

Milwaukee Journal Sentinel

Demographics

Daily Newspaper Readership **608,771**
Sunday Newspaper Readership **815,645**

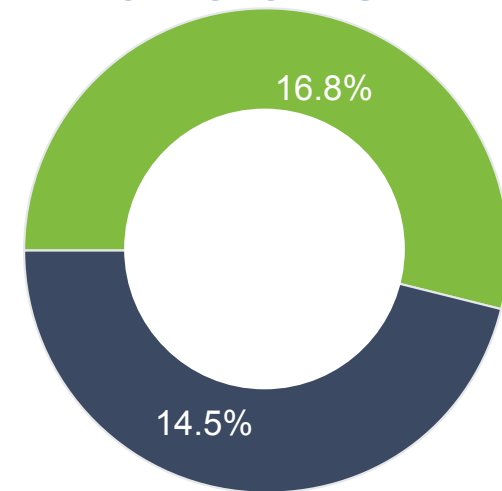
FINANCIAL SERVICES (HAS OR USE)

13.4%
Certificates of Deposit
11.7%

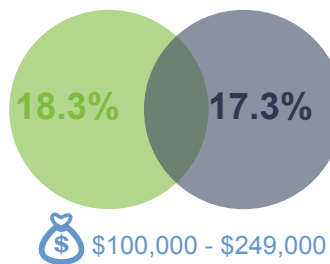
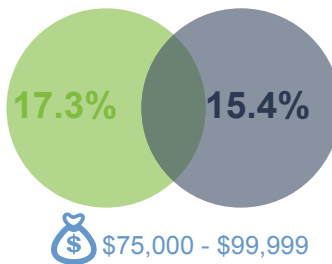
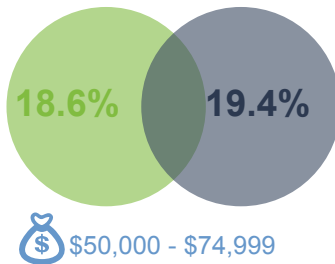


70.6%
Savings Account
69.6%

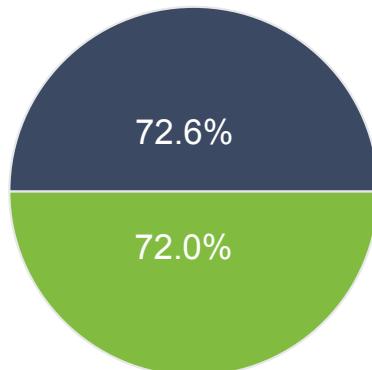
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



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

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Milwaukee Journal Sentinel

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 824

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