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# Muskegon Chronicle



Sunday readership in Muskegon Co.: 83,368 / 63.4%  
 Daily readership in Muskegon Co.: 62,237 / 47.3%

Sunday readership in DMA: 109,579  
 Daily readership in DMA: 85,216

Integrated Newspaper Audience  
 DMA 365,099  
 Muskegon Co. 110,166

Sunday circulation: 37,558  
 Daily circulation: 30,969

Muskegon Co. Demographics  
 Women: 69,654 / 53.0%  
 Men: 61,841 / 47.0%

Ages  
 18-34 39,545 / 30.1%  
 35-49 34,430 / 26.2%  
 50-64 33,151 / 25.2%  
 65+ 24,309 / 18.5%

Married: 75,484 / 57.4%  
 Single: 53,491 / 40.7%

Population with children  
 age 17 or younger: 51,897 / 39.5%

Household income  
 \$75,000+: 27,302 / 20.8%  
 \$100,000+: 10,902 / 8.3%

Own their residence: 106,178 / 80.7%

Education  
 Some college: 44,566 / 33.9%  
 College graduate: 13,678 / 10.4%  
 Post-graduate degree: 6,918 / 5.3%

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