

THE ANN ARBOR NEWS

Sunday readership in market: 156,299
Daily readership in market: 119,693

Sunday readership across Michigan: 170,006
Daily readership across Michigan: 135,941

Home county Sunday penetration: 53.7%
Home county Daily penetration: 43.2%



Adult population: 410,721
Households: 170,894

Women: 203,338 | 49.5%
Men: 207,383 | 50.5%

Ages

18-34: 155,860 | 37.9%
35-49: 117,465 | 28.6%
50-64: 91,021 | 22.2%
65+: 46,375 | 11.3%

Married: 257,504 | 62.7%
Single: 153,217 | 37.3%

**Population with children
age 17 or younger:** 197,073 | 48.0%

Household income

\$75,000+: 196,771 | 47.9%
\$150,000+: 37,617 | 9.2%

Own their residence: 318,296 | 77.5%

Education

Some college: 131,747 | 32.1%
College graduate: 76,657 | 18.7%
Post-graduate degree: 73,921 | 18.0%

Expansion Management magazine has ranked Ann Arbor No. 1 among 362 U.S. metropolitan areas in its “Knowledge Worker Quotient” survey. Nearly 74,000 Ann Arbor residents have Master’s, Ph.D. or medical degrees.

Occupations

Management, business,
financial operations: 51,333 | 12.5%

Professional and
related occupations: 87,564 | 21.3%

Service: 28,607 | 7.0%

Sales and office: 46,809 | 11.4%

Construction, extraction
and maintenance: 19,146 | 4.7%

Production, transportation
and material moving: 24,971 | 6.1%

Source: Scarborough, Release 1, 2007.