



# SPOTLIGHT ON YOUR COUNTY: Grand Traverse County

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## KEY METRICS



**96,166**  
total population



**\$81,647**  
median household income



**21,109 | 22%**  
age 65+



**43.5**  
median age



**10%**  
poverty rate



**4,483 | 5%**  
under age 5

## POVERTY RATE FOR



Families with children:

**10%**



Children under age 18:

**14%**



Single parent (female) family:

**30%**

## RACE/ETHNICITY

White	<b>87,013</b>	<b>(91%)</b>
Black or African American	<b>789</b>	<b>(&lt;1%)</b>
Hispanic or Latino	<b>3,242</b>	<b>(3%)</b>
Asian	<b>655</b>	<b>(&lt;1%)</b>
American Indian/ Alaska Native	<b>408</b>	<b>(&lt;1%)</b>
Native Hawaiian/ Other Pacific Islander	<b>4</b>	<b>(&lt;1%)</b>
Two or More Races	<b>3,913</b>	<b>(4%)</b>

## MEDIAN WAGE

**\$61,840**  
for men

**\$53,649**  
for women

Female-to-male earnings ratio: **87%**  
(Women earn 87¢ for every dollar men earn.)

## ANNUAL HOUSEHOLD INCOME

**12%** Under \$25,000

**34%** \$25,000 - \$74,999

**54%** \$75,000 or more

## LANGUAGE SPOKEN

A language other than English spoken at home:

**2,239 | 2%**

Kamusta!

Habari!

Limited English proficiency (age 5+):

**584 | <1%**

Hola!

## TECHNOLOGY



**38,904 | 97%**  
Households with a computer



**37,014 | 92%**  
Households with broadband internet subscription

## EDUCATIONAL ATTAINMENT AGE 25+

Less than ninth grade	999	1%
Ninth to twelfth grade, no diploma	2,053	3%
High school diploma or equivalent	15,173	22%
Some college, no degree	15,497	22%
Associate degree	8,003	11%
Bachelor's degree	16,711	24%
Graduate or professional degree	11,793	17%

## DISABILITY STATUS



**842 | 5%**

children under age 18 with disability



**5,658 | 10%**

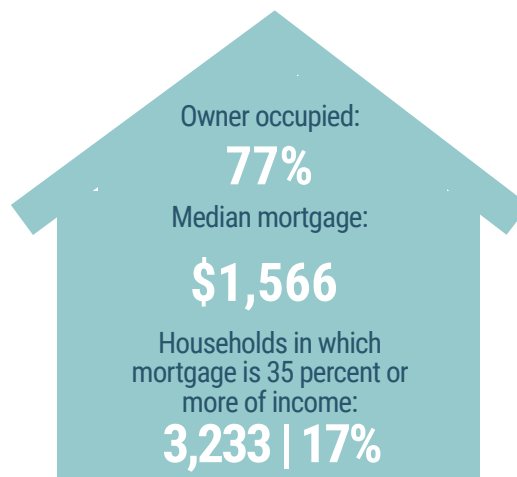
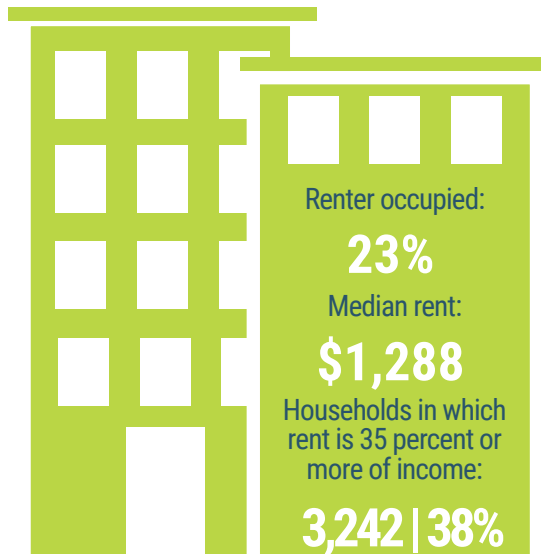
18-64 years old with disability



**5,573 | 27%**

65 years old and over with disability

## HOUSING



## HEALTH INSURANCE



Population with Health Insurance

Private: **71,983 | 76%**

Public: **35,868 | 38%**

Population with No Health Insurance

Total: **4,084 | 4%**

Children: **619 | 3%**

## COMMUTING TO WORK

Travel time to work: 20.6 minutes



**71%**

Drove alone  
(car, truck or van)



**9%**

Carpooled



**<1%**

Public  
transportation



**2%**

Walked



**2%**

Other means



**15%**

Worked at  
home

Source: American Community Survey, 2024 5-Year Data Profiles

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data at  
[www.mlpp.org](http://www.mlpp.org)

