

THE GRAND RAPIDS PRESS

Sunday readership in market: 436,553
Daily readership in market: 300,847

Sunday readership across Michigan: 492,425
Daily readership across Michigan: 333,046

Home county Sunday penetration: 67.9%
Home county Daily penetration: 47.6%



Adult population: 795,682
Households: 330,766

Women: 394,343 | 49.6%
Men: 401,339 | 50.4%

Ages

18-34: 265,532 | 33.4%
35-49: 230,695 | 29.0%
50-64: 182,603 | 22.9%
65+: 116,852 | 14.7%

Married: 493,819 | 62.1%
Single: 301,863 | 37.9%

**Population with children
age 17 or younger:** 347,671 | 43.7%

Household income

\$75,000+: 256,017 | 32.2%
\$150,000+: 32,804 | 4.1%

Own their residence: 655,953 | 82.4%

Education

Some college: 250,228 | 31.4%
College graduate: 108,182 | 13.6%
Post-graduate degree: 52,214 | 6.6%

Michigan's second largest city, Grand Rapids, is claiming its place in the new economy. Downtown, a huge construction project is under way—it's one of the largest in the U.S.—that includes a medical school, children's hospital, biomedical research center and five additional healthcare-related buildings.

Occupations

Management, business,
financial operations: 63,288 | 8.0%

Professional and
related occupations: 101,748 | 12.8%

Service: 81,125 | 10.2%

Sales and office: 119,993 | 15.1%

Construction, extraction
and maintenance: 52,706 | 6.6%

Production, transportation
and material moving: 97,752 | 12.3%

Source: Scarborough, Release 1, 2007.