

# The Heartland Stations Population

The Heartland Stations service area covers a population of 338,408 people and 231,494 housing units. This area is larger than:

	<u>Population</u>
Ann Arbor, MI	324,000
Rockford, IL	286,500
Wausau – Stevens Point, WI	240,100
South Bend, IN	228,000
Green Bay, WI	221,300
Sioux Falls, SD	221,000
Fargo, ND – Moorhead, MN	206,000
Cedar Rapids, IA	190,000
Duluth, MN – Superior, WI	179,600
La Crosse, WI	167,000
Rochester, MN	164,400
Eau Claire, WI	144,300

Source: Nielson Company, 2016 US Census Estimate, city-data.com 2017.

## Comparison of Heartland Markets

<u>Market</u>	<u>Population</u>	<u>Median Age</u>	<u>Median Household Income</u>	<u>County Retail Sales</u>
Ashland, WI	8,179	39.7	\$39,445	\$214,159,000
Washburn, WI	2,068		46.5	\$39,228
				\$84,548,000
Iron River, WI	1,123	49.6	\$43,183	\$159,593,000
Superior, WI	26,705	36.8	\$42,684	\$577,740,000
Eagle River, WI	1,398*	33.6	\$32,036	\$269,126,000
Rhineland, WI	7,497	40.7	\$37,186	\$959,312,000
Minocqua, WI	4,385	51.6	\$55,450	\$959,312,000
Three Lakes, WI	2,131	52.2	\$45,091	\$959,312,000

\* The Eagle River population does not include the population of the 28 Chain of Lakes which is the world's largest connected chain of lakes. This population is estimated to be as high as 20,000 during vacation months.

Source: 2016 US Census Bureau Estimate, city-data.com 2017



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