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THE GRAND RAPIDS PRESS



Sunday readership in Kent & Ottawa Co.: 365,419 / 57.0%

Daily readership in Kent & Ottawa Co.: 228,781 / 41.3%

Sunday readership in DMA: 449,941
 Daily readership in DMA: 264,243

Integrated Newspaper Audience
 DMA 686,880
 Kent & Ottawa Co. 466,168

Sunday circulation: 156,262
 Daily circulation: 100,568

Kent & Ottawa Co. Demographics
 Women: 327,949 / 51.2%
 Men: 312,981 / 48.8%

Ages
 18-34 209,492 / 32.7%
 35-49 174,796 / 27.3%
 50-64 161,640 / 25.2%
 65+ 95,002 / 14.8%

Married: 421,529 / 65.8%
 Single: 206,446 / 32.2%

Population with children
 age 17 or younger: 301,143 / 47.0%

Household income
 \$75,000+: 194,096 / 30.3%
 \$100,000+: 89,501 / 14.0%

Own their residence: 508,740 / 79.4%

Education
 Some college: 211,957 / 33.1%
 College graduate: 102,973 / 16.1%
 Post-graduate degree: 53,670 / 8.4%

*DMA = Designated Market Area

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