

# New York Post

## Demographics

Daily Newspaper Readership 2,131,220  
Sunday Newspaper Readership 1,277,725

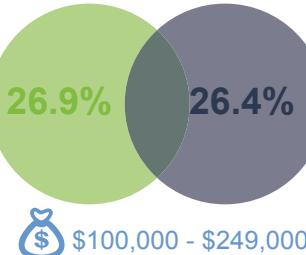
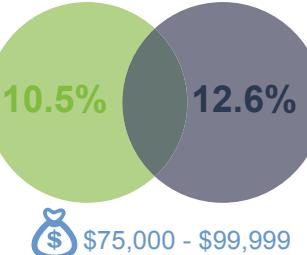
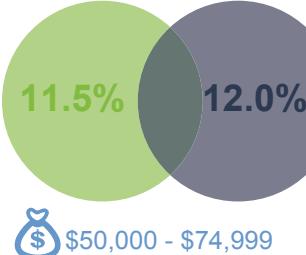
### FINANCIAL SERVICES (HAS OR USE)

**9.3%**  
Certificates of Deposit  
**9.3%**

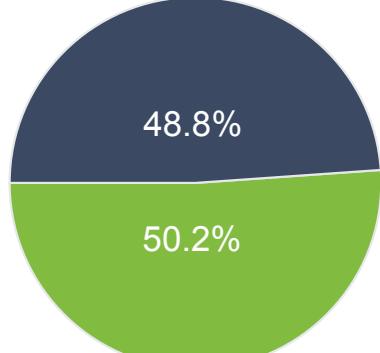


**62.4%**  
Savings Account  
**64.0%**

### HOUSEHOLD INCOME



### OWN A HOME

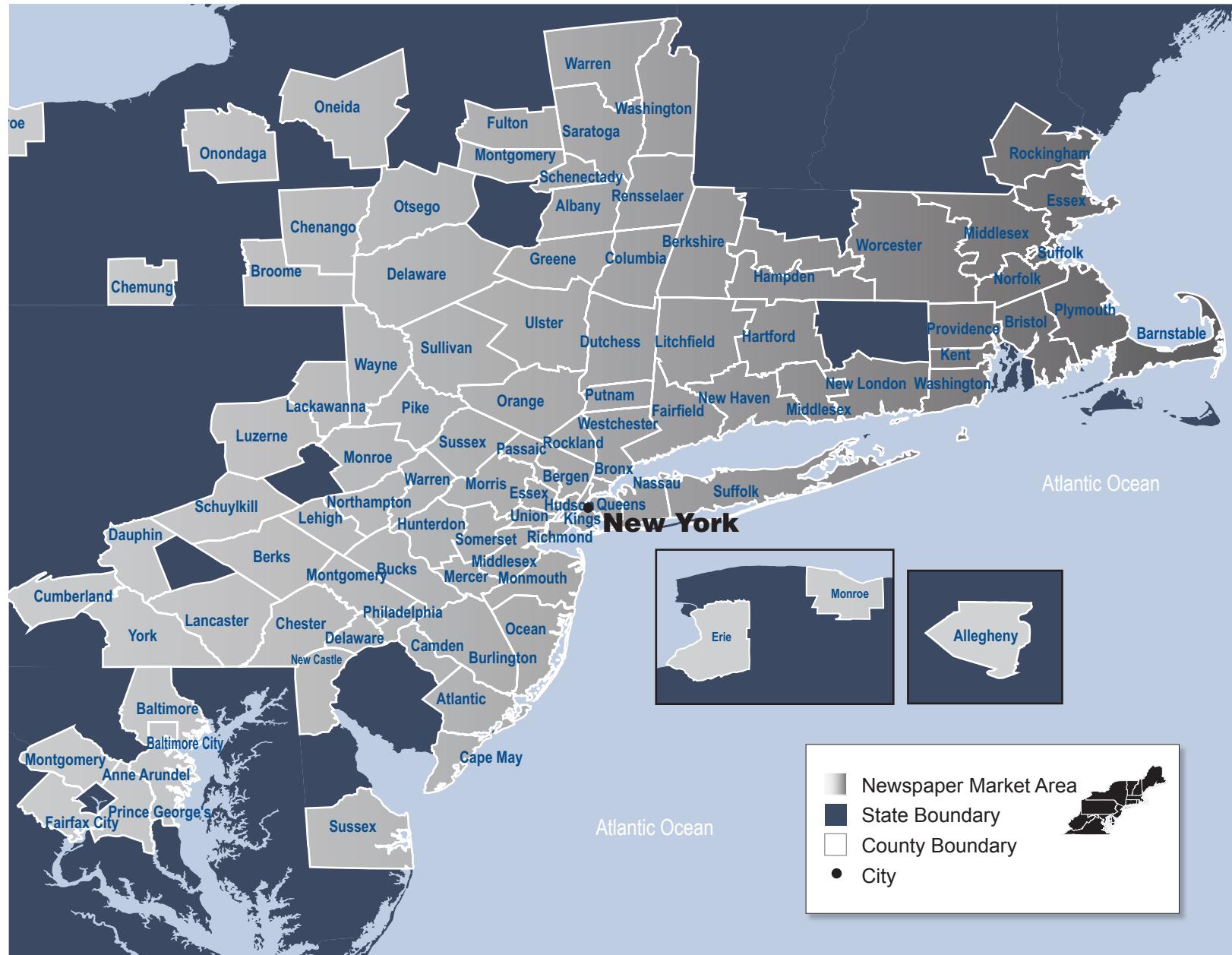


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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## Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 585

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