

# The Saginaw News

Sunday/Daily net readership: 109,123

Home county Sunday/Daily readership: 71%

Adult population: 207,196  
Households: 108,632

Women: 115,772 | 55.9%  
Men: 91,424 | 44.1%

## Ages

18-34: 70,650 | 34.1%  
35-49: 45,488 | 22.0%  
50-64: 54,247 | 26.2%  
65+: 36,811 | 17.7%

Married: 106,935 | 51.6%  
Single: 100,261 | 48.4%

Population with children age 17  
or younger: 85,356 | 41.2%

## Household income

\$75,000+: 37,347 | 18.0%  
\$150,000+: 6,814 | 3.3%

Own their residence: 157,991 | 76.3%

## Education

Some college: 64,642 | 31.2%  
College graduate: 23,839 | 11.5%  
Post-graduate degree: 8,739 | 4.2%

## Occupations

Management, business, financial operations:	18,950		9.1%
Professional and related occupations:	20,630		10.0%
Service:	22,397		10.8%
Sales and office:	27,253		13.2%
Construction, extraction and maintenance:	8,364		4.0%
Production, transportation and material moving:	18,005		8.7%

Source: Scarborough, 2008.

