

boothmichigan

Sunday/Daily net readership
in Booth markets: 1,474,023

Mean home county
Sunday/Daily readership: 60%

Adult population in Booth markets:
2,462,982

Percentage of total Michigan
Lower Peninsula adult
population: 39.1%

Households: 1,333,671

Women: 1,286,351 | 52.2%
Men: 1,176,631 | 47.8%

Ages

18-34: 788,882 | 32.0%
35-49: 662,448 | 26.9%
50-64: 612,411 | 24.9%
65+: 399,241 | 16.2%

Married: 1,420,836 | 57.7%
Single: 1,042,146 | 42.3%

Population with children age 17
or younger: 990,851 | 40.2%

Household income

\$75,000+: 639,805 | 26.0%
\$150,000+: 122,675 | 5.0%

Own their residence: 1,947,864 | 79.1%

Education

Some college: 800,523 | 32.5%
College graduate: 372,390 | 15.1%
Post-graduate degree: 189,110 | 7.7%

Occupations

Management, business, financial operations: 215,371 | 8.7%
Professional and related occupations: 322,485 | 13.1%
Service: 275,651 | 11.2%
Sales and office: 277,910 | 11.3%
Construction, extraction and maintenance: 126,263 | 5.1%
Production, transportation and material moving: 320,654 | 13.0%

Source: Scarborough, 2008; U.S. Census Bureau;
Newspaper Association of America.

