

Market Close-Up: Burlington-Plattsburgh, VT-NY

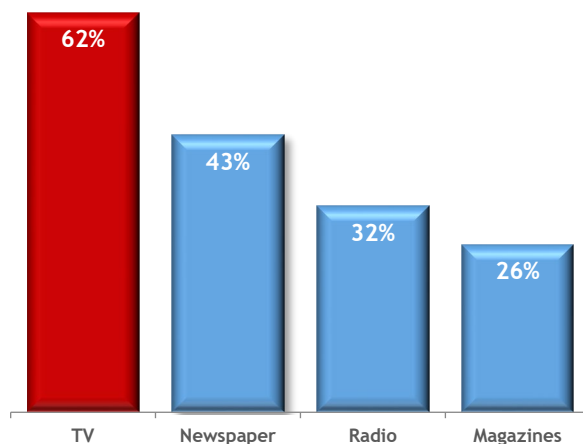
Burlington is the largest city in Vermont and its cultural and educational center. The University of Vermont and two smaller colleges bring a strong college-town feel, with culture, entertainment, and a youthful ambience. Downtown is pleasant, with lots of trees, historic streets and lakefront areas and a pedestrian mall. The area has a number of small businesses concentrated mainly in South Burlington, including forest products and food processing companies (notably ice cream maker Ben & Jerry's).

Median HH Income	SRDS Total Retail Sales (\$000)
\$65,051	\$1,502,462

TV stations serving the area of Burlington-Plattsburgh, VT-NY:

WCAX	CBS, Movies!, Circle, Start TV, Ion Television
WFFF	Fox, Court TV Mystery, Bounce TV, Antenna TV
WYCI	Heroes & Icons, MyNetworkTV, Decades
WNNE	CW
WPTZ	NBC, MeTV
WVNY	ABC, Laff, Grit, Quest

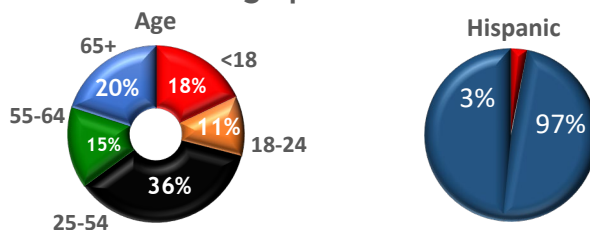
Reliance on Media to Stay Informed % Agree



Burlington-Plattsburgh, VT-NY Interesting Facts

- University of Vermont was one of the first American universities to admit female students in 1871.
- Burlington was the site of the world's first international hockey match in 1886 between the Montreal Crystals and the Van Ness House hockey team in Vermont.
- Childhood friends Ben Cohen and Jerry Greenfield opened their first ice cream shop in Burlington in 1978. We have that shop to thank for the Ben and Jerry's we eat today.

Burlington-Plattsburgh, VT-NY Demographic Overview



49 % loyal to vehicle brand

2019/20 Season
Local Market Close-Up:
Burlington-Plattsburgh, VT-NY

Market: Burlington, VT				Series Ranker (Week of 08/31/20 -09/06/20)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	NBC Nightly News	WPTZ (NBC)	5	M T W R F	6:30 PM	30	13.2
2	NBC5 NEWS @ 6	WPTZ (NBC)	5	M T W R F	6:00 PM	30	10.6
3	KENTUCKY DERBY	WPTZ (NBC)	1	S	6:37 PM	46	9.9
4	CBS Evening News with Norah O'Donnell	WCAX (CBS)	5	M T W R F	7:00 PM	30	9.6
5	Jeopardy!	WPTZ (NBC)	5	M T W R F	7:00 PM	30	9.6
6	60 Minutes	WCAX (CBS)	1	U	7:00 PM	60	9.3
7	CBS Weekend News	WCAX (CBS)	2	S U	6:30 PM	30	9.2
8	Wheel of Fortune	WPTZ (NBC)	5	M T W R F	7:30 PM	30	8.4
9	Channel 3 News Weekend	WCAX (CBS)	2	S U	6:00 PM	30	8.2
10	Channel 3 News at Six	WCAX (CBS)	5	M T W R F	6:00 PM	60	8.1
11	America's Got Talent	WPTZ (NBC)	1	W	8:00 PM	61	7.7
12	Sunday TODAY with Willie Geist	WPTZ (NBC)	1	U	8:00 AM	60	7.1
13	NBC5 NEWS @ 5:30	WPTZ (NBC)	5	M T W R F	5:30 PM	30	7.0
14	NCIS	WCAX (CBS)	1	T	8:00 PM	60	6.4
15	CBS This Morning: Saturday	WCAX (CBS)	1	S	8:00 AM	120	6.3
16	CBS News Sunday Morning	WCAX (CBS)	1	U	9:00 AM	90	6.1
17	Entertainment Tonight	WCAX (CBS)	5	M T W R F	7:30 PM	30	6.1
18	NBC5 NEWS TODAY	WPTZ (NBC)	1	U	6:00 AM	120	6.1
19	NBC5 NEWS @ 5	WPTZ (NBC)	5	M T W R F	5:00 PM	30	6.0
20	Today Show	WPTZ (NBC)	5	M T W R F	7:00 AM	120	5.9

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