

THE BAY CITY TIMES



Sunday/Daily net readership: 62,915

Home county Sunday/Daily readership: 75%

Adult population: 134,829
Households: 72,588

Women: 69,130 | 51.3%
Men: 65,699 | 48.7%

Ages

18-34: 34,431 | 25.5%
35-49: 30,965 | 23.0%
50-64: 34,079 | 25.3%
65+: 35,354 | 26.2%

Married: 75,113 | 55.7%
Single: 59,716 | 44.3%

Population with children age 17
or younger: 55,853 | 41.4%

Household income

\$75,000+: 25,961 | 19.3%
\$150,000+: 3,544 | 2.6%

Own their residence: 107,753 | 79.9%

Education

Some college: 44,518 | 30.0%
College graduate: 14,777 | 11.0%
Post-graduate degree: 4,019 | 3.0%

Occupations

Management, business, financial operations: 10,495 | 7.8%
Professional and related occupations: 9,468 | 7.0%
Service: 15,349 | 11.4%
Sales and office: 12,227 | 9.1%
Construction, extraction and maintenance: 11,117 | 8.2%
Production, transportation and material moving: 11,759 | 8.7%



Source: Scarborough, 2008.