

# Muskegon Chronicle



Sunday readership in market: 108,453  
Daily readership in market: 92,271

Sunday readership across Michigan: 125,550  
Daily readership across Michigan: 112,692

Home county Sunday penetration: 74.0%  
Home county Daily penetration: 63.6%

**Adult population:** 155,376  
**Households:** 67,533

**Women:** 88,538 | 57.0%  
**Men:** 66,838 | 43.0%

#### Ages

18-34: 46,129 | 29.7%  
35-49: 37,441 | 24.1%  
50-64: 43,036 | 27.7%  
65+: 28,770 | 18.5%

**Married:** 92,951 | 59.8%  
**Single:** 62,425 | 40.2%

**Population with children  
age 17 or younger:** 58,524 | 37.7%

#### Household income

\$75,000+: 29,705 | 19.1%  
\$150,000+: 2,845 | 1.8%

**Own their residence:** 130,916 | 84.3%

#### Education

Some college: 48,926 | 31.5%  
College graduate: 10,415 | 6.7%  
Post-graduate degree: 5,718 | 3.7%

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Muskegon has one of the best beaches in the U.S., according to Stephen P. Leatherman, also known as “Dr. Beach.” So it’s not surprising that Muskegon is one of the top search choices on Michigan’s official tourism website. The city also has been singled out in a recent study as a magnet community for knowledge workers in engineering, marketing and scientific research.

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#### Occupations

Management, business,  
financial operations: 9,387 | 6.0%

Professional and  
related occupations: 13,295 | 8.6%

Service: 15,153 | 9.8%

Sales and office: 28,642 | 18.4%

Construction, extraction  
and maintenance: 6,881 | 4.4%

Production, transportation  
and material moving: 25,042 | 16.1%

*Source: Scarborough, Release 1, 2007.*