

Delaware News Journal

Demographics

Daily Newspaper Readership **218,276**
Sunday Newspaper Readership **245,332**

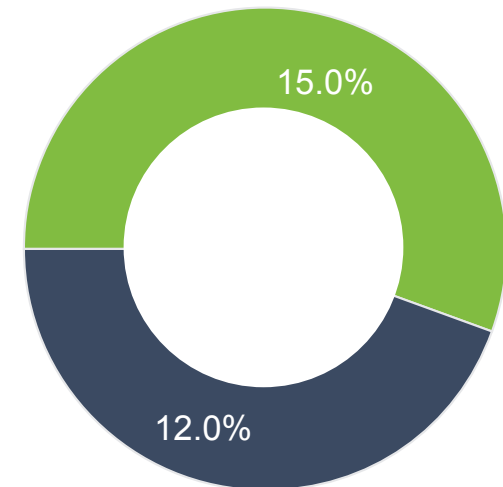
FINANCIAL SERVICES (HAS OR USE)

8.4%
Certificates of Deposit
11.7%

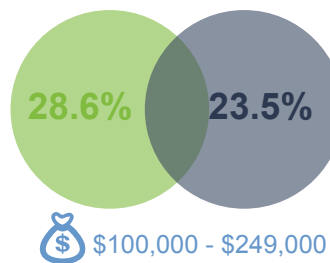
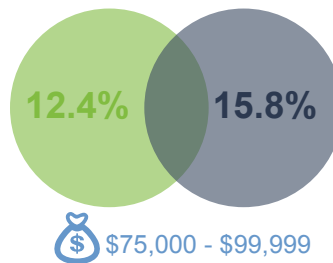
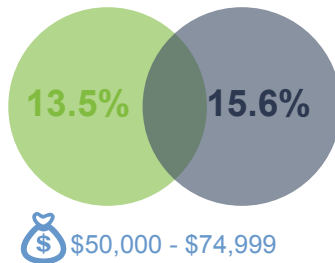


72.2%
Savings Account
72.7%

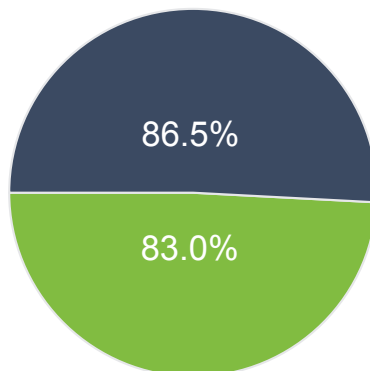
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

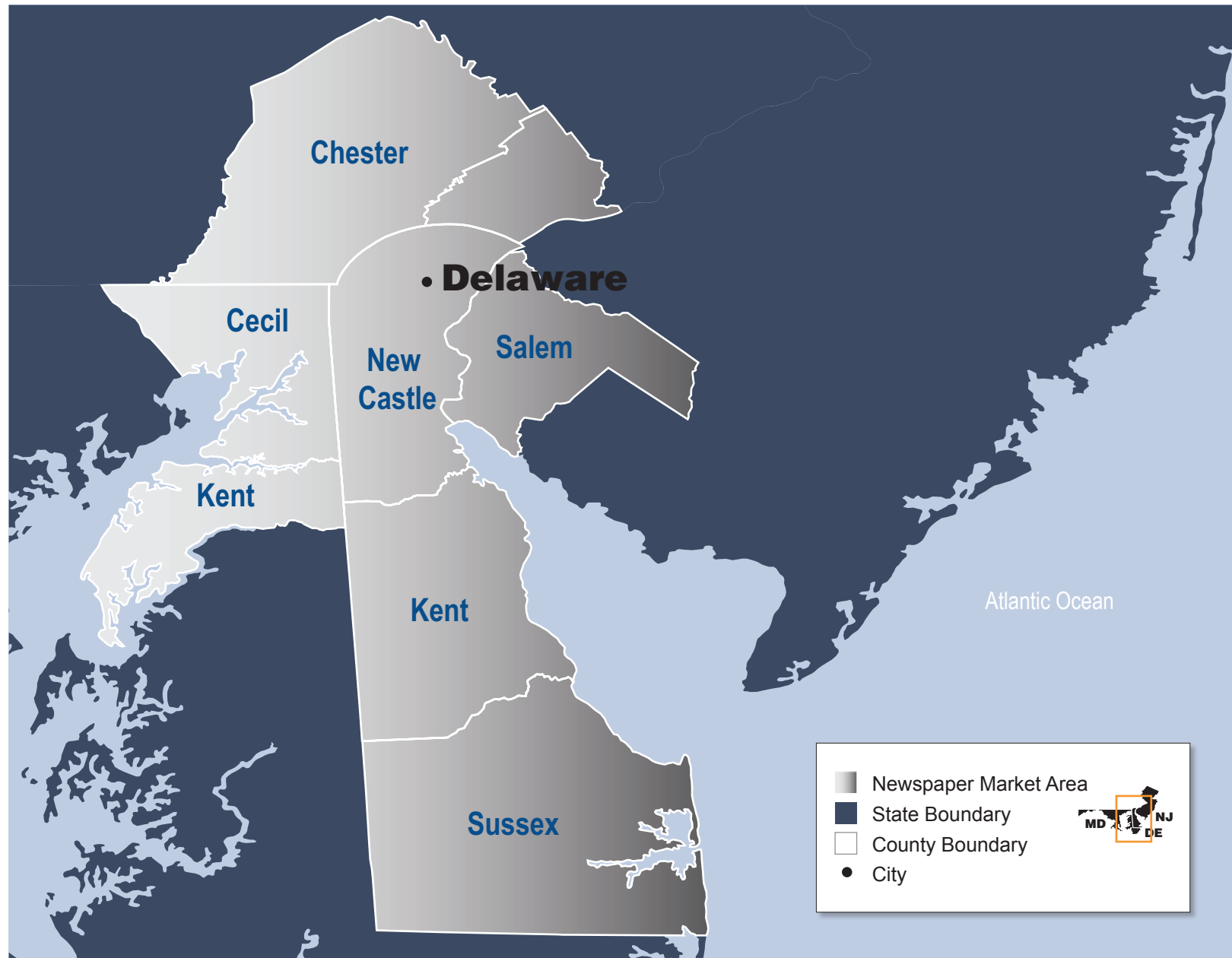


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 262