

The Lexington  
Herald-Leader  
Is The Way To Reach  
The Lexington Market

Newspapers First  
THE LEADER IN MAJOR MARKETS



**Target Reach And Coverage**

	<b>DMA</b>					<b>Metro</b>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Demos</b>										
Total Adults	860,610	306,845	36	392,425	46	365,730	176,815	48	231,960	63
Males	411,030	170,965	42	190,610	46	172,815	86,530	50	107,915	62
Females	449,580	135,880	30	201,815	45	192,915	90,285	47	124,045	64
18-24 Years of Age	123,280	37,225	30	51,680	42	61,965	22,775	37	29,825	48
25-34	149,910	40,990	27	64,090	43	69,400	23,255	34	36,625	53
35-44	179,585	71,295	40	95,395	53	78,005	35,815	46	51,215	66
45-54	166,245	66,095	40	78,440	47	66,890	36,300	54	47,520	71
Age 55-64	103,815	36,300	35	47,640	46	39,755	25,310	64	29,650	75
Age 65+	137,775	54,940	40	55,180	40	49,715	33,360	67	37,125	75
College Graduate +	144,130	67,450	47	91,875	64	90,515	50,335	56	66,490	74
Any College +	397,395	165,715	42	214,645	54	227,100	112,925	50	150,260	66
Professional/Manager	143,205	62,155	43	82,015	57	82,395	43,105	52	57,190	69
Executive/Admin/Managerial	72,770	26,790	37	35,815	49	37,015	18,840	51	24,815	67
White Collar	332,580	126,235	38	179,460	54	180,220	87,635	49	119,880	67
Employed	543,470	210,550	39	280,535	52	261,225	124,230	48	164,295	63
Married	507,030	183,490	36	236,180	47	202,195	102,590	51	138,645	69
1+ Children in HH	325,880	104,815	32	147,685	45	139,635	59,755	43	85,205	61
White	809,425	283,435	35	371,105	46	329,015	159,225	48	212,025	64
Black	42,215	20,440	48	17,130	41	31,100	16,005	52	17,130	55
Hispanic	22,960	10,820	47	6,325	28	12,245	3,485	29	4,090	33
HHI \$75,000+	149,635	76,150	51	93,955	63	82,685	49,470	60	61,775	75
HHI \$50,000+	297,290	147,350	50	182,080	61	156,555	85,365	55	114,420	73
HHI \$35,000+	483,445	209,085	43	264,680	55	231,975	123,830	53	161,755	70
Home Owner	642,455	242,635	38	309,600	48	237,740	131,815	55	168,990	71
<b>New Cars Owned/Leased</b>										
Own 1+ Domestic Vehicles Bought	287,400	114,215	40	140,275	49	108,195	54,400	50	73,765	68
Own 1+ Foreign Vehicles Bought New	141,335	62,810	44	87,405	62	83,555	46,170	55	62,615	75
Any New Vehicle 0-3 Years	103,215	47,075	46	59,780	58	58,010	32,985	57	43,035	74
Any New Vehicle 3+ Years	323,640	130,645	40	161,255	50	130,520	66,635	51	89,010	68
<b>Business Decision Maker</b>										
Computer Hardware	29,560	10,490	36	10,435	35	15,870	6,000	38	7,790	49
Computer Software	25,450	9,105	36	12,775	50	15,715	7,795	50	9,790	62
Communication Equipment	29,185	11,825	41	11,215	38	15,365	7,320	48	9,855	64
Communication Services	37,945	13,050	34	14,140	37	20,750	8,580	41	11,790	57
Overnight Mail/Delivery System	34,880	7,000	20	18,405	53	17,740	6,705	38	10,240	58
Business Travel Arrangements	47,520	16,020	34	21,870	46	23,740	10,160	43	14,300	60
Office Equipment (Copier/Fax/Etc.)	36,710	11,540	31	20,085	55	22,175	8,605	39	13,290	60

Source: The Scarborough Report – 2002, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/LEX-D-501-R5/©2002 Newspapers First  
\* Percentages relatively unstable due to small base

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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Financial</b>										
Own Any Stock	262,410	120,640	46	146,110	56	125,785	69,970	56	88,335	70
Account With Broker	95,255	43,070	45	56,645	60	56,365	33,100	59	41,910	74
Own Mutual Funds	235,360	116,260	49	139,705	59	127,905	73,495	58	92,720	73
Used Any Amex Card-3 Months	24,660	12,870	52	18,165	74	24,660	12,870	52	18,165	74
Used Any Visa Card-3 Months	423,375	177,180	42	224,635	53	214,070	109,240	51	139,170	65
<b>Domestic Travel</b>										
1+ Trips	624,030	229,405	37	308,405	49	288,790	140,975	49	188,405	65
1+ Air Trips	185,940	87,625	47	116,385	63	134,875	68,820	51	89,580	66
1+ Personal/Vacation Air Trips	152,595	73,745	48	99,955	66	112,820	58,580	52	75,065	67
1+ Business Air Trips	66,755	30,740	46	38,785	58	54,080	25,715	48	35,485	66
Used Travel Agent	69,245	30,075	43	37,860	55	45,165	24,320	54	29,230	65
Car Rental For Business	58,275	23,795	41	31,910	55	41,075	20,430	50	25,665	63
Car Rental For Personal/Vacation	125,380	57,050	46	78,675	63	88,550	44,220	50	59,330	67
Hotel/Motels-For Business	200,490	76,865	38	103,375	52	99,865	46,030	46	63,195	63
Hotel/Motels-For Personal/Vacation	498,030	179,295	36	242,555	49	230,095	111,895	49	151,960	66
<b>Foreign Travel</b>										
1+ Foreign Trips	210,825	95,320	45	115,445	55	124,710	62,790	50	81,180	65
1+ Cruise	53,150	32,015	60	37,375	70	36,915	20,865	57	24,705	67
<b>Domestic Destinations</b>										
Chicago	41,040	15,015	37	20,065	49	25,235	11,075	44	13,910	55
Orlando	49,350	19,165	39	26,720	54	29,925	15,780	53	20,980	70
Florida Gulf Coast	85,180	33,615	40	43,210	51	38,430	23,845	62	25,915	67
<b>Foreign Destinations</b>										
Canada	47,170	24,030	51	32,190	68	37,665	19,085	51	27,245	72
Mexico	54,630	21,290	39	24,665	45	32,960	11,375	35	16,845	51
Hawaii	26,280	7,080	27	14,540	55	14,305	6,000	42	9,595	67
Europe	45,965	21,590	47	23,680	52	32,485	17,950	55	21,785	67
Caribbean/Bahamas	67,375	34,575	51	41,345	61	41,145	20,580	50	27,815	68
<b>Technology</b>										
Own Cellular Phone	234,825	83,055	35	111,905	48	106,455	50,480	47	66,555	63
Own PC	544,950	208,400	38	281,150	52	253,585	120,965	48	165,910	65
Bought Hardware/Software	375,360	134,470	36	198,250	53	168,015	80,920	48	110,105	66
Have On-line Service	468,670	187,395	40	250,405	53	237,330	115,360	49	155,515	66
Shop On-line	90,640	27,115	30	42,085	46	39,215	16,370	42	22,595	58
Purchase On-line	57,955	19,950	34	26,620	46	27,145	11,230	41	15,765	58
Financial Information On-line	114,440	55,540	49	63,380	55	58,160	29,945	52	40,370	69