

THE BAY CITY TIMES



Sunday readership in market: 77,413

Daily readership in market: 57,491

Sunday readership across Michigan: 96,111

Daily readership across Michigan: 70,405

Home county Sunday penetration: 74.6%

Home county Daily penetration: 57.5%

Adult population: 135,603

Households: 63,995

Women: 68,893 | 50.8%

Men: 66,710 | 49.2%

Ages

18-34: 35,584 | 26.2%

35-49: 34,771 | 25.6%

50-64: 37,663 | 27.8%

65+: 27,585 | 20.3%

Married: 89,114 | 65.7%

Single: 46,489 | 34.3%

Population with children

age 17 or younger: 46,262 | 34.1%

Household income

\$75,000+: 25,965 | 19.2%

\$150,000+: 4,184 | 3.1%

Own their residence: 123,952 | 91.4%

Education

Some college: 47,176 | 34.8%

College graduate: 9,766 | 7.2%

Post-graduate degree: 6,836 | 5.0%

Miles of shoreline on Lake Huron has Bay County enjoying a big piece of Michigan's \$17.5 billion tourism industry every year. Area employers like Dow Corning, a global force in materials for high-tech companies, mean residents have money to spend.

Occupations

Management, business, financial operations: 9,339 | 6.9%

Professional and related occupations: 15,008 | 11.1%

Service: 26,226 | 19.3%

Sales and office: 14,479 | 10.7%

Construction, extraction and maintenance: 12,050 | 8.9%

Production, transportation and material moving: 8,161 | 6.0%

Source: Scarborough, Release 1, 2007.