

Providence Journal

Demographics

Daily Newspaper Readership 334,906
Sunday Newspaper Readership 433,815

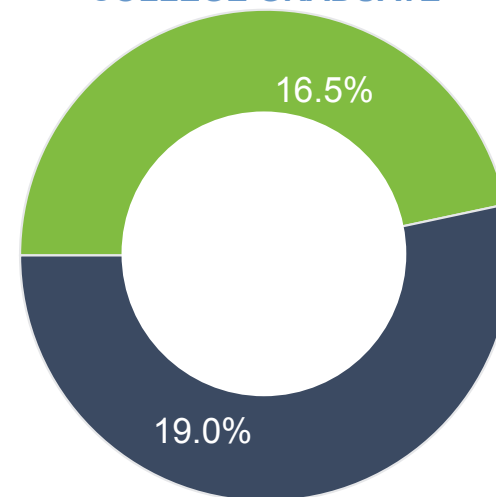
FINANCIAL SERVICES (HAS OR USE)

15.9%
Certificates of Deposit
15.7%

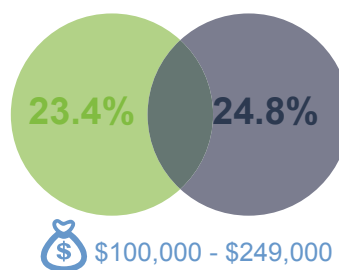
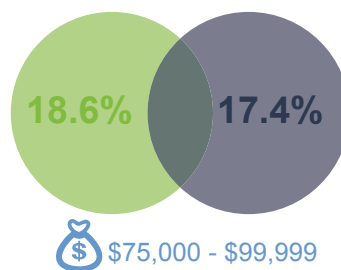
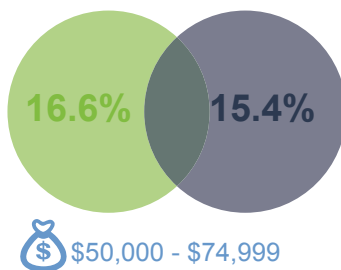


77.2%
Savings Account
79.9%

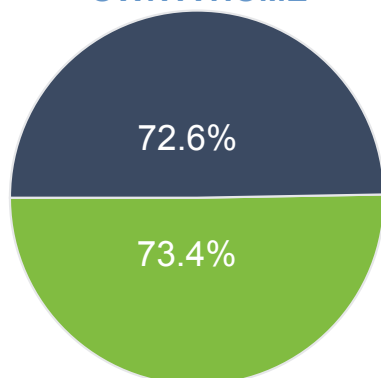
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



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

Bankrate®

Providence Journal

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 694