

THE GRAND RAPIDS PRESS

Sunday/Daily net readership: 392,521

Home county Sunday/Daily readership: 62%

Adult population: 800,725
Households: 409,226

Women: 408,536 | 51.0%
Men: 392,189 | 49.0%

Ages

18-34: 258,270 | 32.3%
35-49: 228,909 | 28.6%
50-64: 195,754 | 24.4%
65+: 117,792 | 14.7%

Married: 498,692 | 62.3%
Single: 302,033 | 37.7%

Population with children age 17
or younger: 342,651 | 42.8%

Household income

\$75,000+: 201,629 | 25.2%
\$150,000+: 33,716 | 4.2%

Own their residence: 653,261 | 81.6%

Education

Some college: 249,057 | 31.1%
College graduate: 126,035 | 15.7%
Post-graduate degree: 57,941 | 7.2%

Occupations

Management, business, financial operations: 67,833 | 8.5%
Professional and related occupations: 101,003 | 12.6%
Service: 104,223 | 13.0%
Sales and office: 96,217 | 12.0%
Construction, extraction and maintenance: 34,776 | 4.3%
Production, transportation and material moving: 128,434 | 16.0%

Source: Scarborough, 2008.

