

---

# Staten Island Market Study

---

– CONDENSED STUDY –



---

Research conducted by Urban & Associates, Fall 2004  
Report prepared by the Staten Island Advance  
950 Fingerboard Road, Staten Island, N.Y. 10305 • (718) 816-2842

---

---

# The Researcher

---

---

URBAN & ASSOCIATES... Since its founding in 1974, Urban & Associates, Inc. of Sharon, Massachusetts has served more than 300 clients in the U.S., Latin America, Canada, and Europe. Because of its industry expertise and continuing commitment to the excellence of its work, U&A enjoys an enviable reputation as the "gold-standard" provider of newspaper research and consulting services both nationally and internationally.

THE SURVEY... was designed to adhere to the strict codes imposed upon advertising researchers.

---

---

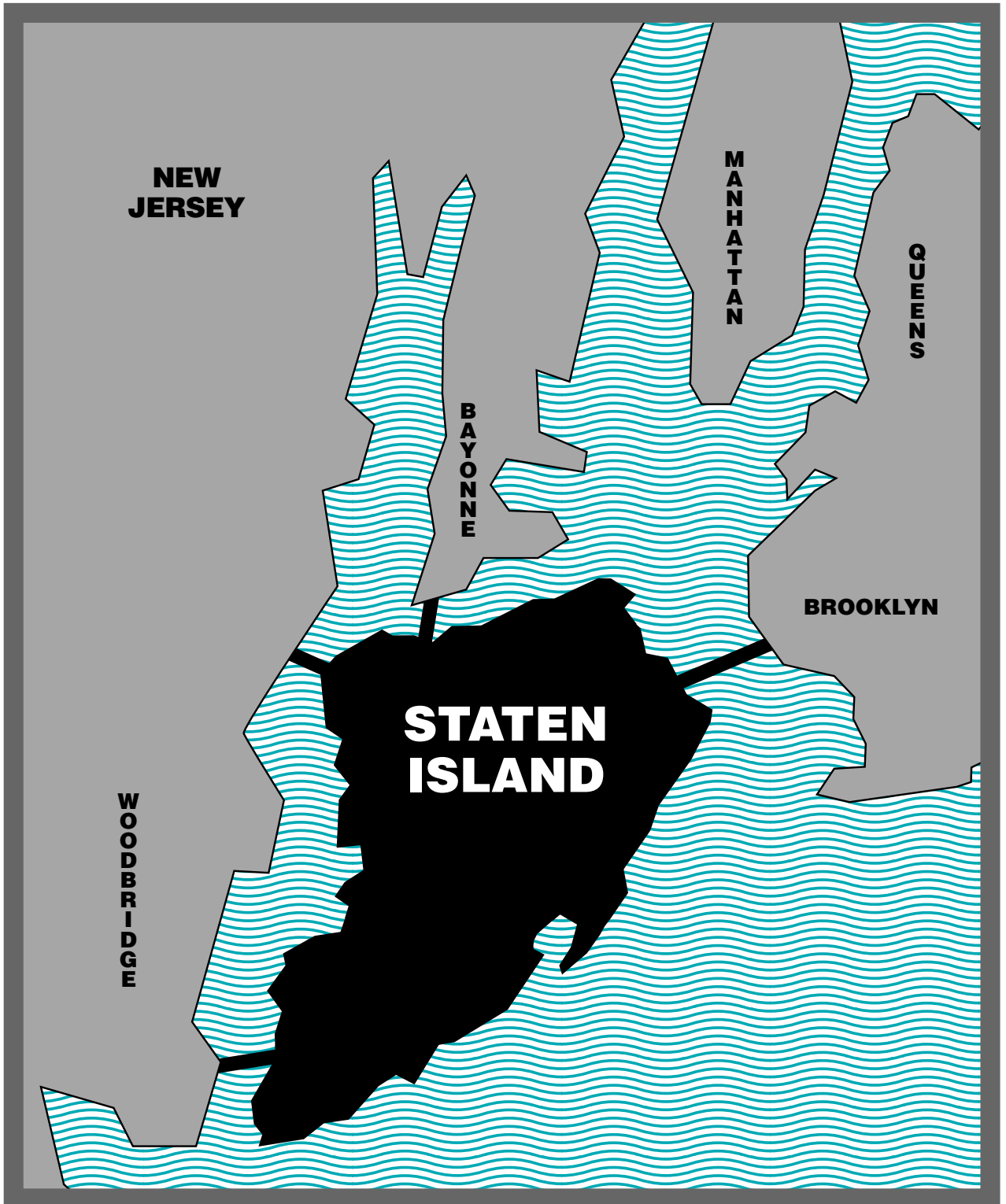
## Methodology

---

---

### Description of the Staten Island Market Study

AREA COVERED:	Richmond County in New York
PERIOD COVERED:	Interviewing conducted October 7– October 25, 2004
METHOD:	Telephone interviews using a uniform questionnaire, conducted from a central location using Computer Assisted Telephone Interviewing (CATI)
RESPONDENTS:	Men and women, age 18 and older
SAMPLE DESIGN:	Probability design, using a systematic random selection of telephone households and respondents within households. Telephone numbers are generated so that both listed and unlisted numbers are included.
SAMPLE SIZE:	1205 telephone interviews Percentages reported are statistically accurate to within +/- 2.8 percentage points at the 95% confidence level (except where otherwise noted)



**Staten Island is New York City's third largest county covering 60.9 square miles. Four major bridges and The Staten Island Ferry connect Staten Island to surrounding areas.**

# Welcome to the Staten Island Market

## GEOGRAPHY

Staten Island, or Richmond, is the southernmost county in New York State. It is the third largest county (borough) among New York City's five counties, covering 60.9 square miles. The distance from Manhattan is only five miles, and only a half mile from Brooklyn. New Jersey bounds it's western shore, separated by the narrow Arthur Kill waterway. From north to south Staten Island is 13.9 miles, and from east to west 7.3 miles. Four major bridges and the Staten Island Ferry connect the Island to surrounding areas.



## ISLAND PROFILE

S&MM Survey of Buying Power Stats

### CURRENT POPULATION & INCOME

Estimated Population .....	466,500
Median Household EBI .....	\$47,220*
<small>(Effective Buying Income)</small>	

\* Ranks as number one in N.Y.C.

### 5-YEAR PROJECTIONS 2010

Population .....	490,200
Average Household EBI .....	\$62,196
Total EBI .....	\$10,878,120,000
Total Retail Sales .....	\$4,925,646,000

### SALES FIGURES 2005

Retail Sales.....	\$ 4,156,553,000
Food & Beverage Stores.....	\$ 819,919,000
General Merchandise.....	\$ 492,421,000
Motor Vehicles & Parts Dealers .....	\$ 633,403,000
Food Serv. & Drinking Estab. ....	\$ 448,686,000
Furniture, Appliances, Electronics & Home Furnishings .....	\$164,527,000

*These figures do not include an estimated 30% of additional sales spent off Staten Island, mostly in New Jersey.*

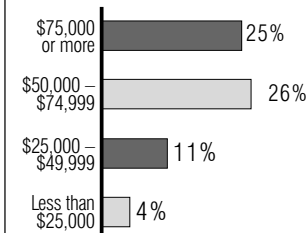
## DEMOGRAPHICS

Total Adult Market (18 years & older)

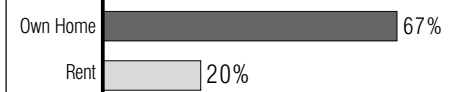
### AGE



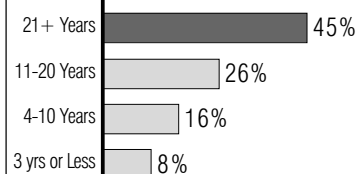
### INCOME



### HOMEOWNERS



### LENGTH OF RESIDENCY



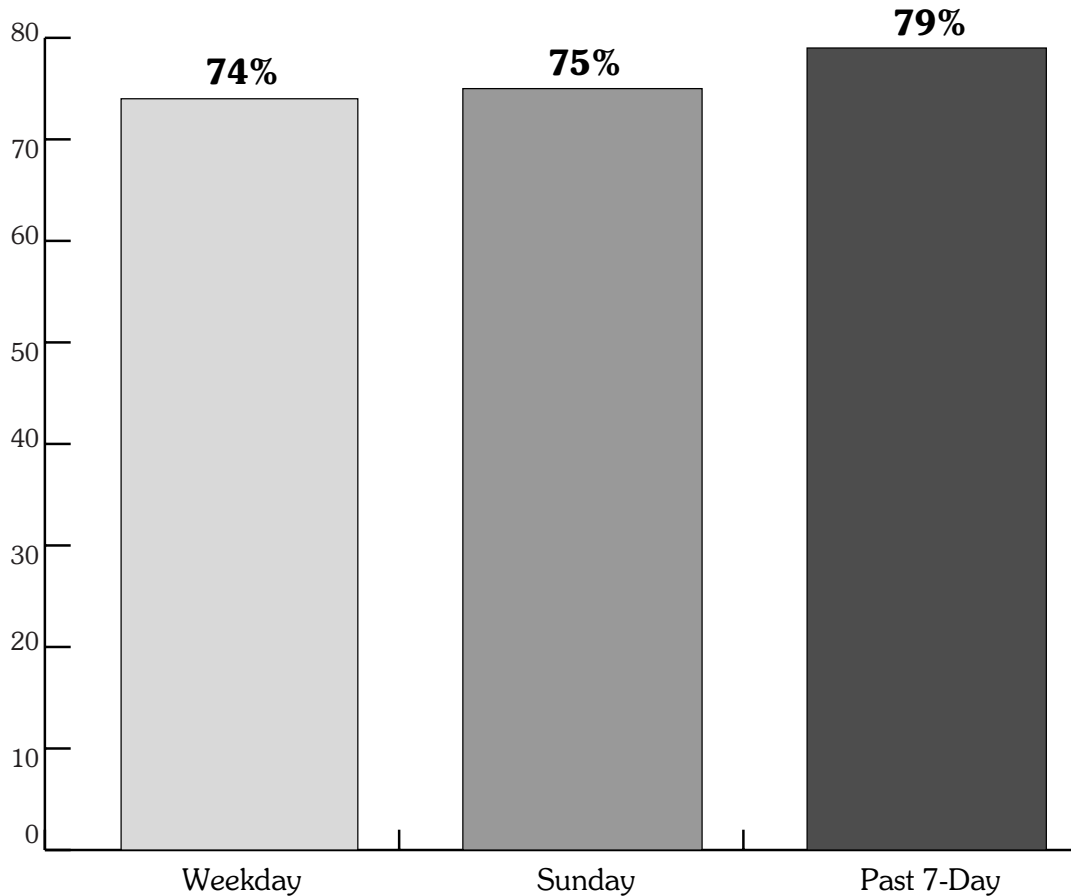
# Demographic Coverage

## The Advance covers the Market

	Total Adult Market	Advance Readership Penetration		Total Adult Market	Advance Readership Penetration
<b>GENDER</b>			<b>WORKING WOMEN</b>		
Male	47%	75%	Employed	43%	83%
Female	53%	83%	Not Employed outside the home	44%	85%
<b>RACE</b>			<b>EDUCATION</b>		
White	76%	82%	College Grad or more	33%	76%
African-American	9%	74%	Part College/Trade School	30%	78%
Asian	7%	65%	H.S. Grad or less	27%	83%
Other	8%	73%			
<b>AGE</b>			<b>CHILDREN IN HOUSEHOLD</b>		
18-34 years	30%	74%	No Children	53%	81%
35-54 years	40%	78%	One Child	16%	77%
55 years plus	30%	86%	Two or Three	21%	74%
			Four or more	1%	100% *
<b>INCOME</b>			<b>HOMEOWNERS</b>		
\$75,000 or more	25%	82%	Own Home	67%	82%
\$50,000 - \$74,999	26%	77%	Rent	20%	70%
\$25,000 - \$49,999	11%	73%			
Less than \$25,000	4%	71% *			
<b>OCCUPATION of Respondent</b>			<b>LENGTH OF RESIDENCY</b>		
White Collar	33%	74%	21 years or longer	45%	88%
Blue Collar	20%	82%	11-20 years	26%	73%
Retired	19%	88%	4-10 years	16%	79%
Not in Labor Force	17%	77%	3 years or less	8%	67%
<b>OCCUPATION LOCATION</b>			<b>ZIP CODE ZONES</b>		
Staten Island	51%	86%	North Shore	22%	74%
Manhattan	25%	61%	East Shore	29%	82%
Brooklyn	7%	69% *	South Shore	29%	82%
New Jersey	6%	83% *	West Shore	20%	77%

\* Base relatively unstable. Interpret with caution.

## Staten Island Advance Adult Readership



### REGULAR READERSHIP:

Weekday Readers – Adults who read a weekday (M-F) copy of the Advance in the past week.

Sunday Readers – Adults who read a Sunday copy of the Advance in the past month.

Past 7-Day Readers – Adults who read a copy of the Advance in the past week.

---

---

# Gender & Race

## Staten Island Advance Past 7-Day Audience†

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	352,000 100%	279,000 100%	79%
<b>GENDER</b>	<hr/>		
Male	167,000 47%	125,000 45%	75%
Female	185,000 53%	154,000 55%	83%
<b>RACE</b>	<hr/>		
White	268,000 76%	219,000 78%	82%
African-American	31,000 9%	23,000 8%	74%
Asian	23,000 7%	15,000 6%	65%
Other	30,000 8%	22,000 8%	73%

† Combined past weekday and last Sunday Advance readers

## Staten Island Advance Past 7-Day Audience

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	352,000 100%	279,000 100%	79%
<b>AGES</b>			
<b>18 – 24 Years</b>	42,000 12%	31,000 11%	74%
<b>25 – 34 Years</b>	64,000 18%	47,000 17%	73%
<b>35 – 44 Years</b>	75,000 21%	59,000 21%	79%
<b>45 – 54 Years</b>	68,000 19%	53,000 19%	78%
<b>55 – 64 Years</b>	48,000 14%	42,000 15%	88%
<b>65 Years &amp; Older</b>	55,000 16%	47,000 17%	85%

The median age of the total adult market is 43 years.

The median age of the S.I. Advance Past 7-Day Reader is 45 years.

**Staten Island Advance  
Past 7-Day Audience**

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	352,000 100%	279,000 100%	79%
<b>HOUSEHOLD INCOME</b>			
<b>\$100,000 or more</b>	42,000 12%	35,000 13%	83%
<b>\$75,000 – 99,999</b>	47,000 13%	38,000 14%	81%
<b>\$50,000 – 74,999</b>	91,000 26%	70,000 25%	77%
<b>\$25,000 – 49,999</b>	40,000 11%	29,000 10%	73%
<b>Less than \$25,000</b>	14,000 4%	10,000 3%	71% *
<b>Unreported</b>	118,000 34%	97,000 35%	—

The median household income of the total adult market is \$67,200.

The median household income of the S.I. Advance Past 7-Day Reader is \$68,600.

# Occupations of Respondents

## Staten Island Advance Past 7-Day Audience

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	<b>352,000</b> 100%	279,000 100%	79%
<b>OCCUPATIONS</b>			
<b>White Collar</b>	<b>116,000</b>	86,000	74%
Executives, Professionals, Technicians.....	93,000	31%	
Clerical, Marketing & Sales.....	24,000		
<b>Blue Collar</b>	<b>71,000</b>	58,000	82%
Foreman/Craftsman.....	7,500	21%	
Skilled Workers.....	20,000		
Unskilled Workers.....	4,500		
Service Workers.....	12,000		
Other Workers.....	27,000		
<b>Retired</b>	<b>65,000</b>	57,000	88%
	19%	20%	
<b>Other/Not Employed</b>	<b>61,000</b>	47,000	77%
Homemakers.....	23,000	17%	
Laid Off, Unemployed, Disabled.....	18,000		
Students not working.....	13,000		
Other.....	7,000		
<b>Unreported</b>	<b>39,000</b>	31,000	—
	11%	11%	

# Occupation Location

## Staten Island Advance Past 7-Day Audience

	Total Employed Adults	Employed Advance Past 7-Day Audience	Penetration % of Employed Adults
	188,000 100%	144,000 100%	77%
<b>OCCUPATION LOCATION</b>			
<b>Employed Adults</b>			
<b>Staten Island</b>	96,000 51%	83,000 58%	86%
<b>Manhattan</b>	46,000 25%	28,000 19%	61%
<b>Brooklyn</b>	13,000 7%	9,000 6%	69%*
<b>New Jersey</b>	12,000 6%	10,000 7%	83%*
<b>Some Other Place</b>	13,000 7%	8,000 6%	62%*
<b>Unreported</b>	8,000 4%	6,000 4%	—

\* Base relatively unstable. Interpret with caution.

# Working Women

## Staten Island Advance Past 7-Day Audience

	Total Female Adults	S.I. Advance Past 7-Day Audience	Penetration % of Total Female Adults
	<b>185,000</b> 100%	155,000 100%	84%
<b>STATUS</b>	<hr/>		
<b>Employed</b>	<b>80,000</b> 43%	66,000 43%	83%
<b>Not Employed Outside the Home</b>	<b>81,000</b> 44%	69,000 44%	85%
Homemaker .....	22,000		
Retired .....	34,000		
Student .....	5,000		
Unemployed .....	8,000		
Disabled .....	5,000		
Other .....	7,000		
<b>Unreported</b>	<b>24,000</b> 13%	20,000 13%	—

# Education

## Staten Island Advance Past 7-Day Audience

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	352,000 100%	279,000 100%	79%
<b>EDUCATION</b>			
<b>College Grad or more</b>	<b>116,000</b>	<b>88,000</b>	<b>76%</b>
College Graduate .....	84,000		
Graduate Study.....	9,000		
Graduate Degree.....	23,000		
<b>Trade or Vocational School/Part College</b>	<b>105,000</b>	<b>82,000</b>	<b>78%</b>
Trade School.....	15,000		
Part College .....	90,000		
<b>High School Graduate or Less</b>	<b>96,000</b>	<b>80,000</b>	<b>83%</b>
H.S. Graduate.....	83,000		
Part High School.....	12,000		
8th Grade or less.....	1,000		
<b>Unreported</b>	<b>35,000</b>	<b>29,000</b>	<b>—</b>
	10%	10%	

# Marital Status

## Staten Island Advance Past 7-Day Audience

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	352,000 100%	279,000 100%	79%
<b>MARITAL STATUS</b>			
<b>Married</b>	197,000 56%	158,000 57%	80%
<b>Single</b>	73,000	54,000	74%
Male .....	38,000	19%	
Female .....	35,000		
<b>Widowed, Divorced or Separated</b>	51,000 14%	42,000 15%	82%
<b>Unreported</b>	31,000 9%	25,000 9%	—

# Children in Household

## Staten Island Advance Past 7-Day Audience

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	352,000 100%	279,000 100%	79%
<b>CHILDREN IN HOUSEHOLD</b>			
<b>No Children under Age 18</b>	187,000 53%	152,000 55%	81%
<b>One Child</b>	56,000 16%	43,000 15%	77%
<b>Two or Three Children</b>	72,000 21%	53,000 19%	74%
Two .....	57,000		
Three .....	15,000		
<b>Four or More Children</b>	5,000 1%	5,000 2%	100%*
<b>Unreported</b>	32,000 9%	26,000 9%	—

\* Base relatively unstable. Interpret with caution.

# Dwelling Status

## Staten Island Advance Past 7-Day Audience

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	352,000 100%	279,000 100%	79%
<b>TENURE</b>			
<b>Own Home</b>	235,000 67%	193,000 69%	82%
<b>Rent Home or Apartment</b>	71,000 20%	50,000 18%	70%
<b>Live w/ Friends/Family</b>	17,000 5%	14,000 5%	82% *
<b>Unreported</b>	29,000 8%	22,000 8%	—
<b>LENGTH OF RESIDENCY</b>			
<b>21 years or longer</b>	158,000 45%	139,000 50%	88%
<b>11 to 20 years</b>	91,000 26%	66,000 24%	73%
11 to 14 years .....	39,000		
15 to 20 years .....	52,000		
<b>4 to 10 years</b>	56,000 16%	44,000 16%	79%
<b>3 Years or less</b>	30,000 8%	20,000 7%	67%
One to Three .....	21,000		
Less than 1 year .....	9,000		
<b>Unreported</b>	17,000 5%	10,000 3%	—

\* Base relatively unstable. Interpret with caution.

# Zip Codes

## Staten Island Advance Past 7-Day Audience

	Total Adults In Market	S.I. Advance Past 7-Day Audience	Penetration % of Total Adult Market
	<b>352,000</b> 100%	279,000 100%	79%
<b>ZONES</b>			
<b>North Shore</b>	<b>77,000</b>	57,000	74%
10301 .....	31,000	22%	20%
10302 .....	16,000		
10303 .....	16,000		
10310 .....	14,000		
<b>East Shore</b>	<b>104,000</b>	85,000	82%
10304 .....	37,000	29%	31%
10305 .....	23,000		
10306 .....	44,000		
<b>South Shore</b>	<b>102,000</b>	84,000	82%
10307.....	11,000	29%	30%
10308.....	23,000		
10309.....	26,000		
10312.....	42,000		
<b>West Shore</b>	<b>69,000</b>	53,000	77%
10314 .....	69,000	20%	19%

