



Orange County Register

Demographics

Daily Newspaper Readership  866,745
Sunday Newspaper Readership  1,156,428

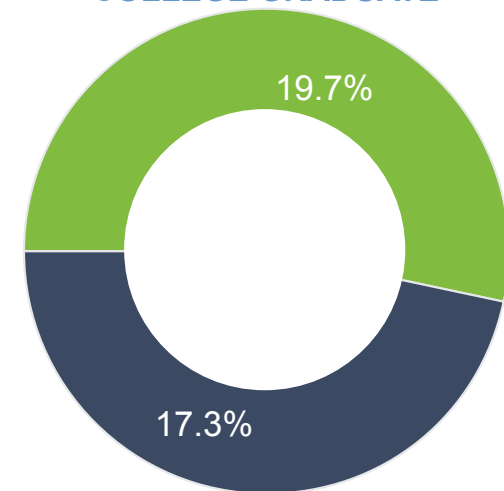
FINANCIAL SERVICES (HAS OR USE)

10.1%
Certificates of Deposit
11.0%

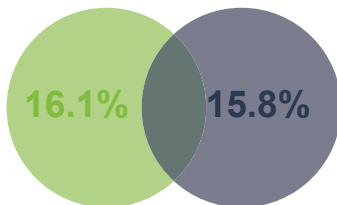


75.0%
Savings Account
76.8%

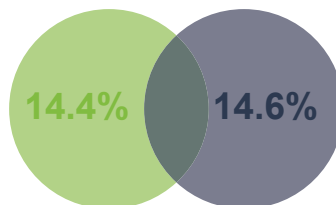
COLLEGE GRADUATE



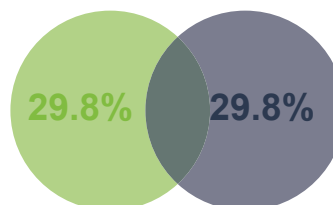
HOUSEHOLD INCOME



 \$50,000 - \$74,999

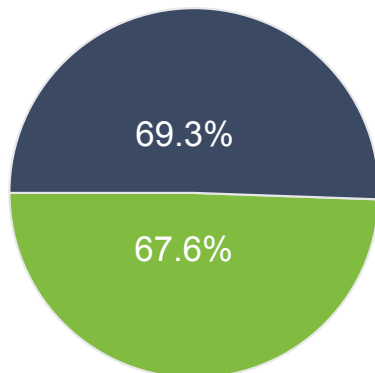


 \$75,000 - \$99,999



 \$100,000 - \$249,000

OWN A HOME



 **7.9%**
7.6%

Refinance Home Mortgage



 **32.4%**
34.4%

Home Mortgage

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

Bankrate®

Orange County Register

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 237