

Market Close-Up: Baton Rouge, LA

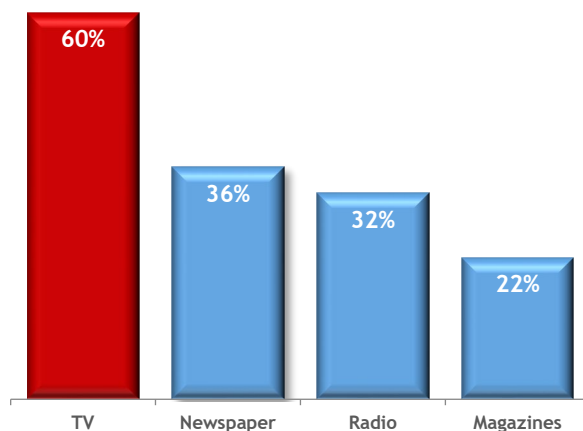
Home to Louisiana State and Southern universities, Baton Rouge lies about 30 miles up the Mississippi River from New Orleans and 65 miles from the coast. A rich past as an ocean port, center for antebellum commerce, and Louisiana's colorful political history adds spice to the local character. There are 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

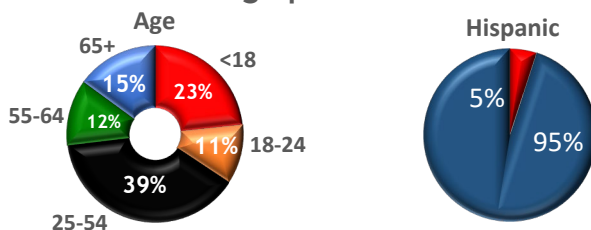
Reliance on Media to Stay Informed % Agree



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