



**CENSUS RECORDS TOTALS FOR
THIS TV DESIGNATED MEDIA MARKET.**

BATON ROUGE :::

BROADCAST TV MARKET AREA

Population

Total Population	911,682
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Housing Status

(in housing units unless noted)

Total	378,934
Occupied	341,232
Owner-occupied	234,841
Population in owner-occupied (number of individuals)	622,991
Renter-occupied	106,391
Population in renter-occupied (number of individuals)	260,726
Households with individuals under 18	120,321
Vacant	37,702
Vacant: for rent	10,644
Vacant: for sale	3,909

Population by Sex/Age

Male	448,248
Female	463,434
Under 18	225,256
18 & over	686,426
20 - 24	74,228
25 - 34	130,623
35 - 49	180,633
50 - 64	170,211
65 & over	101,418

Population by Ethnicity

Hispanic or Latino	30,973
Non Hispanic or Latino	880,709

Population by Race

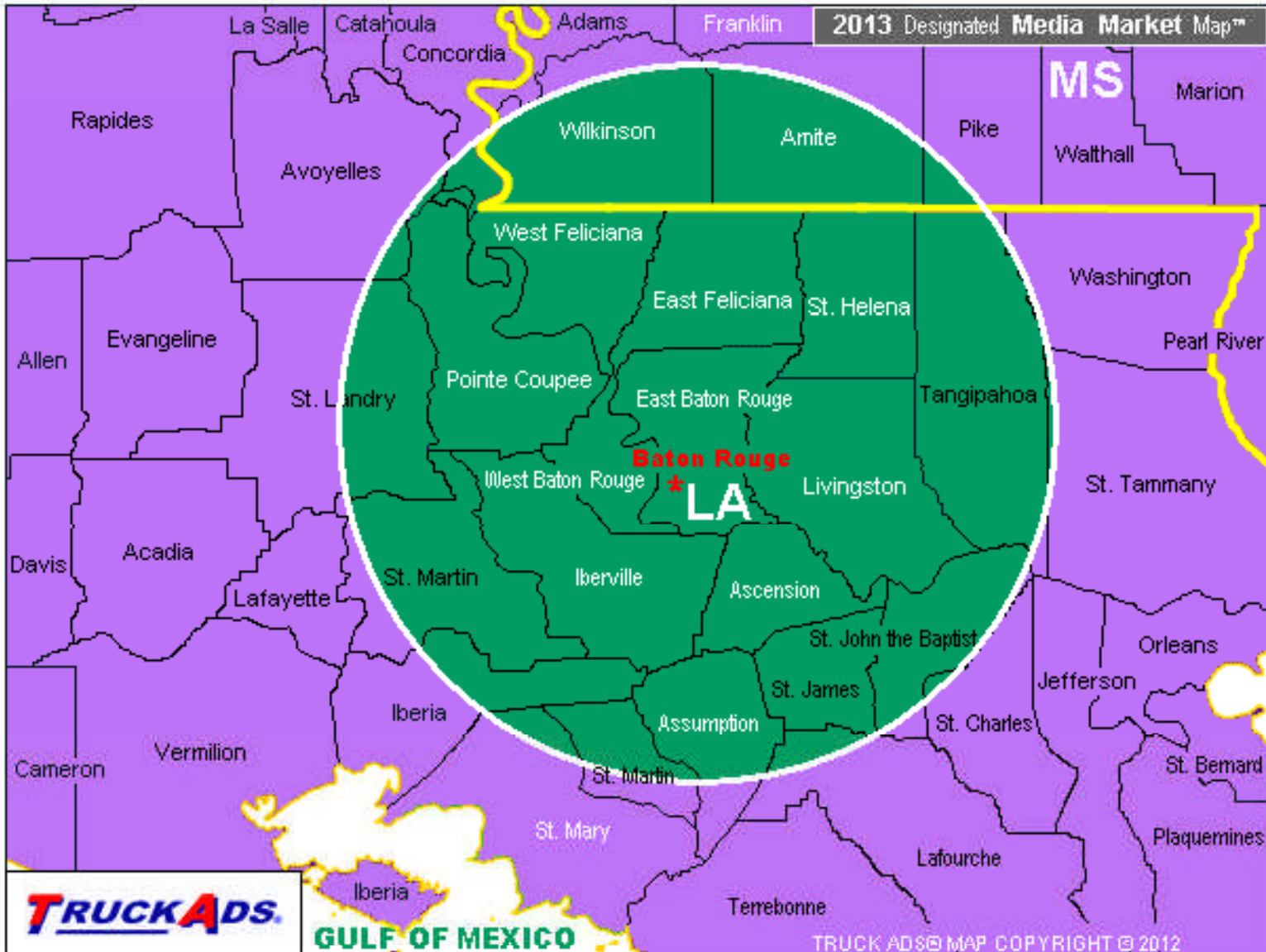
White	543,309
African American	326,027
Asian	15,370
American Indian and Alaska Native	3,369
Native Hawaiian and Pacific Islander	309
Other	12,082
Identified by two or more	11,216

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BATON ROUGE :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

LOUISIANA: Ascension, LA ~ Assumption, LA ~ East Baton Rouge, LA ~ East Feliciana, LA ~ Iberville, LA ~ Livingston, LA ~ Pointe Coupee, LA ~ St. Helena, LA ~ St. Mary, LA ~ West Baton Rouge, LA ~ West Feliciana, LA ~

MISSISSIPPI: Amite, MS ~ Franklin, MS ~ Wilkinson, MS

LA - Ascension Parish

Population

Total Population	107,215
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Housing Status

(in housing units unless noted)

Total	40,784
Occupied	37,790
Owner-occupied	30,542
Population in owner-occupied (number of individuals)	86,727
Renter-occupied	7,248
Population in renter-occupied (number of individuals)	19,698
Households with individuals under 18	16,594
Vacant	2,994
Vacant: for rent	762
Vacant: for sale	687

Population by Sex/Age

Male	52,947
Female	54,268
Under 18	30,755
18 & over	76,460
20 - 24	6,224
25 - 34	14,940
35 - 49	24,487
50 - 64	18,541
65 & over	9,494

Population by Ethnicity

Hispanic or Latino	5,024
Non Hispanic or Latino	102,191

Population by Race

White	78,572
African American	23,846
Asian	1,018
American Indian and Alaska Native	339
Native Hawaiian and Pacific Islander	81
Other	2,049
Identified by two or more	1,310

LA - Assumption Parish

Population

Total Population	23,421
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Housing Status

(in housing units unless noted)

Total	10,351
Occupied	8,736
Owner-occupied	7,126
Population in owner-occupied (number of individuals)	19,190
Renter-occupied	1,610
Population in renter-occupied (number of individuals)	4,032
Households with individuals under 18	3,197
Vacant	1,615
Vacant: for rent	60
Vacant: for sale	49

Population by Sex/Age

Male	11,456
Female	11,965
Under 18	5,756
18 & over	17,665
20 - 24	1,426
25 - 34	2,834
35 - 49	4,751
50 - 64	4,831
65 & over	3,145

Population by Ethnicity

Hispanic or Latino	498
Non Hispanic or Latino	22,923

Population by Race

White	15,635
African American	7,141
Asian	58
American Indian and Alaska Native	133
Native Hawaiian and Pacific Islander	12
Other	233
Identified by two or more	209

LA - East Baton Rouge Parish

Population

Total Population	440,171
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Housing Status

(in housing units unless noted)

Total	187,353
Occupied	172,057
Owner-occupied	102,341
Population in owner-occupied (number of individuals)	263,159
Renter-occupied	69,716
Population in renter-occupied (number of individuals)	165,907
Households with individuals under 18	54,845
Vacant	15,296
Vacant: for rent	7,146
Vacant: for sale	1,783

Population by Sex/Age

Male	211,488
Female	228,683
Under 18	103,665
18 & over	336,506
20 - 24	45,628
25 - 34	67,153
35 - 49	79,532
50 - 64	79,457
65 & over	48,030

Population by Ethnicity

Hispanic or Latino	16,274
Non Hispanic or Latino	423,897

Population by Race

White	214,927
African American	199,505
Asian	12,367
American Indian and Alaska Native	1,097
Native Hawaiian and Pacific Islander	135
Other	6,302
Identified by two or more	5,838

LA - East Feliciana Parish

Population

Total Population	20,267
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Housing Status

(in housing units unless noted)

Total	8,014
Occupied	7,022
Owner-occupied	5,738
Population in owner-occupied (number of individuals)	14,789
Renter-occupied	1,284
Population in renter-occupied (number of individuals)	3,087
Households with individuals under 18	2,210
Vacant	992
Vacant: for rent	75
Vacant: for sale	64

Population by Sex/Age

Male	10,898
Female	9,369
Under 18	4,192
18 & over	16,075
20 - 24	1,278
25 - 34	2,577
35 - 49	4,229
50 - 64	4,827
65 & over	2,632

Population by Ethnicity

Hispanic or Latino	208
Non Hispanic or Latino	20,059

Population by Race

White	10,783
African American	9,108
Asian	52
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	2
Other	32
Identified by two or more	226

LA - Iberia Parish

Population

Total Population	73,240
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Housing Status

(in housing units unless noted)

Total	29,698
Occupied	26,778
Owner-occupied	18,995
Population in owner-occupied (number of individuals)	51,895
Renter-occupied	7,783
Population in renter-occupied (number of individuals)	20,401
Households with individuals under 18	10,388
Vacant	2,920
Vacant: for rent	931
Vacant: for sale	260

Population by Sex/Age

Male	35,756
Female	37,484
Under 18	19,842
18 & over	53,398
20 - 24	4,815
25 - 34	9,335
35 - 49	14,373
50 - 64	13,833
65 & over	8,914

Population by Ethnicity

Hispanic or Latino	2,299
Non Hispanic or Latino	70,941

Population by Race

White	45,551
African American	23,435
Asian	1,754
American Indian and Alaska Native	269
Native Hawaiian and Pacific Islander	20
Other	1,074
Identified by two or more	1,137

LA - Livingston Parish

Population

Total Population	128,026
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Housing Status

(in housing units unless noted)

Total	50,170
Occupied	46,007
Owner-occupied	36,718
Population in owner-occupied (number of individuals)	102,220
Renter-occupied	9,289
Population in renter-occupied (number of individuals)	24,614
Households with individuals under 18	19,198
Vacant	4,163
Vacant: for rent	1,010
Vacant: for sale	798

Population by Sex/Age

Male	63,372
Female	64,654
Under 18	35,330
18 & over	92,696
20 - 24	7,748
25 - 34	18,425
35 - 49	27,795
50 - 64	22,567
65 & over	12,671

Population by Ethnicity

Hispanic or Latino	3,801
Non Hispanic or Latino	124,225

Population by Race

White	117,601
African American	6,505
Asian	628
American Indian and Alaska Native	526
Native Hawaiian and Pacific Islander	26
Other	1,273
Identified by two or more	1,467

LA - Pointe Coupee Parish

Population

Total Population	22,802
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Housing Status

(in housing units unless noted)

Total	11,130
Occupied	9,082
Owner-occupied	6,932
Population in owner-occupied (number of individuals)	17,486
Renter-occupied	2,150
Population in renter-occupied (number of individuals)	5,200
Households with individuals under 18	2,945
Vacant	2,048
Vacant: for rent	190
Vacant: for sale	86

Population by Sex/Age

Male	11,061
Female	11,741
Under 18	5,475
18 & over	17,327
20 - 24	1,253
25 - 34	2,530
35 - 49	4,360
50 - 64	5,095
65 & over	3,534

Population by Ethnicity

Hispanic or Latino	492
Non Hispanic or Latino	22,310

Population by Race

White	14,010
African American	8,284
Asian	57
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	0
Other	213
Identified by two or more	220

LA - St. Helena Parish

Population

Total Population	11,203
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Housing Status

(in housing units unless noted)

Total	5,150
Occupied	4,333
Owner-occupied	3,574
Population in owner-occupied (number of individuals)	9,274
Renter-occupied	759
Population in renter-occupied (number of individuals)	1,808
Households with individuals under 18	1,450
Vacant	817
Vacant: for rent	72
Vacant: for sale	32

Population by Sex/Age

Male	5,521
Female	5,682
Under 18	2,763
18 & over	8,440
20 - 24	731
25 - 34	1,281
35 - 49	2,054
50 - 64	2,460
65 & over	1,580

Population by Ethnicity

Hispanic or Latino	99
Non Hispanic or Latino	11,104

Population by Race

White	5,034
African American	5,974
Asian	9
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	4
Other	53
Identified by two or more	91

LA - St. Mary Parish

Population

Total Population	54,650
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Housing Status

(in housing units unless noted)

Total	23,028
Occupied	20,457
Owner-occupied	14,354
Population in owner-occupied (number of individuals)	38,350
Renter-occupied	6,103
Population in renter-occupied (number of individuals)	15,432
Households with individuals under 18	7,392
Vacant	2,571
Vacant: for rent	624
Vacant: for sale	148

Population by Sex/Age

Male	26,992
Female	27,658
Under 18	13,904
18 & over	40,746
20 - 24	3,609
25 - 34	6,793
35 - 49	11,150
50 - 64	10,623
65 & over	7,052

Population by Ethnicity

Hispanic or Latino	2,920
Non Hispanic or Latino	51,730

Population by Race

White	32,406
African American	17,765
Asian	948
American Indian and Alaska Native	994
Native Hawaiian and Pacific Islander	29
Other	1,433
Identified by two or more	1,075

LA - West Baton Rouge Parish

Population

Total Population	23,788
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Housing Status

(in housing units unless noted)

Total	9,324
Occupied	8,688
Owner-occupied	6,424
Population in owner-occupied (number of individuals)	17,432
Renter-occupied	2,264
Population in renter-occupied (number of individuals)	5,800
Households with individuals under 18	3,252
Vacant	636
Vacant: for rent	185
Vacant: for sale	34

Population by Sex/Age

Male	11,698
Female	12,090
Under 18	5,927
18 & over	17,861
20 - 24	1,656
25 - 34	3,357
35 - 49	4,904
50 - 64	4,607
65 & over	2,617

Population by Ethnicity

Hispanic or Latino	544
Non Hispanic or Latino	23,244

Population by Race

White	14,271
African American	8,972
Asian	79
American Indian and Alaska Native	30
Native Hawaiian and Pacific Islander	13
Other	150
Identified by two or more	273

LA - West Feliciana Parish

Population

Total Population	15,625
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Housing Status

(in housing units unless noted)

Total	5,097
Occupied	3,971
Owner-occupied	2,943
Population in owner-occupied (number of individuals)	7,730
Renter-occupied	1,028
Population in renter-occupied (number of individuals)	2,598
Households with individuals under 18	1,430
Vacant	1,126
Vacant: for rent	99
Vacant: for sale	56

Population by Sex/Age

Male	10,251
Female	5,374
Under 18	2,718
18 & over	12,907
20 - 24	616
25 - 34	2,226
35 - 49	4,459
50 - 64	3,749
65 & over	1,590

Population by Ethnicity

Hispanic or Latino	251
Non Hispanic or Latino	15,374

Population by Race

White	8,125
African American	7,263
Asian	31
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	3
Other	94
Identified by two or more	89

MS - Amite County

Population

Total Population	13,131
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Housing Status

(in housing units unless noted)

Total	6,635
Occupied	5,351
Owner-occupied	4,469
Population in owner-occupied (number of individuals)	10,915
Renter-occupied	882
Population in renter-occupied (number of individuals)	2,100
Households with individuals under 18	1,567
Vacant	1,284
Vacant: for rent	92
Vacant: for sale	37

Population by Sex/Age

Male	6,374
Female	6,757
Under 18	2,955
18 & over	10,176
20 - 24	692
25 - 34	1,372
35 - 49	2,369
50 - 64	3,036
65 & over	2,390

Population by Ethnicity

Hispanic or Latino	110
Non Hispanic or Latino	13,021

Population by Race

White	7,574
African American	5,427
Asian	12
American Indian and Alaska Native	22
Native Hawaiian and Pacific Islander	1
Other	22
Identified by two or more	73

MS - Franklin County

Population

Total Population	8,118
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Housing Status

(in housing units unless noted)

Total	4,154
Occupied	3,211
Owner-occupied	2,641
Population in owner-occupied (number of individuals)	6,635
Renter-occupied	570
Population in renter-occupied (number of individuals)	1,416
Households with individuals under 18	1,088
Vacant	943
Vacant: for rent	48
Vacant: for sale	33

Population by Sex/Age

Male	3,942
Female	4,176
Under 18	2,043
18 & over	6,075
20 - 24	399
25 - 34	940
35 - 49	1,490
50 - 64	1,739
65 & over	1,315

Population by Ethnicity

Hispanic or Latino	47
Non Hispanic or Latino	8,071

Population by Race

White	5,257
African American	2,791
Asian	5
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	0
Other	6
Identified by two or more	45

MS - Wilkinson County

Population

Total Population	9,878
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Housing Status

(in housing units unless noted)

Total	5,037
Occupied	3,455
Owner-occupied	2,706
Population in owner-occupied (number of individuals)	6,843
Renter-occupied	749
Population in renter-occupied (number of individuals)	1,867
Households with individuals under 18	1,165
Vacant	1,582
Vacant: for rent	74
Vacant: for sale	16

Population by Sex/Age

Male	5,228
Female	4,650
Under 18	2,271
18 & over	7,607
20 - 24	688
25 - 34	1,459
35 - 49	1,913
50 - 64	1,943
65 & over	1,364

Population by Ethnicity

Hispanic or Latino	41
Non Hispanic or Latino	9,837

Population by Race

White	2,834
African American	6,992
Asian	2
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	6
Identified by two or more	32