

# Newsday

## Demographics

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

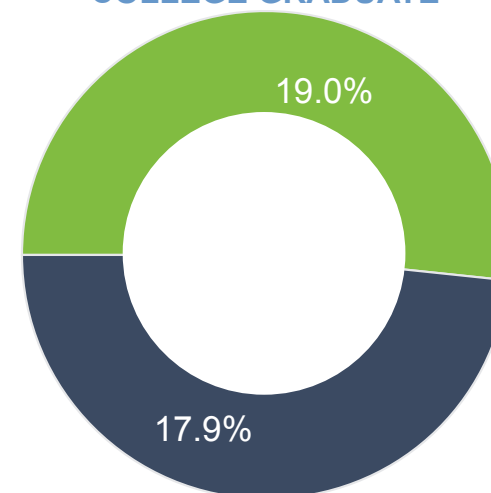
### FINANCIAL SERVICES (HAS OR USE)

**10.8%**  
Certificates of Deposit  
**11.7%**

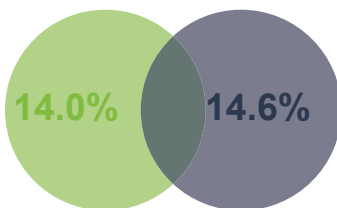


**66.1%**  
Savings Account  
**72.3%**

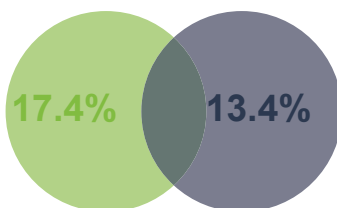
### COLLEGE GRADUATE



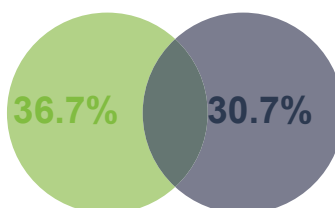
### HOUSEHOLD INCOME



\$50,000 - \$74,999

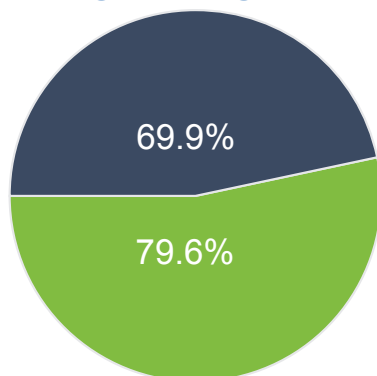


\$75,000 - \$99,999



\$100,000 - \$249,000

### OWN A HOME

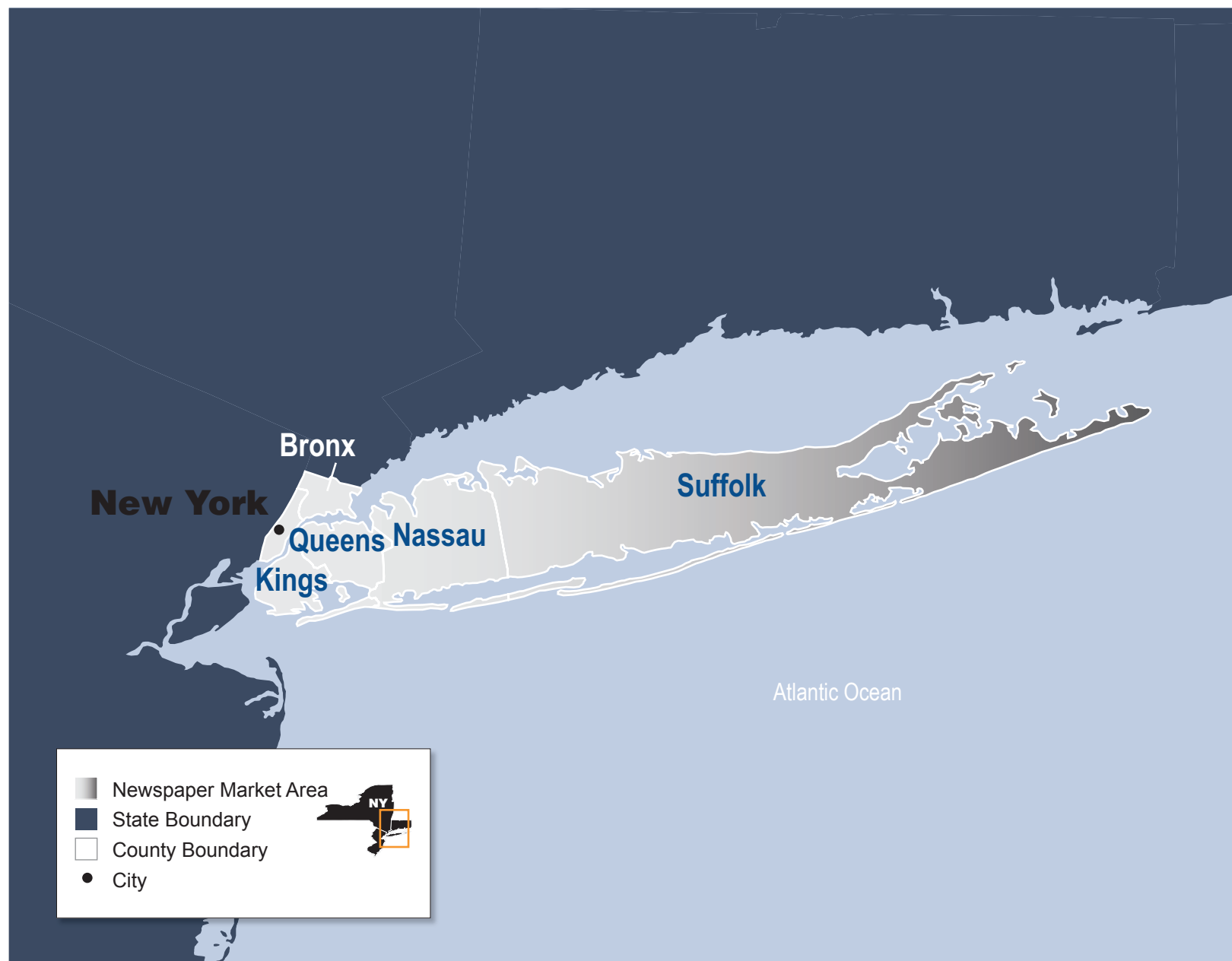


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 586