

HOW MANY BACK HOME?

Population of the Four College Towns and Host Site of the 2023 NCAA Women's Basketball Final Four Tournament

Baton Rouge, LA

222,185
Home of the
LSU Lady Tigers



Iowa City, IA

74,596
Home of the
Iowa Hawkeyes

Blacksburg, VA

44,949
Home of the
Virginia Tech Hokies



Dallas, TX

1,288,457
Home of American Airlines Center,
host site

Columbia, SC

137,541
Home of the
South Carolina
Gamecocks