

Philadelphia Inquirer

Demographics

Daily Newspaper Readership **889,634**
Sunday Newspaper Readership **1,546,328**

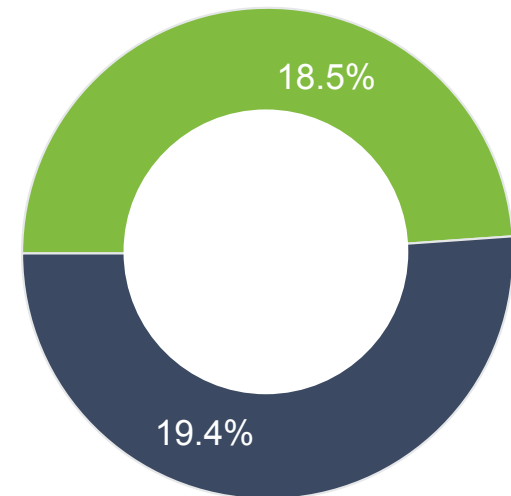
FINANCIAL SERVICES (HAS OR USE)

11.8%
Certificates of Deposit
12.4%

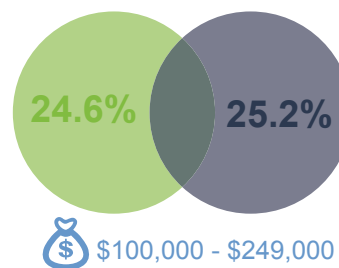
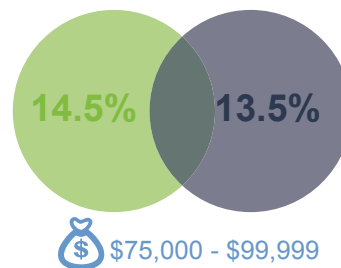
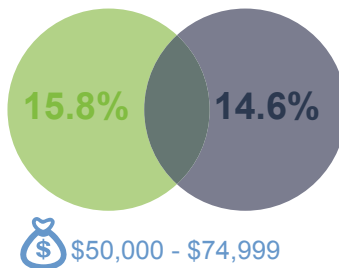


65.6%
Savings Account
67.8%

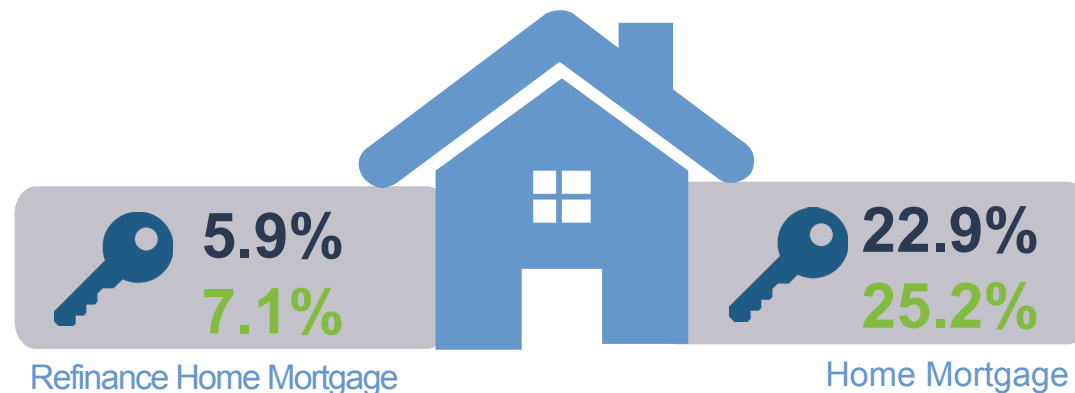
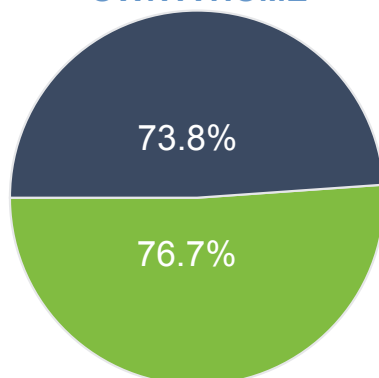
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



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

Bankrate®

Daily News

Demographics

Daily Newspaper Readership ■ 441,409

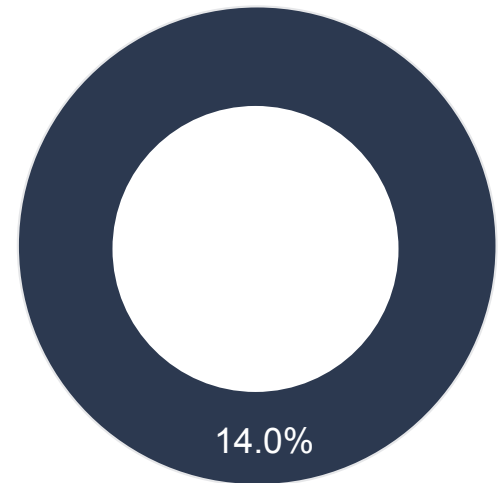
FINANCIAL SERVICES (HAS OR USE)

7.1%
Certificates of Deposit

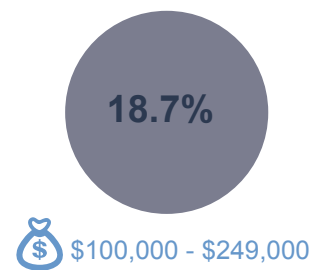
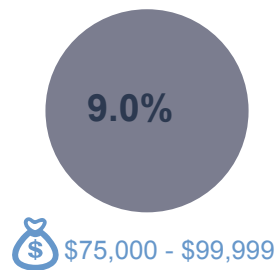
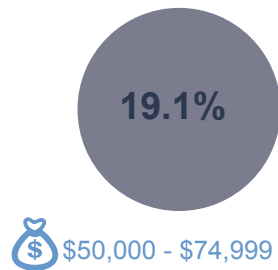


61.5%
Savings Account

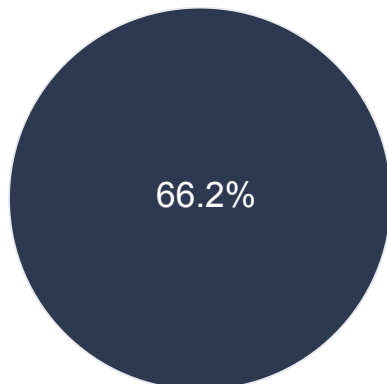
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

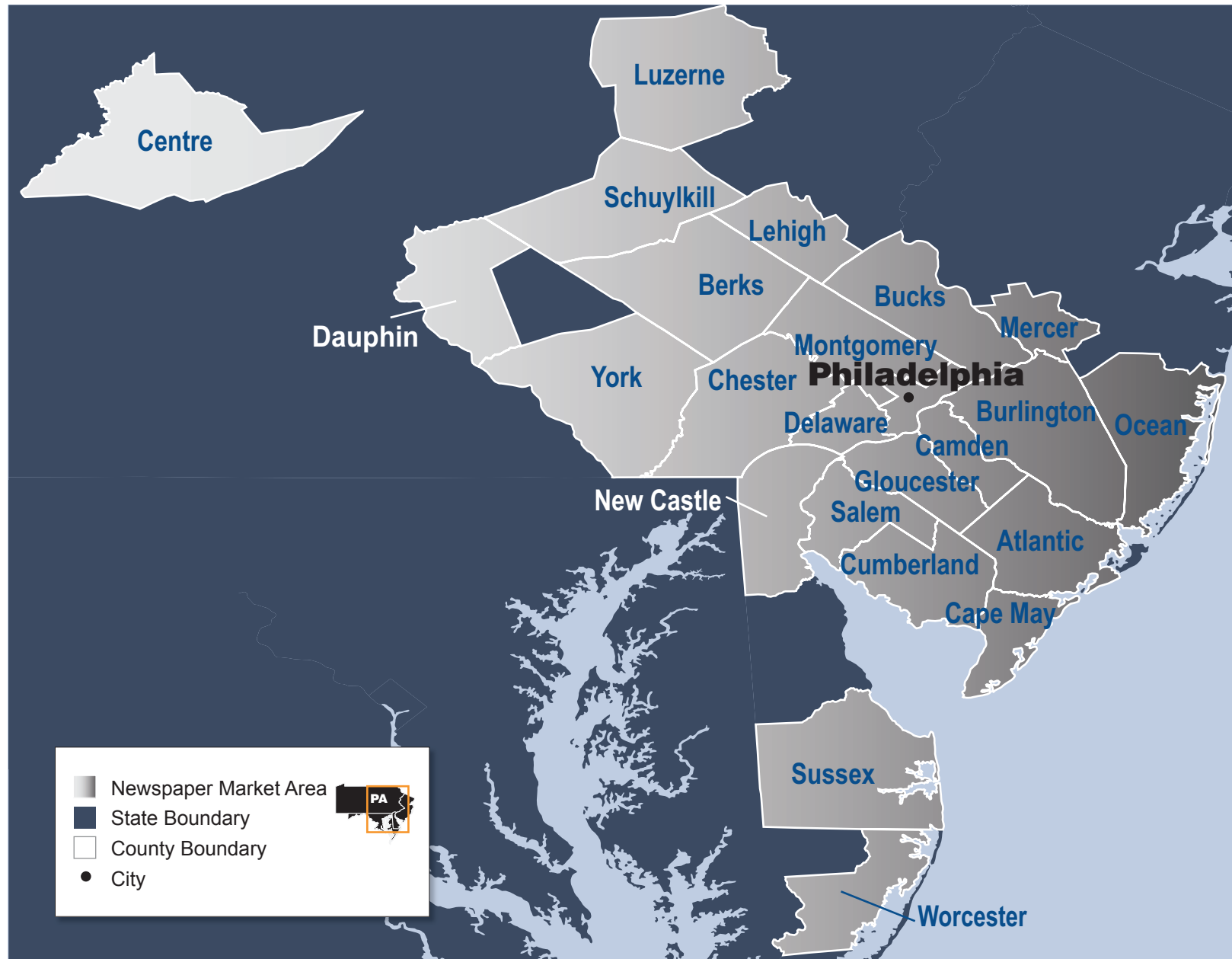


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Philadelphia Inquirer & Daily News

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 687