

Newsday

Demographics

Daily Newspaper Readership 1,542,142
Sunday Newspaper Readership 1,222,140

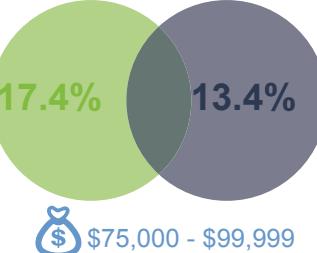
FINANCIAL SERVICES (HAS OR USE)

10.8%
Certificates of Deposit
11.7%



66.1%
Savings Account
72.3%

HOUSEHOLD INCOME

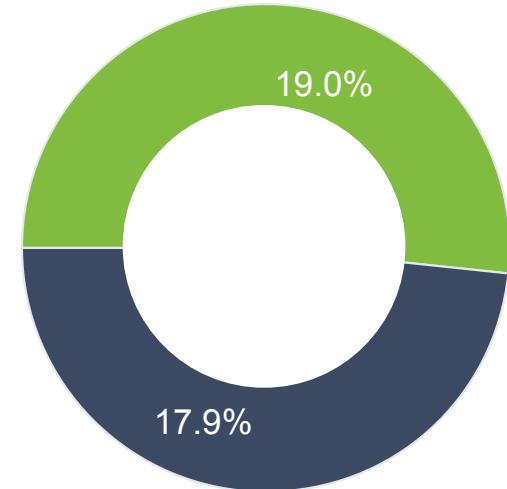


 \$50,000 - \$74,999

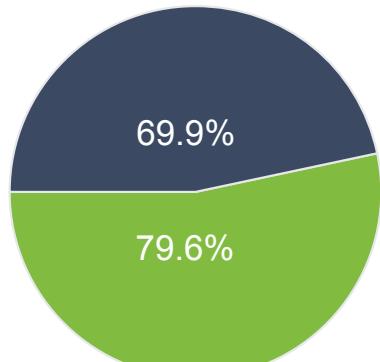
 \$75,000 - \$99,999

 \$100,000 - \$249,000

COLLEGE GRADUATE



OWN A HOME



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

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Newsday

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 586

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