

THE FLINT JOURNAL

Sunday readership in market: 232,650
Daily readership in market: 178,240

Sunday readership across Michigan: 243,549
Daily readership across Michigan: 190,597

Home county Sunday penetration: 70.5%
Home county Daily penetration: 54.0%



Adult population: 330,191
Households: 144,368

Women: 174,629 | 52.9%
Men: 155,562 | 47.1%

Ages

18-34: 99,283 | 30.1%
35-49: 90,012 | 27.3%
50-64: 86,114 | 26.1%
65+: 54,782 | 16.6%

Married: 179,337 | 54.3%
Single: 150,854 | 45.7%

**Population with children
age 17 or younger:** 141,193 | 42.8%

Household income

\$75,000+: 97,083 | 29.4%
\$150,000+: 11,356 | 3.4%

Own their residence: 266,590 | 80.7%

Education

Some college: 113,363 | 34.3%
College graduate: 32,999 | 10.0%
Some post-graduate: 2,889 | 0.9%
Post-graduate degree: 18,706 | 5.7%

Busy Genesee County leads housing growth in Southeast Michigan. Its airport, Bishop International, is the third fastest-growing airport in the U.S. And its location at the center of an important Midwest transportation network has sparked plans to make the county a \$43 billion intermodal shipping hub.

Occupations

Management, business,
financial operations: 24,615 | 7.5%

Professional and
related occupations: 39,415 | 11.9%

Service: 37,935 | 11.5%

Sales and office: 35,075 | 10.6%

Construction, extraction
and maintenance: 20,755 | 6.3%

Production, transportation
and material moving: 25,266 | 7.7%

Source: Scarborough, Release 1, 2007.