

Metered Market Close-Up: Shreveport, LA

Shreveport is a commercial and cultural center for northwest Louisiana, northeast Texas, and southern Arkansas. In the early 20th century, the area experienced a major oil boom. Recently a new riverfront entertainment district with nightlife and casinos and a new convention center have revitalized downtown Shreveport. The abundance of casinos is surprising given the area's strong Bible Belt roots. The area's economy has had some success luring business and manufacturers, including a new mill for steel products manufacturer Steelscape. The city's museums and cultural amenities are among the state's best outside of New Orleans and Baton Rouge.

Median Income
Shreveport, LA - \$44,130

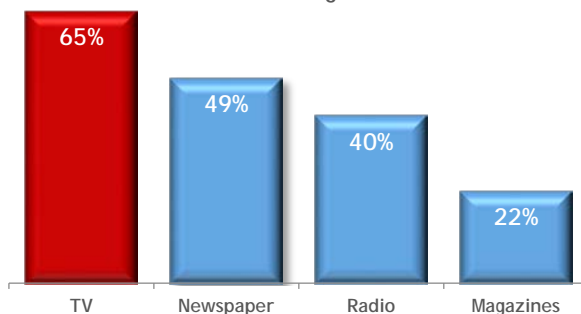
SMSA Total Retail Sales
Shreveport, LA - \$15,094,463

At-A-Glance		
DMA Rank	TV Households	Population 2+
83	352,540	860,271
African American HH Rank	Hispanic HH Rank	Asian HH Rank
41	96	117

TV stations serving the area of Shreveport, LA:	
KMSS	Fox
KPXJ	The CW, MeTV, Movies!, Antenna TV
KSHV	MyNetworkTV, Escape, Ion Television
KSLA	CBS, Grit, Bounce TV
KTAL	NBC, Laff
KTBS	ABC, Local AccuWeather, KTBS 24 Hour News Channel

TVB Member Stations

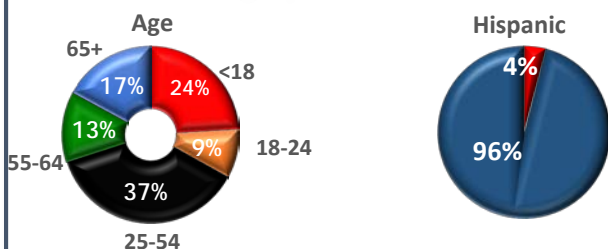
Reliance on Media to Stay Informed
% Agree



Shreveport, LA Interesting Facts

- "Once In A Millennium Moon Mega Mural" is one of the largest art murals in the U.S., and is on the side of an AT&T building in Shreveport.
- Shreveport was originally named "Shreve Town" until 1839.
- Many exterior scenes in the hit HBO series "True Blood" were filmed on a plantation near Shreveport.

Shreveport, LA Demographic Overview



50 % loyal to vehicle brand