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# THE FLINT JOURNAL



Sunday readership in Genesee Co.: 196,340 / 61.3%  
 Daily readership in Genesee Co.: 119,802 / 37.4%

Sunday readership in DMA: 214,743  
 Daily readership in DMA: 131,811

Integrated Newspaper Audience  
 DMA 320,882  
 Genesee Co. 237,967

Sunday circulation: 71,693  
 Daily circulation: 58,362

Women: 169,391 / 52.9%  
 Men: 151,040 / 47.1%

Ages  
 18-34 94,715 / 29.6%  
 35-49 81,132 / 25.3%  
 50-64 89,147 / 27.8%  
 65+ 55,437 / 17.3%

Married: 167,466 / 52.3%  
 Single: 147,014 / 45.9%

Population with children  
 age 17 or younger: 121,889 / 38.0%

Household income  
 \$75,000+: 70,490 / 22.0%  
 \$100,000+: 29,637 / 9.2%

Own their residence: 238,531 / 74.4%

Education  
 Some college: 113,127 / 35.3%  
 College graduate: 32,648 / 10.2%  
 Post-graduate degree: 18,824 / 5.9%

\*DMA = Designated Market Area

Readership and demographics: Scarborough, Release 1, 2010  
 Circulation: ABC, September 2010