

# New York Daily News

## Demographics

Daily Newspaper Readership 2,822,754  
Sunday Newspaper Readership 2,435,846

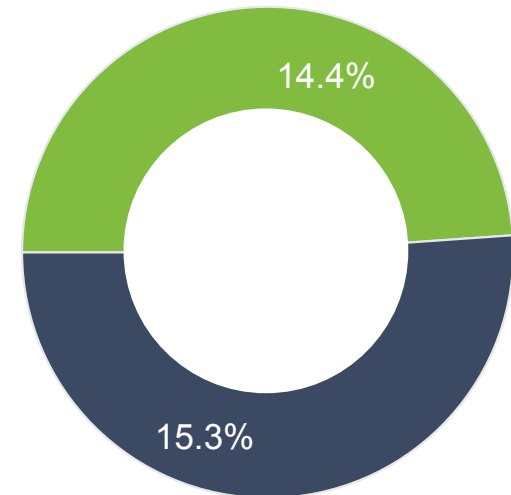
### FINANCIAL SERVICES (HAS OR USE)

**8.3%**  
Certificates of Deposit  
**9.9%**

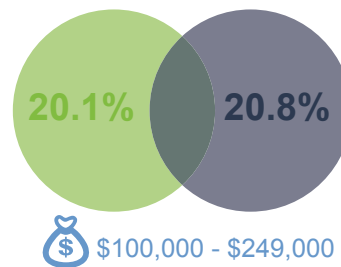
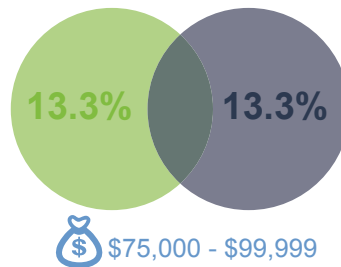
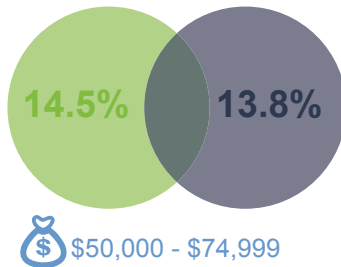


**61.3%**  
Savings Account  
**60.8%**

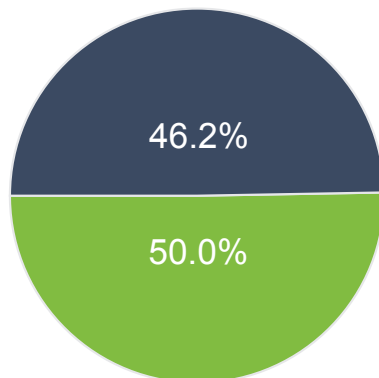
### COLLEGE GRADUATE



### HOUSEHOLD INCOME



### OWN A HOME

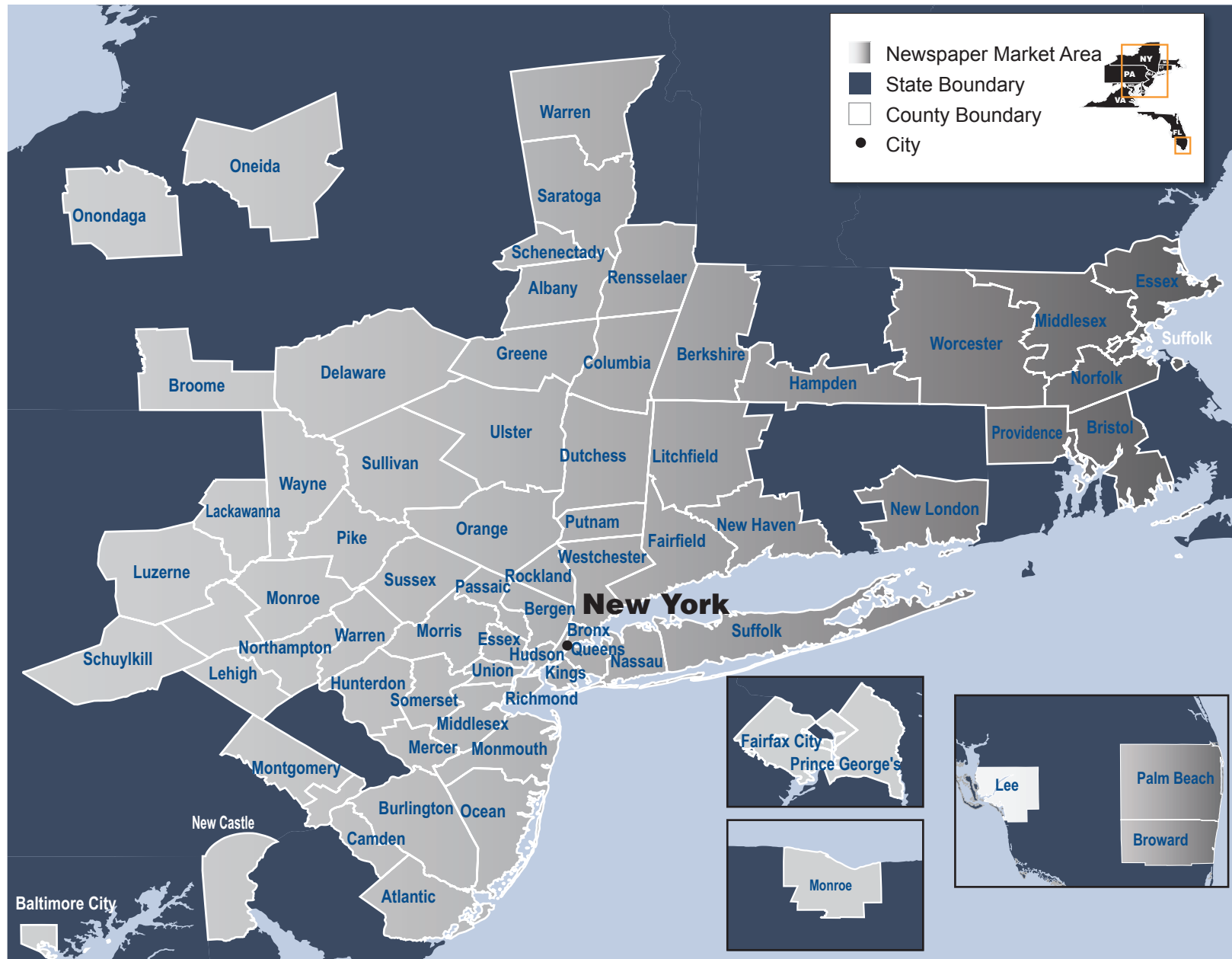


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

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## Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 581