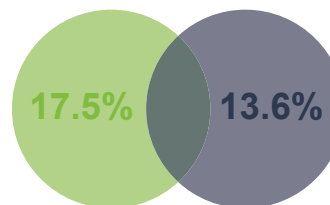
HOUSEHOLD INCOME



\$50,000 - \$74,999

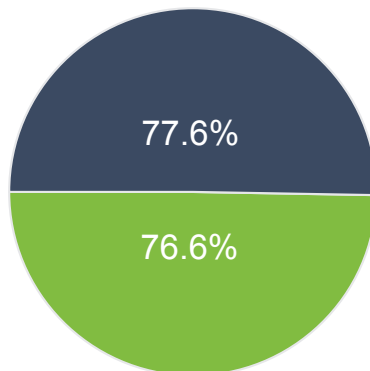


\$75,000 - \$99,999



\$100,000 - \$249,000

OWN A HOME



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

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Patriot News

Newspaper-Designated Market Area



Source: Internal Circulation Data, May 2015

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