

Staten Island Advance

Demographics

Daily Newspaper Readership ■ 183,689
Sunday Newspaper Readership ■ 213,024

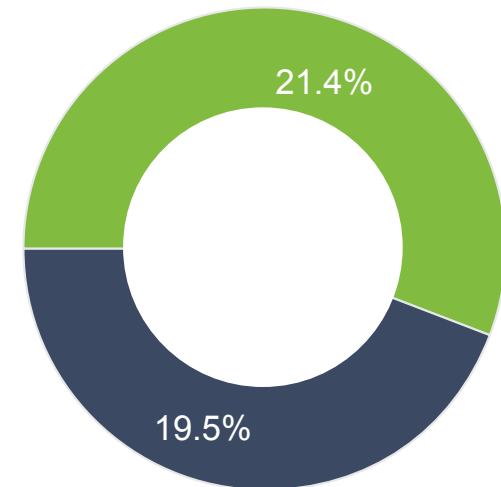
FINANCIAL SERVICES (HAS OR USE)

5.6%
Certificates of Deposit
5.5%

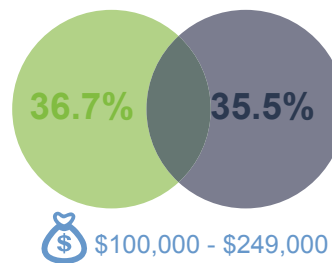
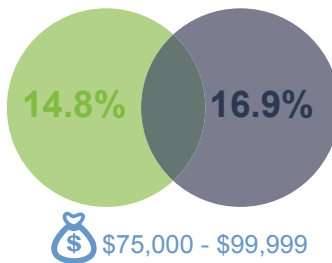
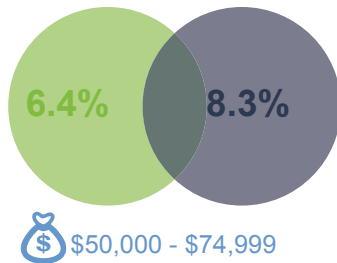


74.7%
Savings Account
72.1%

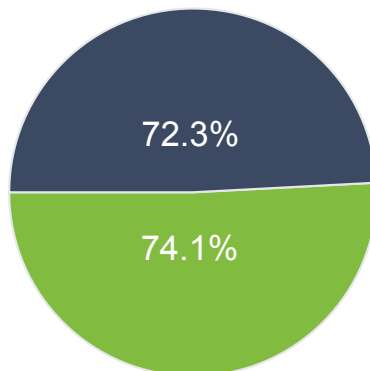
COLLEGE GRADUATE



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. 588