

# 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 2009 measurement period report is based on 700 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 (78.9%) of all Lexington adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

16.4% AOL	31.9% WKYT.COM
27.2% MSN	14.6% WTVQ.COM
49.2% YAHOO	9.0% WDKY56.COM/FOXLEXINGTON.COM
71.8% GOOGLE	6.9% KET.ORG (WKLE-TV)
45.1% WEATHER.COM	6.7% CLEAR CHANNEL RADIO
38.8% KENTUCKY.COM	2.7% CUMULUS RADIO
7.0% TOPSINLEX.COM	2.2% W L A P
2.2% TOPSTV.COM	1.7% W B U L FM
1.5% BIZLEX.COM	1.6% W L K T FM
1.4% ACEWEEKLY.COM	1.4% W V L K
32.7% LEX18.COM (WLEX-TV)	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

14.8% OCCASIONALLY  
8.0% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

10.0% MONSTER.COM  
8.6% CAREERBUILDER.COM [NET]  
6.9% CAREERBUILDER.COM  
2.2% CRAIGSLIST.ORG  
2.0% YAHOOHOTJOBS.COM  
1.6% DICE.COM  
1.5% KENTUCKY.COM  
1.3% HERALDLEADER.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.0% OCCASIONALLY  
3.5% REGULARLY

## AUTOMOBILE CLASSIFIED AD SITES

9.7% AUTOTRADER.COM  
7.3% CARS.COM  
5.0% CRAIGSLIST.ORG  
2.3% EBAY.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

15.2% OCCASIONALLY  
3.1% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

4.9% LBAR.COM  
4.4% CRAIGSLIST.ORG  
2.0% REMAX.COM  
1.8% COLDWELLBANKER.COM  
1.1% KENTUCKY.COM

**Planned Vehicle Purchases.** Less than one-fifth (15.9%) of Lexington adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 9.9% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$215.9 million in metro Lexington over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 38.8% of those planning a purchase during the next 12 months. 43.3% plan to purchase a foreign vehicle and 17.8% are undecided regarding their next purchase.

### Some Market Averages for Lexington.

Median adult age -- 43.6  
Average Family Size -- 3.08  
Average annual household income -- \$64,200  
Average weekly supermarket expenditure -- \$128  
Average number of miles driven past week -- 174  
Average number of primarily business trips -- 4.25  
Average number of foreign airline trips -- 1.92  
Average number of times soft drinks consumed past week -- 9.38  
Average number of fast-food restaurant purchases past week -- 3.45

**Travel Market.** An ocean cruise is planned within the next 3 years by 20.3% of Lexington adults. Business airline travel: 12.3% made one or more round trips during the past year. Airline travel to foreign destinations: 14% made one or more round trips during the past 2 years; 26.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 5.6% of total adults.

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

77.5% Voted in local, state or national elections  
74.6% Worked in their lawn or garden  
34.6% Purchased 12 or more books  
33.9% Attended 3 or more college or professional sports events  
27.6% Attended the theater/opera/symphony  
26.8% Exercised at a health club 12 or more times  
21.9% Dieted 4 weeks or more  
18.2% Attended a major theme park  
16.8% Attended a pop or rock music concert  
13.4% Visited a gambling casino one or more times  
12.5% Played golf 3 or more times

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

54.8% Purchased bottled water during past four weeks  
35.4% Attended movies at movie theatres past four weeks  
31.4% Made one or more purchases in automotive parts stores past four weeks  
22.9% Shopped sporting goods stores past four weeks

- 22.8% Purchased one or more lottery tickets past four weeks
- 14.8% Purchased albums/CDs/tapes during past four weeks
- 14.7% Plan to purchase computer software during next 12-months
- 12.2% 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 (16.4%) currently live in rented dwelling units. A total of 8.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 64% have annual family incomes of \$50,000 or more.

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For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at [www.themediaaudit.com](http://www.themediaaudit.com)