

KALAMAZOO GAZETTE

Sunday/Daily net readership: 127,038

Home county Sunday/Daily readership: 69%

Adult population: 291,732
Households: 147,618

Women: 153,460 | 52.6%
Men: 138,272 | 47.4%

Ages

18-34: 87,533 | 30.0%
35-49: 74,666 | 25.6%
50-64: 77,944 | 26.7%
65+: 51,589 | 17.7%

Married: 157,402 | 54.0%
Single: 134,330 | 46.0%

Population with children age 17
or younger: 114,377 | 39.2%

Household income

\$75,000+: 80,211 | 27.5%
\$150,000+: 11,913 | 4.1%

Own their residence: 225,837 | 77.4%

Education

Some college: 96,536 | 33.1%
College graduate: 46,564 | 16.0%
Post-graduate degree: 24,138 | 8.3%

Occupations

Management, business, financial operations: 19,435 | 6.7%
Professional and related occupations: 41,326 | 14.2%
Service: 21,183 | 7.3%
Sales and office: 29,506 | 10.1%
Construction, extraction and maintenance: 15,283 | 5.2%
Production, transportation and material moving: 47,508 | 16.3%

Source: Scarborough, 2008.

