

# Memphis Commerical Appeal

## Demographics

Daily Newspaper Readership 425,701  
Sunday Newspaper Readership 506,829

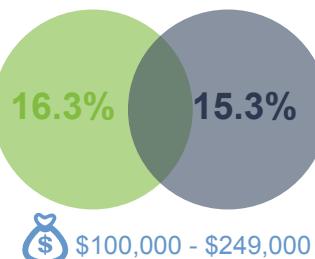
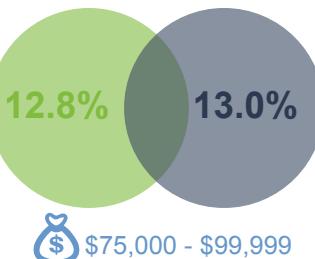
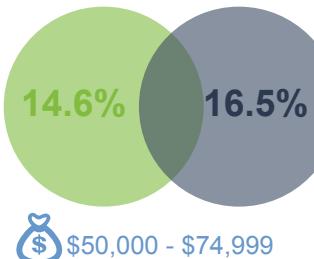
### FINANCIAL SERVICES (HAS OR USE)

**8.0%**  
Certificates of Deposit  
**6.8%**

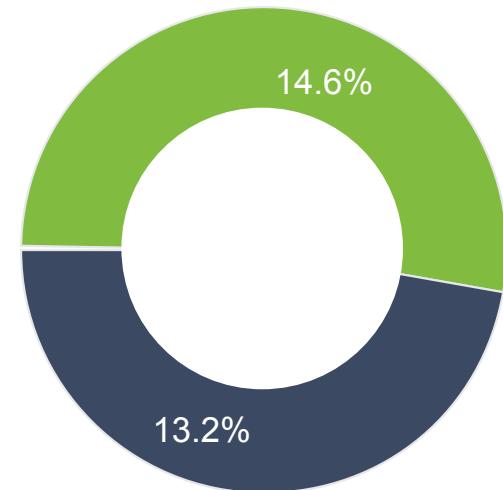


**58.5%**  
Savings Account  
**59.3%**

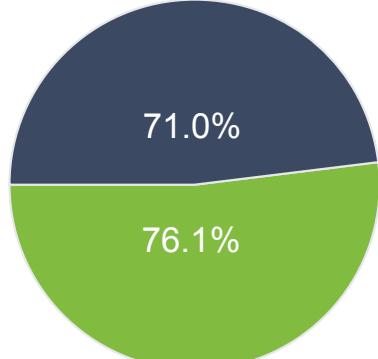
### HOUSEHOLD INCOME



### COLLEGE GRADUATE



### OWN A HOME



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

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# Memphis Commercial Appeal

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 723

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