

# Lexington Herald-Leader

## Demographics

Daily Newspaper Readership **265,871**  
Sunday Newspaper Readership **315,153**

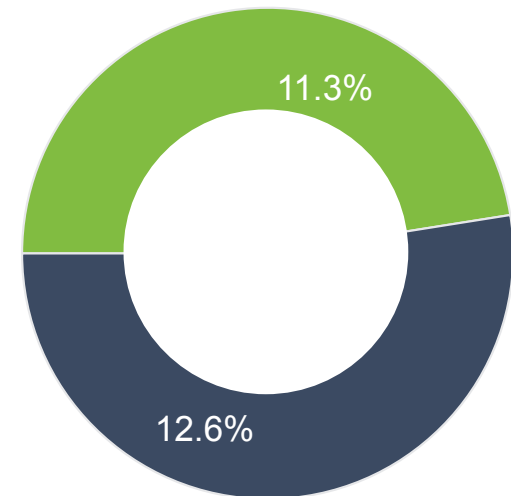
### FINANCIAL SERVICES (HAS OR USE)

**9.0%**  
Certificates of Deposit  
**12.2%**

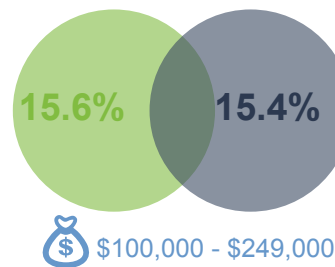
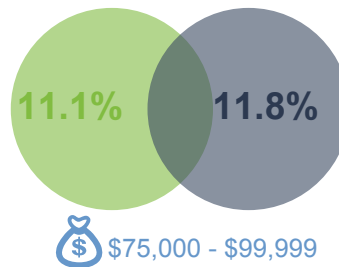
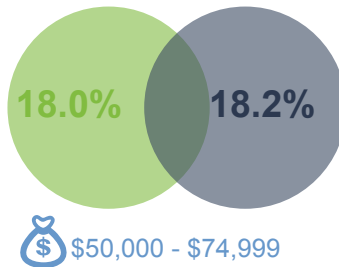


**58.6%**  
Savings Account  
**56.5%**

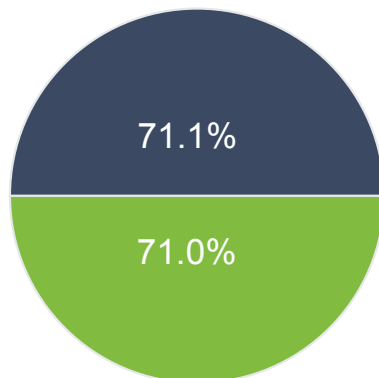
### COLLEGE GRADUATE



### HOUSEHOLD INCOME



### OWN A HOME



Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

**Bankrate®**

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 411

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