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 Bay City Times •
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KALAMAZOO GAZETTE



Sun. readership in Kalamazoo Co.: 124,627 / 65.6%
 Daily readership in Kalamazoo Co.: 84,713 / 44.6%

Sunday readership in DMA: 178,800
 Daily readership in DMA: 109,986

Integrated Newspaper Audience
 DMA 412,529
 Kalamazoo Co. 159,320

Sunday circulation: 55,800
 Daily circulation: 41,697

Kalamazoo County Demographics
 Women: 98,040 / 51.6%
 Men: 91,975 / 48.4%

Ages
 18-34 64,171 / 33.8%
 35-49 46,014 / 24.2%
 50-64 50,118 / 26.4%
 65+ 29,742 / 15.6%

Married: 105,744 / 55.6%
 Single: 80,848 / 42.5%

Population with children
 age 17 or younger: 85,146 / 44.8%

Household income
 \$75,000+: 56,051 / 29.5%
 \$100,000+: 34,261 / 18.0%

Own their residence: 148,102 / 77.9%

Education
 Some college: 72,510 / 38.2%
 College graduate: 32,241 / 17.0%
 Post-graduate degree: 16,806 / 8.8%

*DMA = Designated Market Area

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