

DID YOU KNOW?



- Forbes Best Places for Business 2005 Lexington is #11 Best Metro
- There are 40 counties in the Television viewing area.
- There are 98 cable systems.
- Total DMA TV HH 483,520
- Total Lexington Metro TVHH 176,580 or 37%
- Total population 1,139,000
- DMA Cable Penetration 53%
- TVHH ADS Penetration 36%
- Median viewing ages in prime time:

FOX	42	Population;
ABC	47	Median Age 36.9
NBC	47	47% of DMA is 18-49
CBS	52	32% of DMA is 50+
- At the heart of Central Kentucky, Lexington is at the crossroads of I-75 and I-64.
- Major employers in Lexington are;
 - Toyota Motor Manufacturing building the popular Camry.
 - Lexmark International
 - Link-Belt Construction
 - Bank One
 - Johnson Controls
- National advertising money makes up only 30% while Local dollars are 70% of the money spent.



DID YOU KNOW?



- WDKY FOX 56 has the only 10 O'clock news in the market
- WDKY FOX 56 has the only **Local** 7AM News in the market
- FOX IS THE #1 network in ratings and has been for **7** of the last 10 Nielsen ratings surveys
- FOX 56 has **All** the sports
 - NASCAR
 - MLB
 - MLB DIVISION PLAYOFFS
 - MLB World Series
 - NFL
 - NFC PLAYOFFS
 - BCS Bowl Games
- Marvin Bartlett has been the anchor of the 10 O'clock news since it went on the air.
- FOX 56 has the number one rated show, "American Idol".
- The average FOX 56 viewer is 42 years old.
- FOX 56 has the longest running show on TV today "The Simpsons" – 20th season this year.
- FOX 56 has the top rated syndicated programs in the market. "Two and ½ Men", "Raymond" and "My Wife and Kids" We are the only place to find "The Simpsons" in syndication.



DID YOU KNOW?



- Total DMA population 1,139,000
- WOMEN 18-49 272,000
- WOMEN 25-49 215,000
- WOMEN 25-54 258,000
- MEN 18-49 266,000
- MEN 25-49 208,000
- MEN 25-54 248,000
- ADULTS 50+ 361,000
- 41% of the population are Women 18+
- 38% of the population are Men 18+

