



**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**

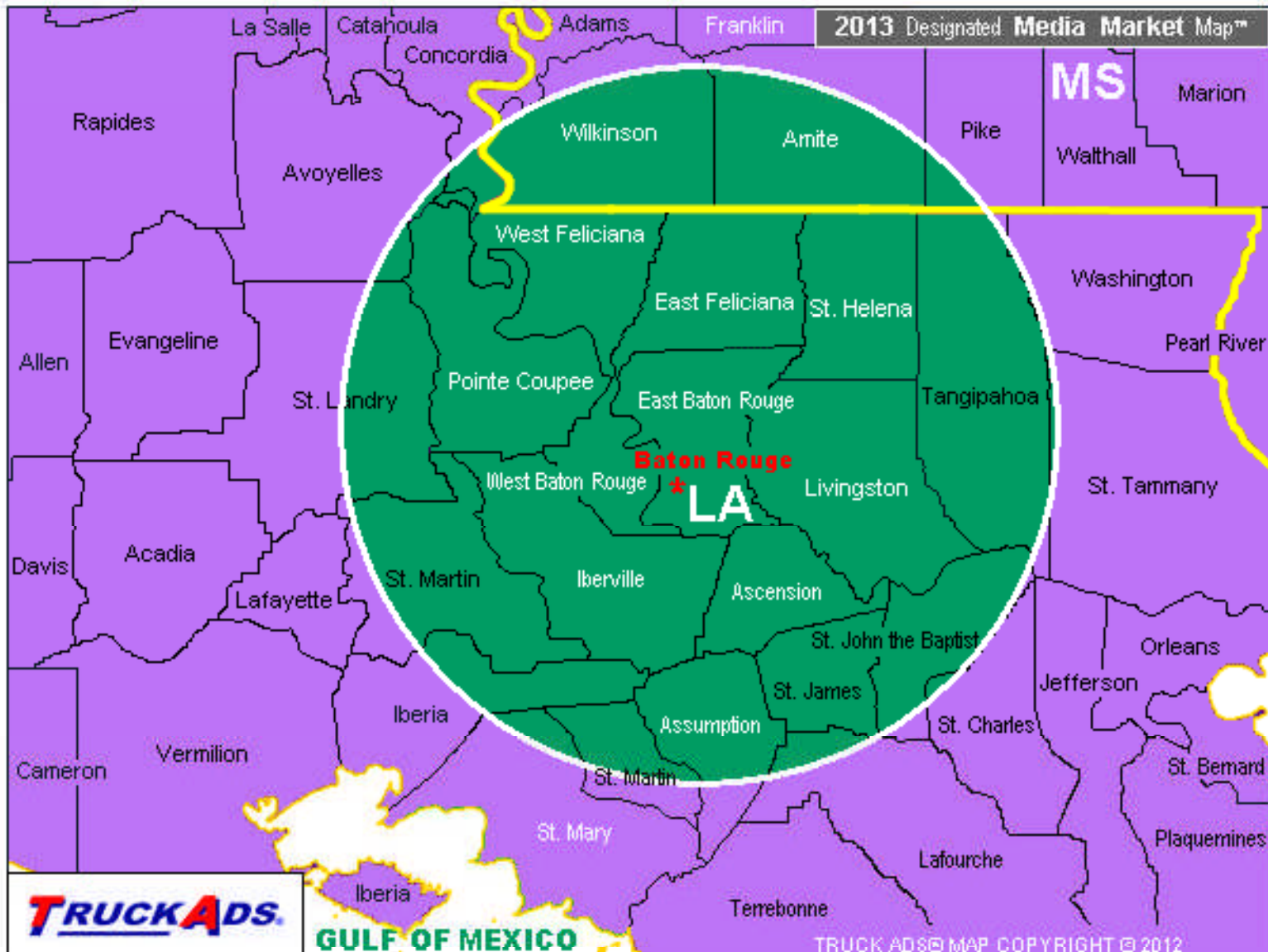
White	543,309
African American	326,027
Asian	15,370
American Indian and Alaska Native	3,369
Native Hawaiian and Pacific Islander	309
Other	12,082
Identified by two or more	11,216

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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