

DMA Profile & Herald-Leader Readership

Demographic Target	DMA Adult Population	DMA Adult Population %	Adult Daily Newspaper Readers	Daily Reach Among Target	Adult Sunday Newspaper Readers	Sunday Reach Among Target
Lexington DMA	930,014	100.0%	468,995	50.4%	516,391	55.5%
AGE 18-24	130,235	14.0%	64,917	49.8%	70,368	54.0%
AGE 25-34	170,812	18.4%	85,534	50.1%	102,769	60.2%
AGE 35-44	181,662	19.5%	98,510	54.2%	111,191	61.2%
AGE 45-54	172,725	18.6%	89,208	51.6%	92,088	53.3%
AGE 55-64	126,680	13.6%	71,487	56.4%	76,986	60.8%
AGE 65+	147,900	15.9%	59,339	40.1%	62,989	42.6%
High School Grad Or Below	538,242	57.9%	221,181	41.1%	237,367	44.1%
Some College	223,861	24.1%	133,592	59.7%	153,084	68.4%
College Grad Or Above	167,911	18.1%	114,222	68.0%	125,940	75.0%
No Longer Married	179,257	19.3%	78,638	43.9%	87,797	49.0%
Married	560,252	60.2%	287,919	51.4%	319,985	57.1%
Never married (single)	190,505	20.5%	102,438	53.8%	108,609	57.0%
White	863,204	92.8%	430,341	49.9%	476,491	55.2%
Black/African American	43,612	4.7%	27,682	63.5%	27,695	63.5%
Asian	5,014	0.5%	2,931	58.5%	3,517	70.1%
Other	18,184	2.0%	8,041	44.2%	8,688	47.8%
Male	450,301	48.4%	243,109	54.0%	240,004	53.3%
Female	479,713	51.6%	225,886	47.1%	276,387	57.6%

HHI: <\$25,000	238,430	25.6%	78,071	32.7%	93,424	39.2%
HHI: \$25,000 - \$34,999	146,366	15.7%	66,211	45.2%	70,500	48.2%
HHI: \$35,000 - \$49,999	134,855	14.5%	72,675	53.9%	74,943	55.6%
HHI: \$45,000 - \$74,999	223,610	24.0%	125,924	56.3%	140,146	62.7%
hhi: \$75,000 +	186,753	20.1%	126,114	67.5%	137,378	73.6%
Children in Home: YES	390,400	42.0%	200,888	51.5%	221,792	56.8%
Own	700,122	75.3%	366,012	52.3%	405,187	57.9%
Rent	198,849	21.4%	92,936	46.7%	96,250	48.4%
Other	31,043	3.3%	10,047	32.4%	14,954	48.2%
White collar	316,947	34.1%	185,631	58.6%	206,349	65.1%
Blue collar	246,249	26.5%	135,456	55.0%	130,355	52.9%

*Source:*Scarborough Research, 2005, Release 1 | [close window](#)