

## Market Close-Up: Baton Rouge, LA

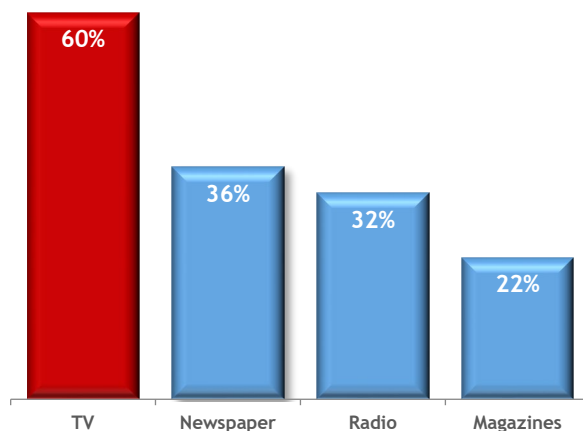
Home to Louisiana State and Southern universities, Baton Rouge lies about 30 miles up the Mississippi River from New Orleans and 65 miles from the coast. A rich past as an ocean port, center for antebellum commerce, and Louisiana's colorful political history adds spice to the local character. There are many points of interest along the shady streets with their gracious old homes. LSU adds a lot of culture to the area and provides the LSU Tigers football team who have a massive following in the area. The school also makes the area a well-educated and high income community.

Median HH Income	SRDS Total Retail Sales (\$000)
\$59,370	\$1,765,698

### TV stations serving the area of Baton Rouge, LA:

WVLA	NBC, Laff, Ion Television
WGMB	Fox, The CW, Cozi TV
WBXH	MyNetworkTV, Grit, Court TV Mystery
WBRZ	ABC, WBRZ Plus
WBRL	The CW
WAFB	CBS, Bounce TV, Circle, MyNetworkTV, DABL
KZUP	KZUP Main Programming
KWBJ	Youtoo TV

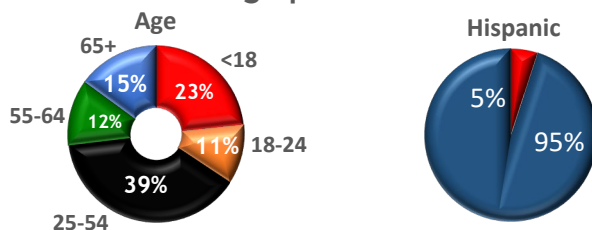
### Reliance on Media to Stay Informed % Agree



### Baton Rouge, LA Interesting Facts

- Louisiana love's its college football so much that there is an underground tunnel from the Governor's Mansion to LSU's stadium in Baton Rouge.
- Baton Rouge is the site of the only battle in the American Revolution to occur outside the 13 colonies.
- The H.P. Long Bridge was intentionally built too low for ships to force them to dock and make Baton Rouge a port city.

### Baton Rouge, LA Demographic Overview



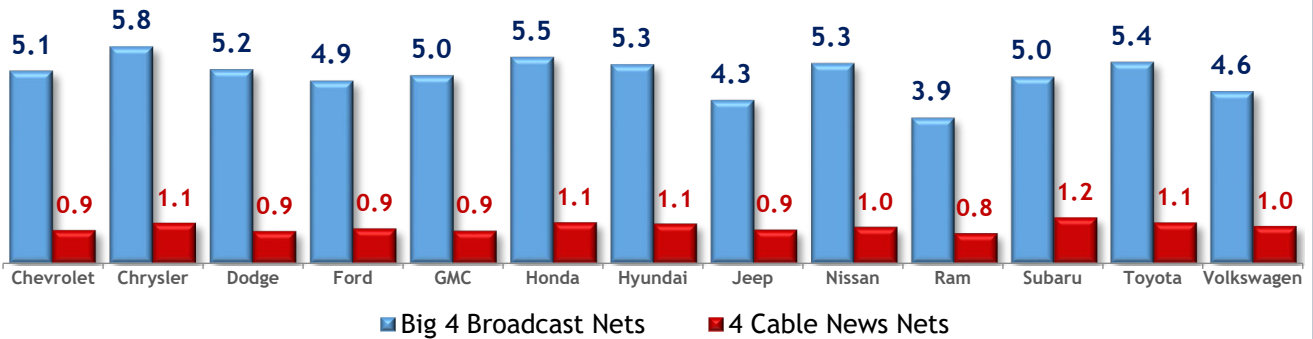
**51** % loyal to vehicle brand

**2019/20 Season**  
**Local Market Close-Up:**  
**Baton Rouge, LA**

Market: Baton Rouge, LA							Series Ranker (Week of 08/17/20 -08/23/20)	
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1	Rtg
1	WAFB 9 News 10PM Sunday	WAFB (CBS)	1	U	10:00 PM	30		25.1
2	WAFB 9 News 10PM Saturday	WAFB (CBS)	1	S	10:00 PM	30		24.9
3	WAFB 9 News 10PM	WAFB (CBS)	1	F	10:00 PM	30		16.5
4	60 Minutes	WAFB (CBS)	1	U	6:00 PM	60		15.4
5	WAFB 9 News 6PM	WAFB (CBS)	5	M T W R F	6:00 PM	30		14.9
6	CBS Weekend News	WAFB (CBS)	1	U	5:30 PM	30		13.4
7	WAFB 9 News 6PM Saturday	WAFB (CBS)	1	S	6:00 PM	30		12.6
8	Full Court Press with Greta Van Susteren	WAFB (CBS)	1	U	10:30 PM	30		12.5
9	CBS Evening News with Norah O'Donnell	WAFB (CBS)	5	M T W R F	5:30 PM	30		12.0
10	WAFB 9 News at 630PM	WAFB (CBS)	5	M T W R F	6:30 PM	30		12.0
11	WAFB 9 News 5PM	WAFB (CBS)	5	M T W R F	5:00 PM	30		12.0
12	WAFB 9 News 10PM	WAFB (CBS)	3	M T W	10:13 PM	35		10.5
13	WAFB 9 News 10PM	WAFB (CBS)	1	R	10:24 PM	35		10.4
14	WBRZ Special Report	WBRZ (ABC)	1	U	6:00 PM	28		10.2
15	WBRZ News 2 at 6p Saturday	WBRZ (ABC)	1	S	6:00 PM	30		10.0
16	CBS SATURDAY ENCORE 1	WAFB (CBS)	1	S	10:30 PM	60		9.7
17	Big Brother	WAFB (CBS)	3	W R U	7:00 PM	60		9.6
18	ABC World News Tonight	WBRZ (ABC)	1	S	5:30 PM	30		9.5
19	ABC World News Tonight with David Muir	WBRZ (ABC)	5	M T W R F	5:30 PM	30		9.5
20	NCIS	WAFB (CBS)	1	T	7:00 PM	60		9.5

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**Auto Ownership by Make (Comscore)**  
 Average Live Demo Ratings - July '20  
 Mon-Sun 5-6p



**Local Broadcast News Avg. vs. Cable Network News Avg. - HH Ratings - July '20**

