



# SPOTLIGHT ON YOUR CITY: Bay City

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## KEY METRICS



**32,320**  
total population



**49,420**  
median household income



**5,720 | 18%**  
age 65+



**40.7**  
median age



**19%**  
poverty rate



**1,832 | 6%**  
under age 5

## POVERTY RATE FOR



Families with children:

**19%**



Children under age 18:

**25%**



Single parent (female) family:

**31%**

## RACE/ETHNICITY

White	<b>25,883</b>	<b>(80%)</b>
Black or African American	<b>502</b>	<b>(2%)</b>
Hispanic or Latino	<b>3,706</b>	<b>(12%)</b>
Asian	<b>273</b>	<b>(&lt;1%)</b>
American Indian/ Alaska Native	<b>47</b>	<b>(&lt;1%)</b>
Native Hawaiian/ Other Pacific Islander	<b>60</b>	<b>(&lt;1%)</b>
Two or More Races	<b>1,710</b>	<b>(5%)</b>

## MEDIAN WAGE

**52,389**  
for men

**39,043**  
for women

Female-to-male earnings ratio: **75%**  
(Women earn 75¢ for every dollar men earn.)

## LANGUAGE SPOKEN

A language other than English spoken at home:

**1,247 | 4%**

Kamusta!

Habari!

Limited English proficiency (age 5+):

**404 | 1%**

Hola!

## ANNUAL HOUSEHOLD INCOME

**25%** Under \$25,000

**45%** \$25,000 - \$74,999

**30%** \$75,000 or more

## TECHNOLOGY



**13,692 | 93%**  
Households with a computer



**12,565 | 86%**  
Households with broadband internet subscription

## EDUCATIONAL ATTAINMENT AGE 25+

Less than ninth grade	756	3%
Ninth to twelfth grade, no diploma	1,809	8%
High school diploma or equivalent	7,805	34%
Some college, no degree	6,183	27%
Associate degree	2,165	9%
Bachelor's degree	2,901	13%
Graduate or professional degree	1,424	6%

## DISABILITY STATUS



557 | 9%

children under age 18 with disability



3,416 | 17%

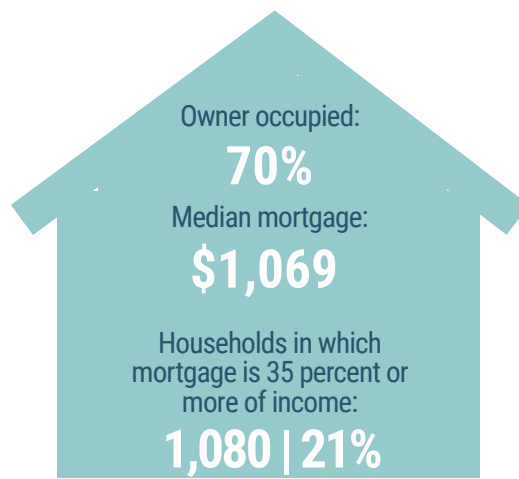
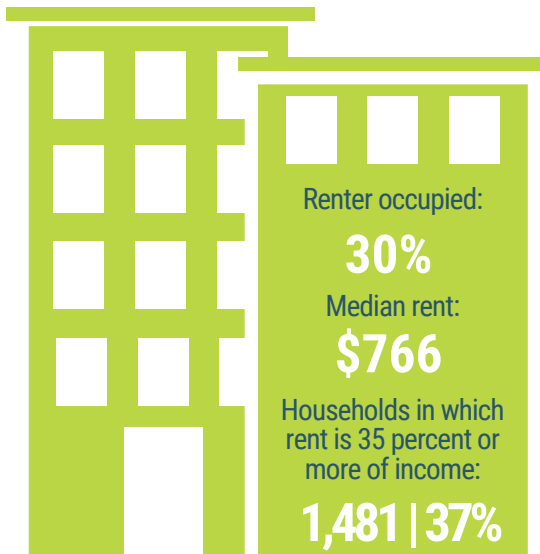
18-64 years old with disability



2,319 | 41%

65 years old and over with disability

## HOUSING



## HEALTH INSURANCE



Population with Health Insurance

Private: **18,667 | 58%**

Public: **16,825 | 52%**

Population with No Health Insurance

Total: **1,889 | 6%**

Children: **224 | 3%**

## COMMUTING TO WORK

Travel time to work: 21.3 minutes



**79%**

Drove alone  
(car, truck or van)



**8%**

Carpooled



**<1%**

Public  
transportation



**3%**

Walked



**2%**

Other means



**8%**

Worked at  
home

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Source: American Community Survey, 2024 5-Year Data Profiles