

# Seattle Times

## Demographics

Daily Newspaper Readership **947,210**  
Sunday Newspaper Readership **1,215,487**

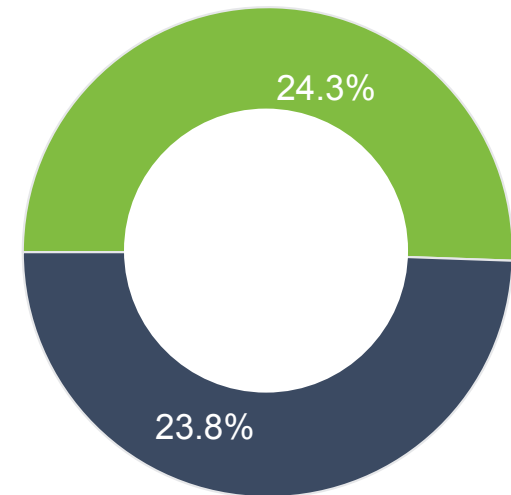
### FINANCIAL SERVICES (HAS OR USE)

**13.7%**  
Certificates of Deposit  
**13.2%**

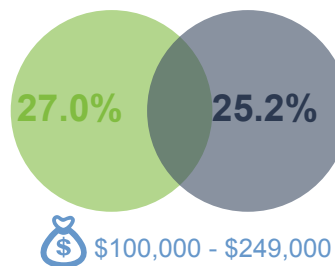
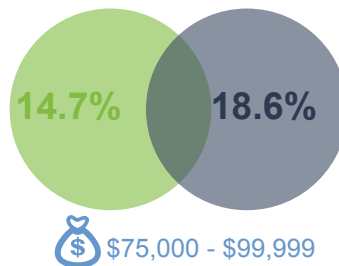
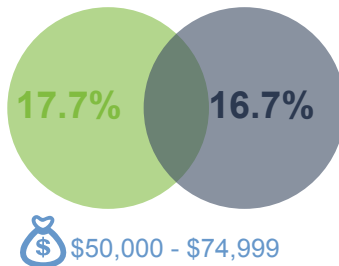


**84.0%**  
Savings Account  
**84.0%**

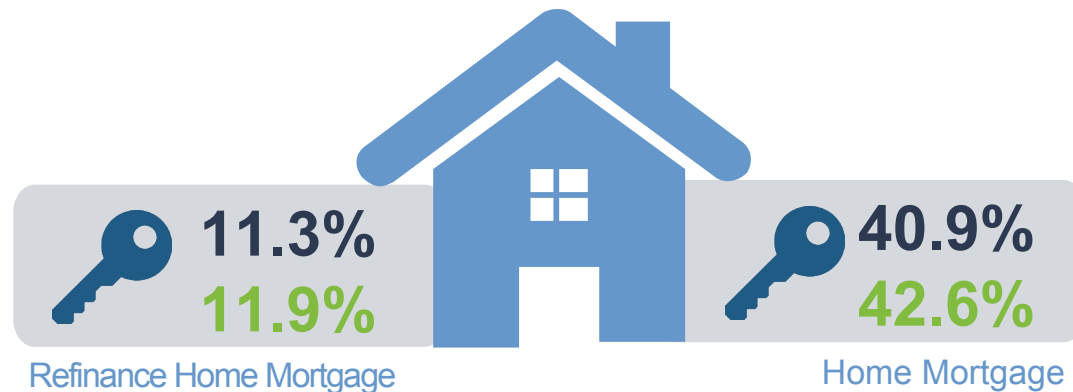
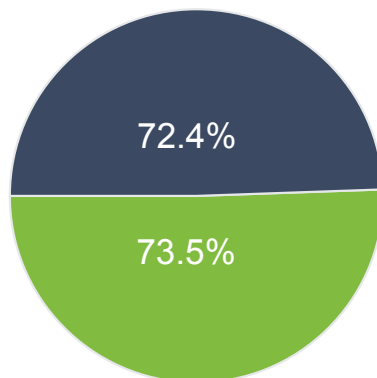
### COLLEGE GRADUATE



### 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. 800

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