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 Bay City Times •  
 Flint Journal •

Grand Rapids Press •  
 Jackson Citizen Patriot •  
 Kalamazoo Gazette •

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## THE BAY CITY TIMES



Sunday readership in Bay Co.: 56,123 / 67.2%  
 Daily readership in Bay Co: 33,875 / 40.5%

Sunday readership in DMA: 94,197  
 Daily readership in DMA: 50,840

Integrated Newspaper Audience  
 DMA 208,917  
 Bay Co. 66,078

Sunday circulation: 31,721  
 Daily circulation: 20,978

Women: 43,531 / 52.1%  
 Men: 40,046 / 47.9%

Ages  
 18-34 22,391 / 26.8%  
 35-49 20,464 / 24.5%  
 50-64 23,562 / 28.2%  
 65+ 17,160 / 20.5%

Married: 43,498 / 52%  
 Single: 40,079 / 48%

Population with children  
 age 17 or younger: 29,552 / 35.4%

Household income  
 \$75,000+: 18,082 / 21.6%  
 \$100,000+: 6,159 / 7.4%  
 Own their residence: 106,160 / 81.7%

Education  
 Some college: 28,433 / 9.3%  
 College graduate: 7,993 / 8.8%  
 Post-graduate degree: 4,086 / 8.4%

\*DMA = Designated Market Area

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