

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Lexington, Kentucky. The March-April 2008 measurement period report is based on 701 telephone interviews with a random sample of persons age 18 plus in the Lexington metropolitan area.

Here are some of the important highlights from the current edition of THE MEDIA AUDIT...

Online/Internet Activity. More than two-thirds (77.7%) of all Lexington adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

21.4% AOL
31.4% MSN
51.1% YAHOO
70.2% GOOGLE
39.7% WEATHER.COM
35.2% KENTUCKY.COM
6.2% TOPSINLEX.COM
1.6% BIZLEX.COM
25.9% WKYT.COM
23.7% LEX18.COM (WLEX-TV)
11.4% WTVQ.COM
8.7% KET.ORG (WKLE-TV)
7.2% WDKY56.COM
3.0% CLEAR CHANNEL RADIO
2.0% CUMULUS RADIO
1.4% W L A P

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

22.4% OCCASIONALLY
3.0% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

11.3% CAREERBUILDER.COM
10.5% MONSTER.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

22.1% OCCASIONALLY
2.4% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

8.9% AUTOTRADER.COM
6.9% CARS.COM
2.9% MOTORVATIONMOTORCARS.COM
1.7% EBAY.COM
1.6% CRAIGSLIST.ORG

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.3% OCCASIONALLY
1.8% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.6% LBAR.COM
2.3% KENTUCKY.COM

Planned Vehicle Purchases. Less than one-fifth (11.9%) of Lexington adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 12.1% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$221.8 million in metro Lexington over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 24.4% of those planning a purchase during the next 12 months. 50.3% plan to purchase a foreign vehicle and 25.2% are undecided regarding their next purchase.

Some Market Averages for Lexington.

Median adult age -- 43.03
Average Family Size -- 3.05
Average annual household income -- \$63,000
Average weekly supermarket expenditure -- \$151
Average number of miles driven past week -- 215
Average number of primarily business trips -- 5.54
Average number of foreign airline trips -- 2.23
Average number of times soft drinks consumed past week -- 10.81
Average number of fast-food restaurant purchases past week -- 2.88

Travel Market. An ocean cruise is planned within the next 3 years by 19.8% of Lexington adults. Business airline travel: 14.8% made one or more round trips during the past year. Airline travel to foreign destinations: 17.8% made one or more round trips during the past 2 years; 30% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.8% of total adults.

Some Of The Different Things Lexington Adults Did During the Past Year

68.6% Worked in their lawn or garden
63.8% Voted in local, state or national elections
35.5% Purchased 12 or more books
24.9% Attended 3 or more college or professional sports events
24.3% Dieted 4 weeks or more
23.3% Exercised at a health club 12 or more times
22.0% Attended the theater/opera/symphony
18.3% Attended a pop or rock music concert
16.4% Attended a major theme park
14.4% Visited a gambling casino one or more times
14.3% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Lexington Adults:

53.2% Purchased bottled water during past four weeks
37.7% Attended movies at movie theatres past four weeks
31.5% Purchased one or more lottery tickets past four weeks
31.3% Made one or more purchases in automotive parts stores past four weeks
28.3% Shopped sporting goods stores past four weeks
22.2% Purchased albums/CDs/tapes during past four weeks
19.4% Plan to purchase computer software during next 12-months

10.3% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Lexington. Less than one-fifth of all adults (18.8%) currently live in rented dwelling units. A total of 6.9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 67.2% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at www.themediaaudit.com