

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

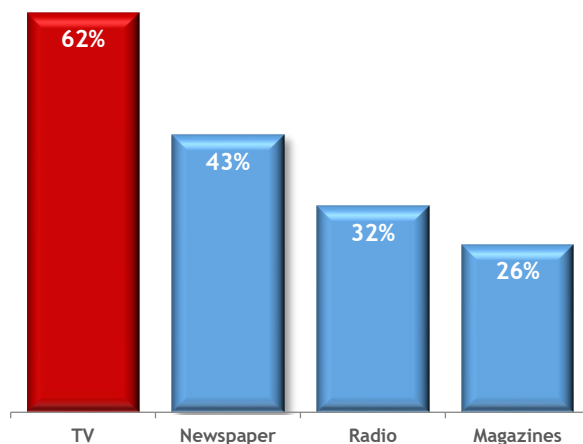
Burlington is the largest city in Vermont and its cultural and educational center. The University of Vermont and two smaller colleges bring a strong college-town feel, with culture, entertainment, and a youthful ambience. Downtown is pleasant, with lots of trees, historic streets and lakefront areas 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

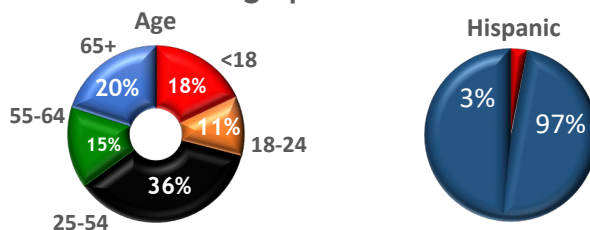
### Reliance on Media to Stay Informed % Agree



### 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