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The Saginaw News



Sunday readership in Saginaw Co.: 90,986 / 60.1%
 Daily readership in Saginaw Co.: 46,943 / 31.0%

Sunday readership in DMA: 114,356
 Daily readership in DMA: 65,112

Integrated Newspaper Audience
 DMA 227,337
 Saginaw County 109,960

Sunday circulation: 37,223
 Daily circulation: 25,954

Women: 79,578 / 52.6%
 Men: 71,773 / 47.4%

Ages
 18-34 43,670 / 28.9%
 35-49 34,815 / 23.0%
 50-64 43,175 / 28.5%
 65+ 29,691 / 19.6%

Married: 84,483 / 55.8%
 Single: 65,547 / 43.3%

Population with children
 age 17 or younger: 49,009 / 32.4%

Household income
 \$75,000+: 26,962 / 17.8%
 \$100,000+: 14,947 / 9.9%

Own their residence: 108,572 / 71.7%

Education
 Some college: 49,242 / 32.5%
 College graduate: 16,489 / 10.9%
 Post-graduate degree: 7,068 / 4.7%

*DMA = Designated Market Area

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