



Sunday readership in market: 84,729
Daily readership in market: 70,902

Sunday readership across Michigan: 92,848
Daily readership across Michigan: 78,129

Home county Sunday penetration: 67.8%
Home county Daily penetration: 56.7%

Adult population: 125,003
Households: 53,436

Women: 61,257 | 49.0%
Men: 63,746 | 51.0%

Ages

18-34: 36,634 | 29.3%
35-49: 40,354 | 32.3%
50-64: 26,506 | 21.2%
65+: 21,509 | 17.2%

Married: 71,395 | 57.1%
Single: 53,608 | 42.9%

**Population with children
age 17 or younger:** 54,275 | 43.4%

Household income

\$75,000+: 35,007 | 28.0%
\$150,000+: 5,635 | 4.5%

Own their residence: 107,933 | 86.3%

Education

Some college: 44,383 | 35.5%
College graduate: 13,576 | 10.9%
Post-graduate degree: 6,153 | 4.9%

Jackson's residents specialize in developing products from conception to production. Increasingly, people who work in nearby Ann Arbor, home of the University of Michigan, are choosing to live in Jackson County, creating a local population that's skilled and smart.

Occupations

Management, business,
financial operations: 9,681 | 7.7%

Professional and
related occupations: 14,630 | 11.7%

Service: 20,731 | 16.6%

Sales and office: 15,010 | 12.0%

Construction, extraction
and maintenance: 9,433 | 7.5%

Production, transportation
and material moving: 11,217 | 9.0%

Source: Scarborough, Release 1, 2007.