

# Dallas Morning News

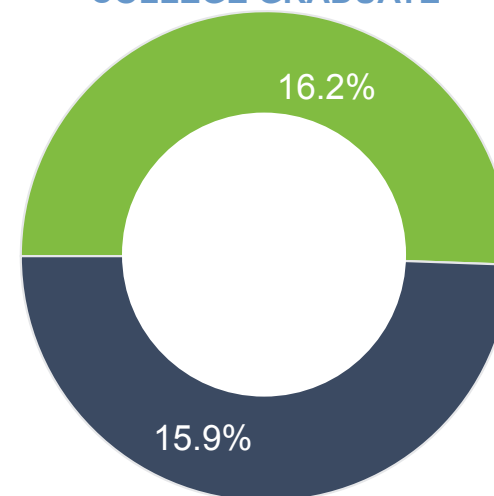
## Demographics

Daily Newspaper Readership **1,073,535**  
Sunday Newspaper Readership **1,410,152**

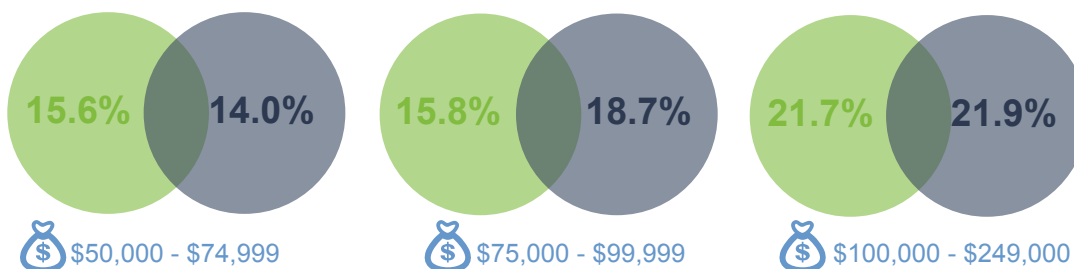
### FINANCIAL SERVICES (HAS OR USE)



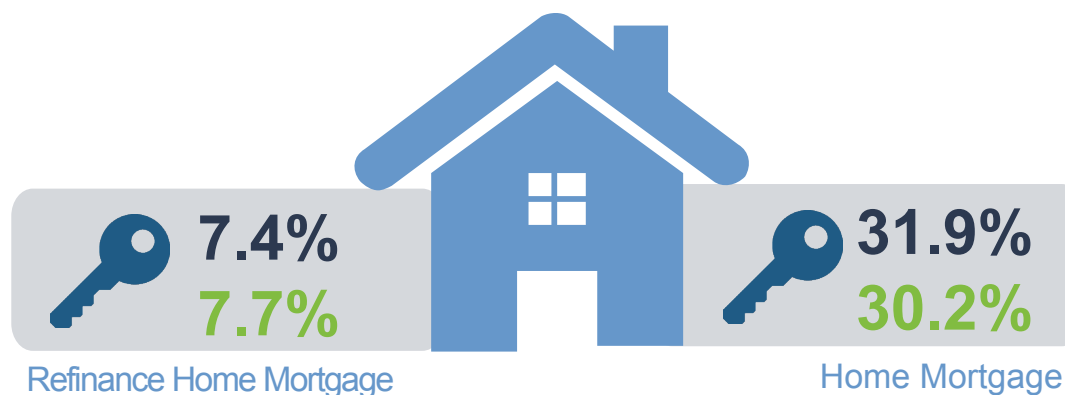
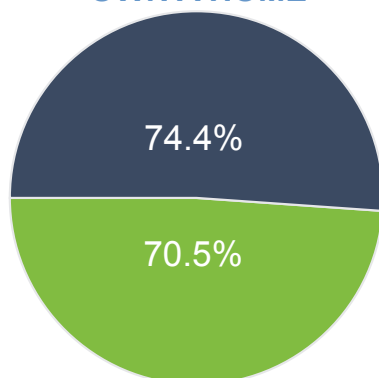
### COLLEGE GRADUATE



### HOUSEHOLD INCOME



### OWN A HOME

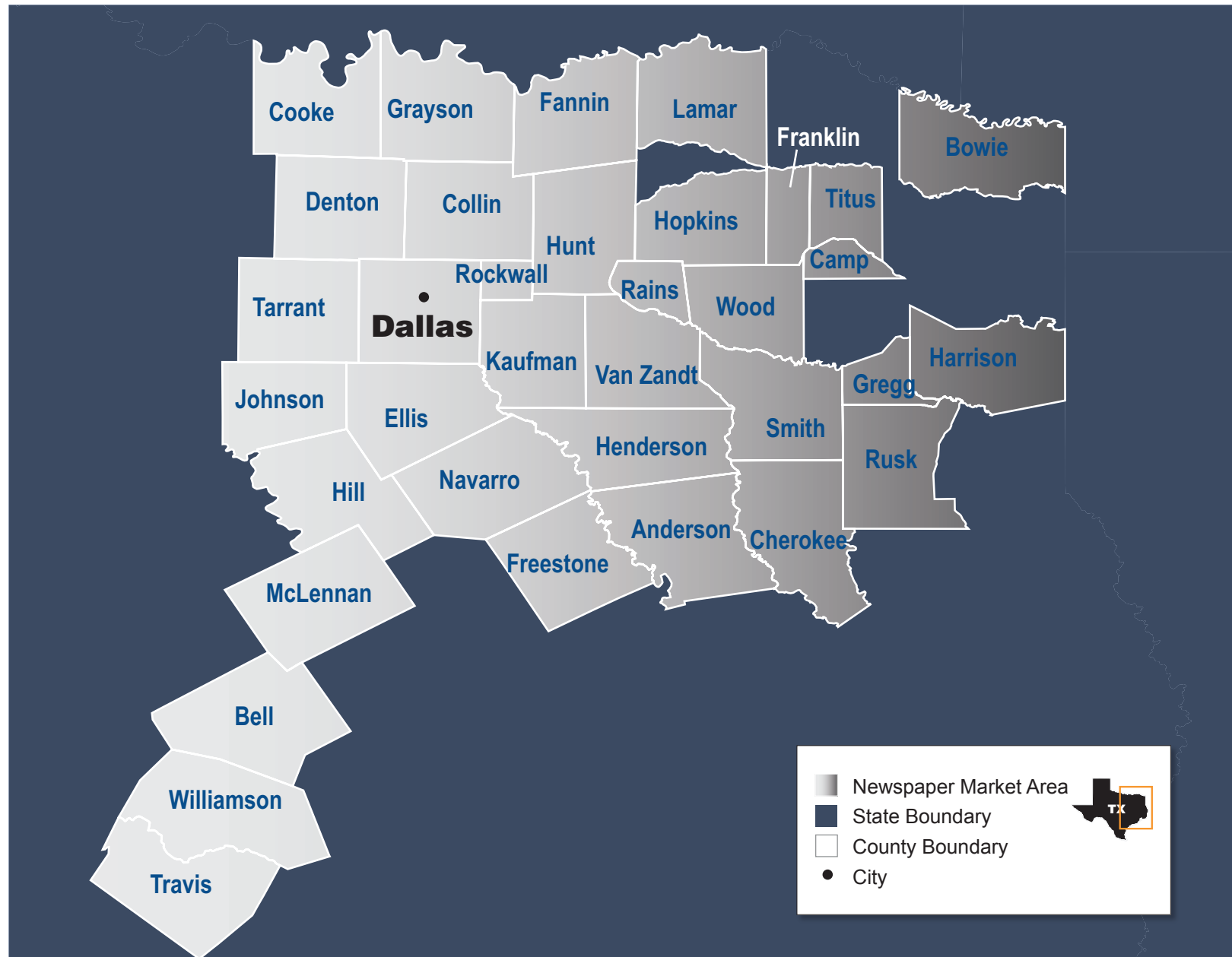


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 754