



**CENSUS RECORDS TOTALS FOR
THIS TV DESIGNATED MEDIA MARKET.**

DULUTH SUPERIOR :::

BROADCAST TV MARKET AREA

Population

Total Population	440,164
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Housing Status

(in housing units unless noted)

Total	258,427
Occupied	186,077
Owner-occupied	138,256
Population in owner-occupied (number of individuals)	327,375
Renter-occupied	47,821
Population in renter-occupied (number of individuals)	95,539
Households with individuals under 18	47,963
Vacant	72,350
Vacant: for rent	4,710
Vacant: for sale	3,212

Population by Sex/Age

Male	221,959
Female	218,205
Under 18	89,985
18 & over	350,179
20 - 24	29,774
25 - 34	48,525
35 - 49	81,696
50 - 64	101,123
65 & over	75,655

Population by Ethnicity

Hispanic or Latino	5,202
Non Hispanic or Latino	434,962

Population by Race

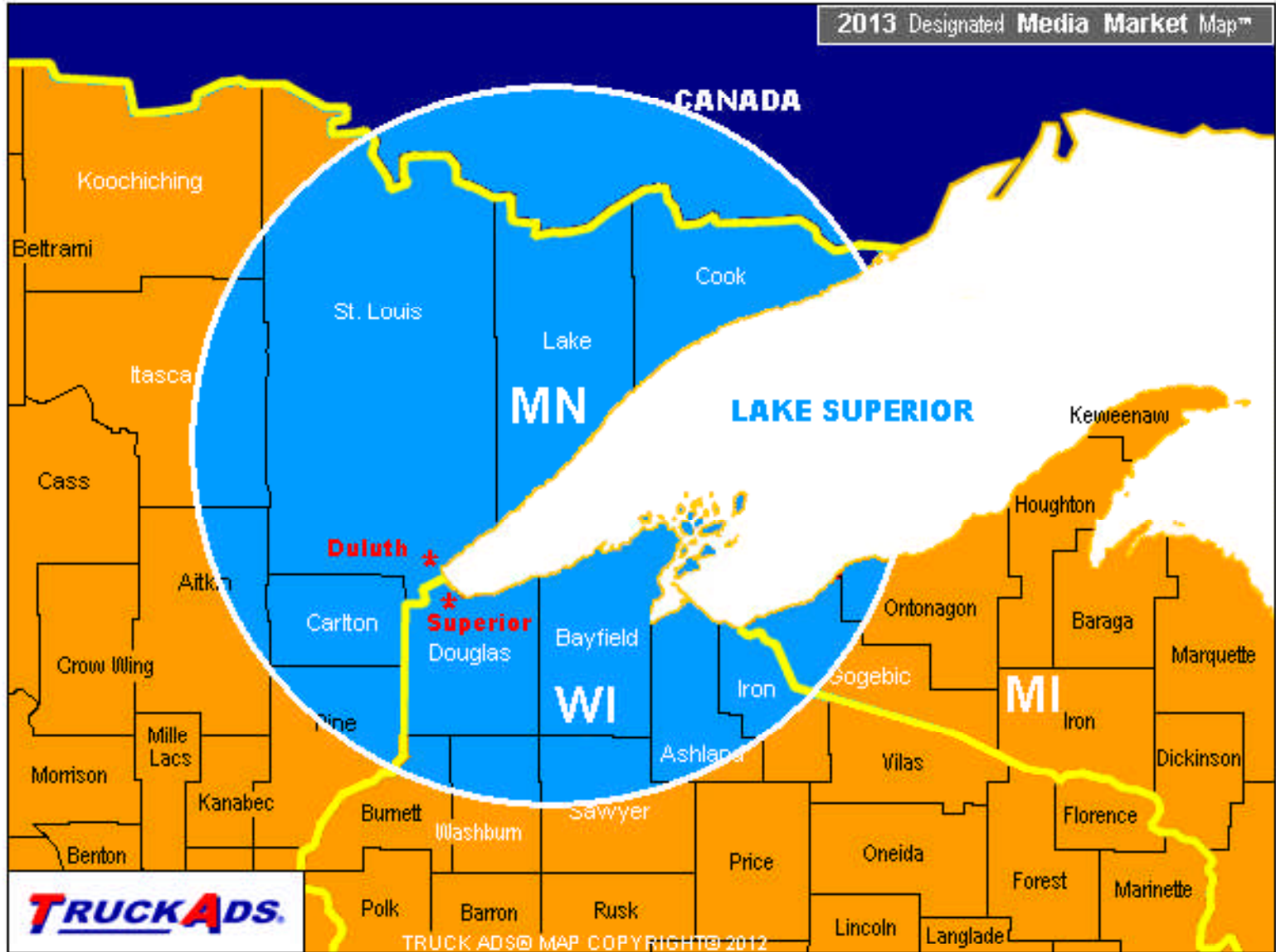
White	405,069
African American	4,866
Asian	2,828
American Indian and Alaska Native	16,406
Native Hawaiian and Pacific Islander	102
Other	931
Identified by two or more	9,962

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DULUTH SUPERIOR :::

BROADCAST TV MARKET AREA



13 COUNTIES IN THIS DESIGNATED MARKET

MINNESOTA: Carlton, MN ~ Cook, MN ~ Itasca, MN ~ Koochiching, MN ~ Lake, MN ~ St. Louis, MN ~ **WISCONSIN:** Ashland, WI ~ Bayfield, WI ~ Douglas, WI ~ Iron, WI ~ Sawyer, WI ~ Washburn, WI ~ **MICHIGAN:** Gogebic, MI

MN - Carlton County

Population

Total Population	35,386
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Housing Status

(in housing units unless noted)

Total	15,656
Occupied	13,538
Owner-occupied	10,811
Population in owner-occupied (number of individuals)	27,848
Renter-occupied	2,727
Population in renter-occupied (number of individuals)	5,554
Households with individuals under 18	4,303
Vacant	2,118
Vacant: for rent	206
Vacant: for sale	152

Population by Sex/Age

Male	18,413
Female	16,973
Under 18	8,364
18 & over	27,022
20 - 24	1,774
25 - 34	4,238
35 - 49	7,421
50 - 64	7,410
65 & over	5,317

Population by Ethnicity

Hispanic or Latino	484
Non Hispanic or Latino	34,902

Population by Race

White	31,727
African American	498
Asian	160
American Indian and Alaska Native	2,086
Native Hawaiian and Pacific Islander	4
Other	56
Identified by two or more	855

MN - Cook County

Population

Total Population	5,176
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Housing Status

(in housing units unless noted)

Total	5,839
Occupied	2,494
Owner-occupied	1,868
Population in owner-occupied (number of individuals)	3,992
Renter-occupied	626
Population in renter-occupied (number of individuals)	1,133
Households with individuals under 18	510
Vacant	3,345
Vacant: for rent	105
Vacant: for sale	39

Population by Sex/Age

Male	2,584
Female	2,592
Under 18	871
18 & over	4,305
20 - 24	200
25 - 34	489
35 - 49	967
50 - 64	1,519
65 & over	1,051

Population by Ethnicity

Hispanic or Latino	58
Non Hispanic or Latino	5,118

Population by Race

White	4,559
African American	17
Asian	27
American Indian and Alaska Native	446
Native Hawaiian and Pacific Islander	3
Other	13
Identified by two or more	111

MN - Itasca County

Population

Total Population	45,058
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Housing Status

(in housing units unless noted)

Total	27,065
Occupied	18,773
Owner-occupied	15,089
Population in owner-occupied (number of individuals)	36,384
Renter-occupied	3,684
Population in renter-occupied (number of individuals)	7,653
Households with individuals under 18	4,984
Vacant	8,292
Vacant: for rent	303
Vacant: for sale	302

Population by Sex/Age

Male	22,747
Female	22,311
Under 18	9,836
18 & over	35,222
20 - 24	1,969
25 - 34	4,531
35 - 49	8,120
50 - 64	10,908
65 & over	8,574

Population by Ethnicity

Hispanic or Latino	417
Non Hispanic or Latino	44,641

Population by Race

White	42,195
African American	144
Asian	142
American Indian and Alaska Native	1,568
Native Hawaiian and Pacific Islander	12
Other	74
Identified by two or more	923

MN - Koochiching County

Population

Total Population	13,311
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Housing Status

(in housing units unless noted)

Total	7,900
Occupied	5,874
Owner-occupied	4,551
Population in owner-occupied (number of individuals)	10,574
Renter-occupied	1,323
Population in renter-occupied (number of individuals)	2,496
Households with individuals under 18	1,455
Vacant	2,026
Vacant: for rent	106
Vacant: for sale	88

Population by Sex/Age

Male	6,608
Female	6,703
Under 18	2,782
18 & over	10,529
20 - 24	577
25 - 34	1,180
35 - 49	2,538
50 - 64	3,302
65 & over	2,604

Population by Ethnicity

Hispanic or Latino	147
Non Hispanic or Latino	13,164

Population by Race

White	12,593
African American	78
Asian	44
American Indian and Alaska Native	311
Native Hawaiian and Pacific Islander	3
Other	25
Identified by two or more	257

MN - Lake County

Population

Total Population	10,866
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Housing Status

(in housing units unless noted)

Total	7,681
Occupied	4,825
Owner-occupied	3,893
Population in owner-occupied (number of individuals)	8,852
Renter-occupied	932
Population in renter-occupied (number of individuals)	1,790
Households with individuals under 18	1,123
Vacant	2,856
Vacant: for rent	192
Vacant: for sale	118

Population by Sex/Age

Male	5,479
Female	5,387
Under 18	2,067
18 & over	8,799
20 - 24	489
25 - 34	1,064
35 - 49	1,905
50 - 64	2,701
65 & over	2,428

Population by Ethnicity

Hispanic or Latino	80
Non Hispanic or Latino	10,786

Population by Race

White	10,616
African American	16
Asian	31
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	0
Other	15
Identified by two or more	137

MN - St. Louis County

Population

Total Population	200,226
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Housing Status

(in housing units unless noted)

Total	103,058
Occupied	84,783
Owner-occupied	60,414
Population in owner-occupied (number of individuals)	143,104
Renter-occupied	24,369
Population in renter-occupied (number of individuals)	47,689
Households with individuals under 18	21,224
Vacant	18,275
Vacant: for rent	1,922
Vacant: for sale	1,250

Population by Sex/Age

Male	100,207
Female	100,019
Under 18	39,559
18 & over	160,667
20 - 24	17,510
25 - 34	23,279
35 - 49	35,919
50 - 64	44,642
65 & over	31,816

Population by Ethnicity

Hispanic or Latino	2,409
Non Hispanic or Latino	197,817

Population by Race

White	186,212
African American	2,739
Asian	1,774
American Indian and Alaska Native	4,477
Native Hawaiian and Pacific Islander	64
Other	445
Identified by two or more	4,515

WI - Ashland County

Population

Total Population	16,157
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Housing Status

(in housing units unless noted)

Total	9,656
Occupied	6,736
Owner-occupied	4,697
Population in owner-occupied (number of individuals)	11,297
Renter-occupied	2,039
Population in renter-occupied (number of individuals)	4,237
Households with individuals under 18	1,904
Vacant	2,920
Vacant: for rent	192
Vacant: for sale	119

Population by Sex/Age

Male	8,082
Female	8,075
Under 18	3,744
18 & over	12,413
20 - 24	1,121
25 - 34	1,856
35 - 49	2,986
50 - 64	3,392
65 & over	2,567

Population by Ethnicity

Hispanic or Latino	302
Non Hispanic or Latino	15,855

Population by Race

White	13,662
African American	48
Asian	59
American Indian and Alaska Native	1,791
Native Hawaiian and Pacific Islander	4
Other	56
Identified by two or more	537

WI - Bayfield County

Population

Total Population	15,014
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Housing Status

(in housing units unless noted)

Total	12,999
Occupied	6,686
Owner-occupied	5,465
Population in owner-occupied (number of individuals)	12,373
Renter-occupied	1,221
Population in renter-occupied (number of individuals)	2,515
Households with individuals under 18	1,532
Vacant	6,313
Vacant: for rent	246
Vacant: for sale	167

Population by Sex/Age

Male	7,716
Female	7,298
Under 18	2,853
18 & over	12,161
20 - 24	481
25 - 34	1,263
35 - 49	2,781
50 - 64	4,254
65 & over	3,112

Population by Ethnicity

Hispanic or Latino	158
Non Hispanic or Latino	14,856

Population by Race

White	13,024
African American	46
Asian	48
American Indian and Alaska Native	1,435
Native Hawaiian and Pacific Islander	1
Other	29
Identified by two or more	431

WI - Douglas County

Population

Total Population	44,159
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Housing Status

(in housing units unless noted)

Total	22,825
Occupied	18,555
Owner-occupied	12,843
Population in owner-occupied (number of individuals)	31,108
Renter-occupied	5,712
Population in renter-occupied (number of individuals)	11,679
Households with individuals under 18	5,270
Vacant	4,270
Vacant: for rent	313
Vacant: for sale	250

Population by Sex/Age

Male	22,087
Female	22,072
Under 18	9,465
18 & over	34,694
20 - 24	3,225
25 - 34	5,572
35 - 49	8,709
50 - 64	9,456
65 & over	6,361

Population by Ethnicity

Hispanic or Latino	494
Non Hispanic or Latino	43,665

Population by Race

White	41,166
African American	486
Asian	376
American Indian and Alaska Native	868
Native Hawaiian and Pacific Islander	8
Other	82
Identified by two or more	1,173

WI - Iron County

Population

Total Population	5,916
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Housing Status

(in housing units unless noted)

Total	5,999
Occupied	2,822
Owner-occupied	2,271
Population in owner-occupied (number of individuals)	4,922
Renter-occupied	551
Population in renter-occupied (number of individuals)	898
Households with individuals under 18	588
Vacant	3,177
Vacant: for rent	239
Vacant: for sale	78

Population by Sex/Age

Male	2,959
Female	2,957
Under 18	981
18 & over	4,935
20 - 24	192
25 - 34	453
35 - 49	1,123
50 - 64	1,567
65 & over	1,502

Population by Ethnicity

Hispanic or Latino	35
Non Hispanic or Latino	5,881

Population by Race

White	5,790
African American	3
Asian	18
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	0
Other	13
Identified by two or more	56

WI - Sawyer County

Population

Total Population	16,557
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Housing Status

(in housing units unless noted)

Total	15,975
Occupied	7,038
Owner-occupied	5,344
Population in owner-occupied (number of individuals)	12,273
Renter-occupied	1,694
Population in renter-occupied (number of individuals)	3,959
Households with individuals under 18	1,812
Vacant	8,937
Vacant: for rent	294
Vacant: for sale	217

Population by Sex/Age

Male	8,393
Female	8,164
Under 18	3,454
18 & over	13,103
20 - 24	725
25 - 34	1,457
35 - 49	3,057
50 - 64	4,099
65 & over	3,429

Population by Ethnicity

Hispanic or Latino	268
Non Hispanic or Latino	16,289

Population by Race

White	13,123
African American	77
Asian	49
American Indian and Alaska Native	2,757
Native Hawaiian and Pacific Islander	0
Other	42
Identified by two or more	509

WI - Washburn County

Population

Total Population	15,911
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Housing Status

(in housing units unless noted)

Total	12,979
Occupied	6,916
Owner-occupied	5,471
Population in owner-occupied (number of individuals)	12,652
Renter-occupied	1,445
Population in renter-occupied (number of individuals)	3,054
Households with individuals under 18	1,709
Vacant	6,063
Vacant: for rent	126
Vacant: for sale	191

Population by Sex/Age

Male	7,924
Female	7,987
Under 18	3,232
18 & over	12,679
20 - 24	581
25 - 34	1,468
35 - 49	2,988
50 - 64	3,966
65 & over	3,380

Population by Ethnicity

Hispanic or Latino	208
Non Hispanic or Latino	15,703

Population by Race

White	15,343
African American	36
Asian	63
American Indian and Alaska Native	186
Native Hawaiian and Pacific Islander	2
Other	49
Identified by two or more	232

MI - Gogebic County

Population

Total Population	16,427
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Housing Status

(in housing units unless noted)

Total	10,795
Occupied	7,037
Owner-occupied	5,539
Population in owner-occupied (number of individuals)	11,996
Renter-occupied	1,498
Population in renter-occupied (number of individuals)	2,882
Households with individuals under 18	1,549
Vacant	3,758
Vacant: for rent	466
Vacant: for sale	241

Population by Sex/Age

Male	8,760
Female	7,667
Under 18	2,777
18 & over	13,650
20 - 24	930
25 - 34	1,675
35 - 49	3,182
50 - 64	3,907
65 & over	3,514

Population by Ethnicity

Hispanic or Latino	142
Non Hispanic or Latino	16,285

Population by Race

White	15,059
African American	678
Asian	37
American Indian and Alaska Native	394
Native Hawaiian and Pacific Islander	1
Other	32
Identified by two or more	226