



Lexington, KY Interconnect

Demographics

Avg Age	40	College Degree +	26%
Male / Female	49% / 51%	HHs w/ Children	25%
Avg HH Income	\$71,177	Avg HU Value	\$218,501
Owner-occupied	57%	White/Black/Hispanic	86% / 6% / 4%

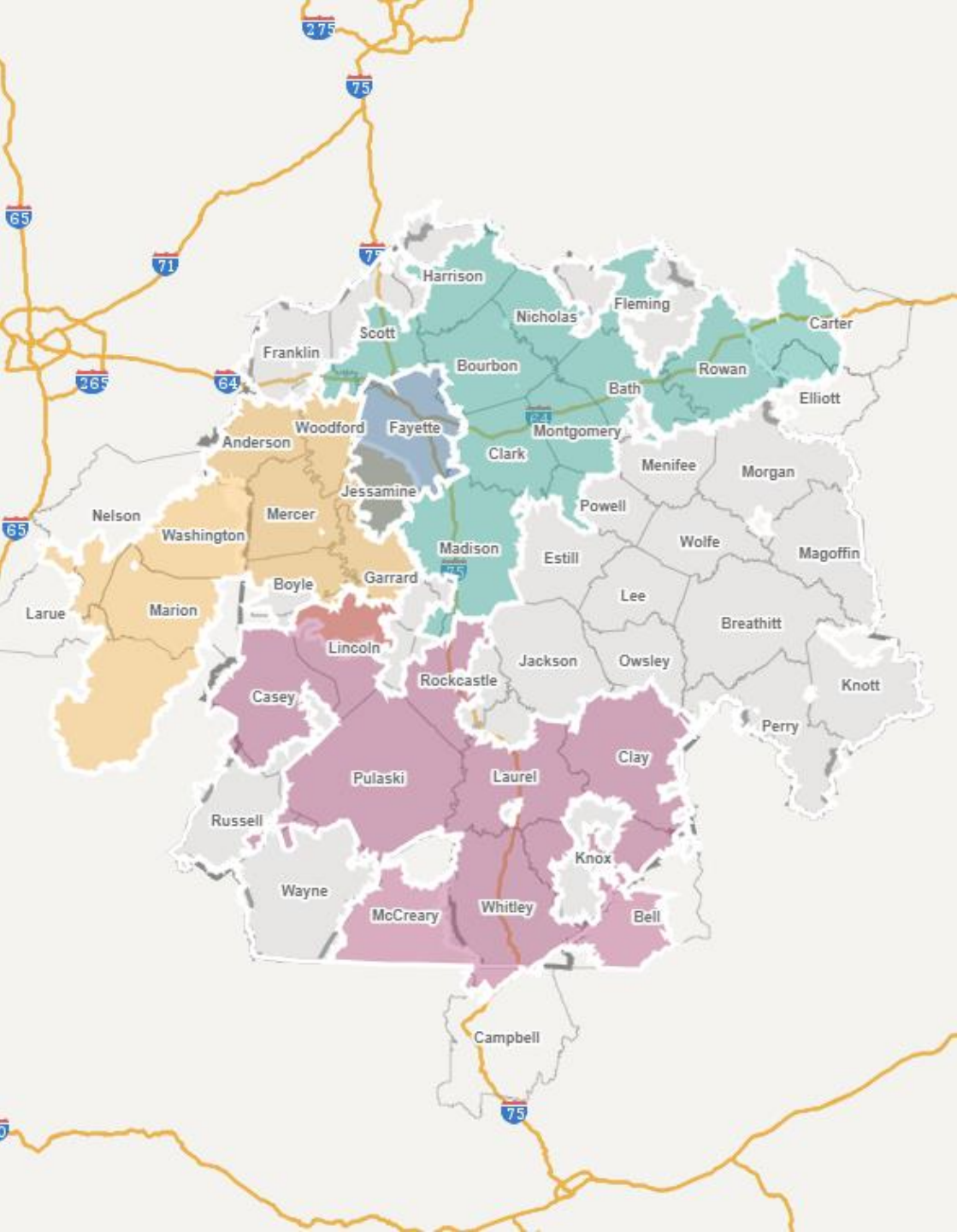
Interconnect Cities and Zips

40033	Lebanon	40358	Olympia	40447	Mc Kee	40517	Lexington	40962	Manchester	41364	Ricetown	41740	Emmalena	42503	Somerset
40037	Loretto	40360	Owingsville	40456	Mt. Vernon	40601	Frankfort	40965	Middlesboro	41365	Rogers	41745	Gays Creek	42516	Bethelridge
40040	Mackville	40361	Paris	40460	Orlando	40701	Corbin	40972	Oneida	41366	Rousseau	41746	Happy	42518	Bronston
40051	New Haven	40370	Sadieville	40461	Paint Lick	40729	E. Bernstadt	40977	Pineville	41367	Rowdy	41751	Jeff	42519	Burnside
40052	New Hope	40371	Salt Lick	40464	Parksville	40734	Gray	40982	Scalf	41385	Vanceleve	41754	Krypton	42528	Dunnville
40060	Raywick	40372	Salvisa	40468	Perryville	40737	Keavy	40983	Sextons Creek	41386	Vincent	41759	Sassafras	42533	Ferguson
40062	Saint Francis	40374	Sharpsburg	40472	Ravenna	40740	Lily	40995	Trosper	41390	Whick	41760	Scuddy	42539	Liberty
40069	Springfield	40376	Slade	40475	Richmond	40741	London	40997	Walker	41397	Zoe	41763	Slemp	42541	Middleburg
40078	Willisburg	40379	Stamping Ground	40481	Sandgap	40744	London	41003	Berry	41421	Elkfork	41772	Vest	42544	Nancy
40311	Carlisle	40380	Stanton	40484	Stanford	40759	Rockholds	41031	Cynthiana	41425	Ezel	41773	Vicco	42553	Science Hill
40312	Clay City	40383	Versailles	40486	Tyner	40763	Siler	41039	Ewing	41464	Royalton	41774	Viper	42565	Windsor
40313	Clearfield	40385	Waco	40489	Waynesburg	40769	Williamsburg	41041	Flemingsburg	41465	Salysersville	41817	Garner	42566	Yosemite
40316	Denniston	40387	Wellington	40502	Lexington	40771	Woodbine	41049	Hillsboro	41472	W. Liberty	41822	Handman	42567	Eubank
40322	Frenchburg	40390	Wilmore	40503	Lexington	40903	Artemus	41093	Wallingford	41632	Gunlock	41828	Kite	42603	Alpha
40324	Georgetown	40391	Winchester	40504	Lexington	40906	Barbourville	41164	Olive Hill	41701	Hazard	41831	Leburn	42629	Jamestown
40330	Harrodsburg	40402	Annnville	40505	Lexington	40913	Beverly	41301	Campton	41712	Ary	41834	Littcarr	42633	Monticello
40336	Irvine	40403	Berea	40507	Lexington	40914	Big Creek	41311	Beattyville	41719	Bonnyman	41836	Mallie	42642	Russell Springs
40337	Jeffersonville	40409	Brodhead	40508	Lexington	40915	Bimble	41314	Booneville	41721	Buckhorn	41839	Mousie		
40342	Lawrenceburg	40419	Crab Orchard	40509	Lexington	40921	Bryants Store	41317	Clayhole	41722	Bulan	41843	Pine Top		
40346	Means	40422	Danville	40510	Lexington	40923	Cannon	41332	Hazel Green	41723	Busy	41844	Pippa Passes		
40347	Midway	40437	Hustonville	40511	Lexington	40935	Flat Lick	41339	Jackson	41725	Carrie	41847	Redfox		
40350	Moorefield	40440	Junction City	40513	Lexington	40943	Girdler	41348	Lost Creek	41727	Chavies	41859	Dema		
40351	Morehead	40442	Kings Mountain	40514	Lexington	40946	Green Road	41351	Mistletoe	41729	Combs	41861	Raven		
40353	Mount Sterling	40444	Lancaster	40515	Lexington	40949	Heidrick	41352	Mize	41731	Cornettsville	41862	Topmost		
40356	Nicholasville	40445	Livingston	40516	Lexington	40953	Hinkle	41360	Pine Ridge	41735	Delphia	42501	Somerset		

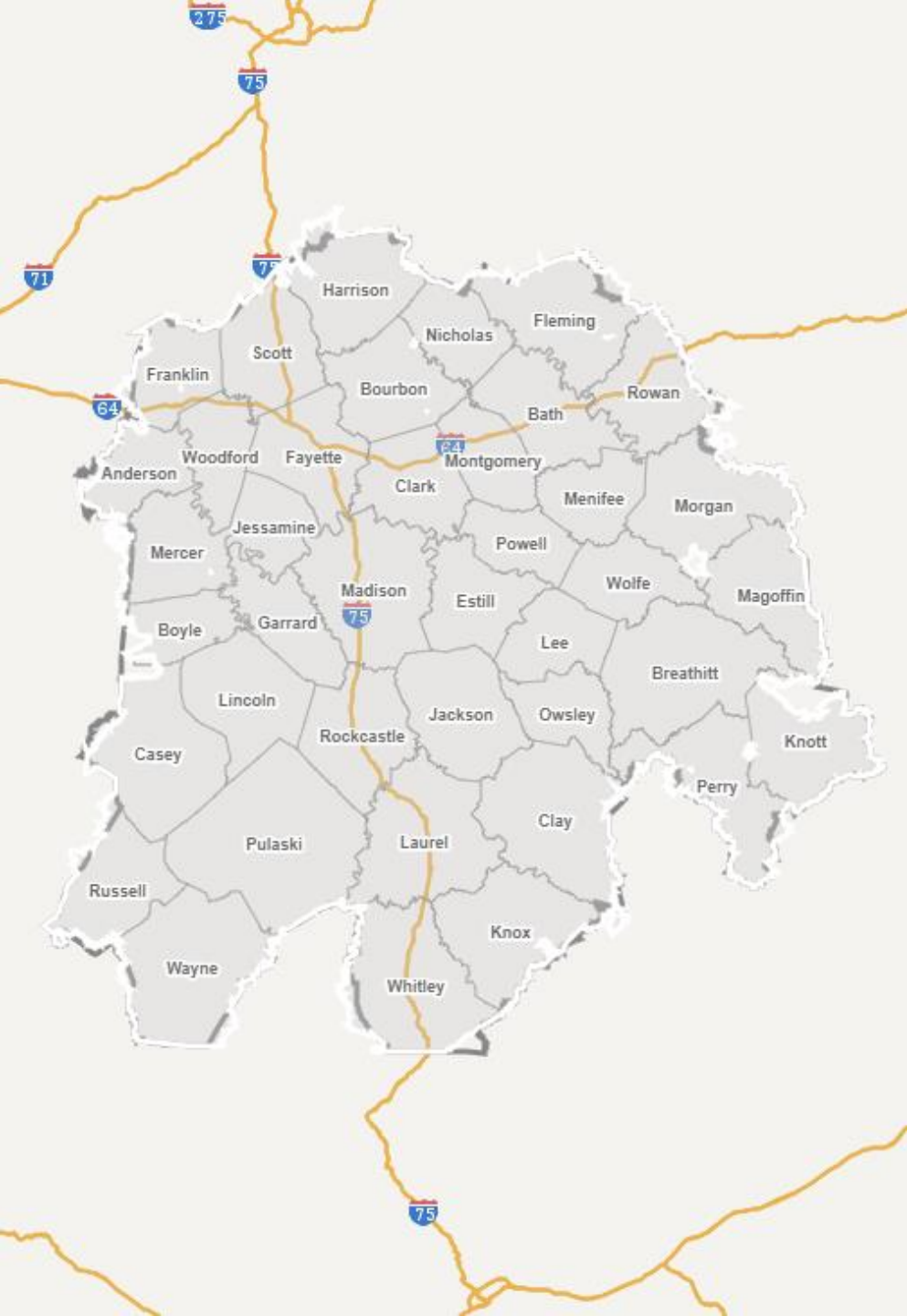


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Lexington, KY Zones



- Lexington Central (0184)
- Lexington South (6927)
- Lexington West (6930)
- Lexington East (6931)
- DirecTV (2482)
- Dish Network (2147)



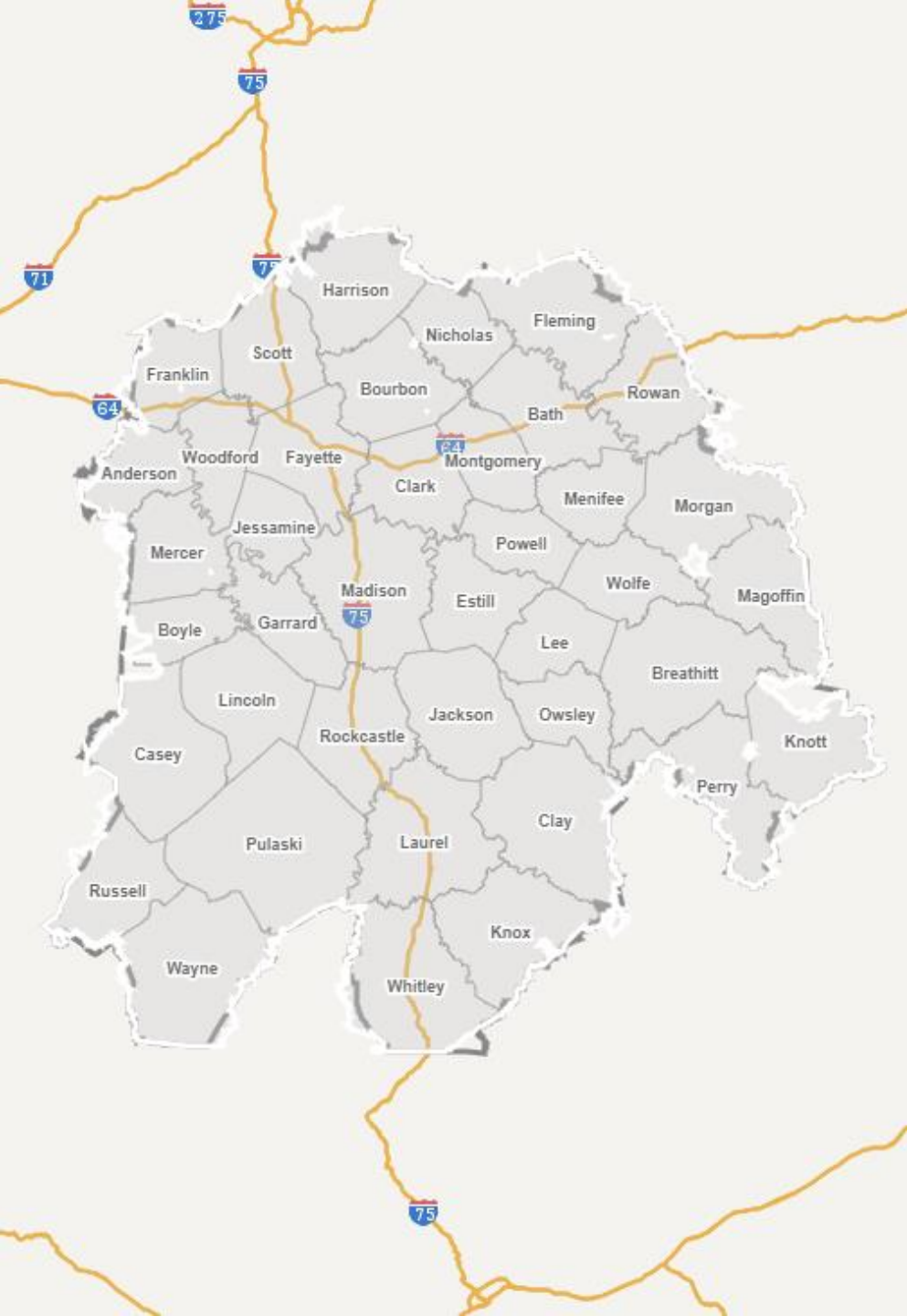
DirectTV Zone 2482

Demographics

Avg Age	40	College Degree +	27%
Male / Female	49% / 51%	HHs w/ Children	25%
Avg HH Income	\$71,807	Avg HU Value	\$221,118
Owner-occupied	57%	White/Black/Hispanic	86% / 6% / 4%

Zone Cities and Zips

40311	Carlisle	40380	Stanton	40484	Stanford	40741	London	41031	Cynthiana	41425	Ezel	41773	Vicco	42553	Science Hill
40312	Clay City	40383	Versailles	40486	Tyner	40744	London	41039	Ewing	41464	Royalton	41774	Viper	42565	Windsor
40313	Clearfield	40385	Waco	40489	Waynesburg	40759	Rockholds	41041	Flemingsburg	41465	Salyersville	41817	Garner	42566	Yosemite
40316	Denniston	40387	Wellington	40502	Lexington	40763	Siler	41049	Hillsboro	41472	West Liberty	41822	Hindman	42567	Eubank
40322	Frenchburg	40390	Wilmore	40503	Lexington	40769	Williamsburg	41093	Wallingford	41632	Gunlock	41828	Kite	42603	Alpha
40324	Georgetown	40391	Winchester	40504	Lexington	40771	Woodbine	41301	Campton	41701	Hazard	41831	Leburn	42629	Jamestown
40330	Harrodsburg	40402	Annnville	40505	Lexington	40903	Artemus	41311	Beattyville	41712	Ary	41834	Littcarr	42633	Monticello
40336	Irvine	40403	Berea	40506	Lexington	40906	Barbourville	41314	Booneville	41719	Bonnyman	41836	Mallie	42642	Russell Springs
40337	Jeffersonville	40409	Brodhead	40507	Lexington	40913	Beverly	41317	Clayhole	41721	Buckhorn	41839	Mousie		
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40347	Midway	40437	Hustonville	40510	Lexington	40921	Bryants Store	41348	Lost Creek	41725	Carrie	41847	Redfox		
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40358	Olympia	40447	Mc Kee	40516	Lexington	40949	Heidrick	41365	Rogers	41740	Emmalena	42503	Somerset		
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40361	Paris	40460	Orlando	40526	Lexington	40962	Manchester	41367	Rowdy	41746	Happy	42518	Bronston		
40370	Sadieville	40461	Paint Lick	40601	Frankfort	40972	Oneida	41385	Vancleve	41751	Jeff	42519	Burnside		
40371	Salt Lick	40464	Parksville	40701	Corbin	40982	Scalf	41386	Vincent	41754	Krypton	42528	Dunnville		
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40374	Sharpsburg	40472	Ravenna	40734	Gray	40995	Trosper	41397	Zoe	41760	Scuddy	42539	Liberty		
40376	Slade	40475	Richmond	40737	Keavy	40997	Walker	41408	Cannel City	41763	Slemp	42541	Middleburg		
40379	Stamping Ground	40481	Sandgap	40740	Lily	41003	Berry	41421	Elkfork	41772	Vest	42544	Nancy		



Dish Network Zone 2147

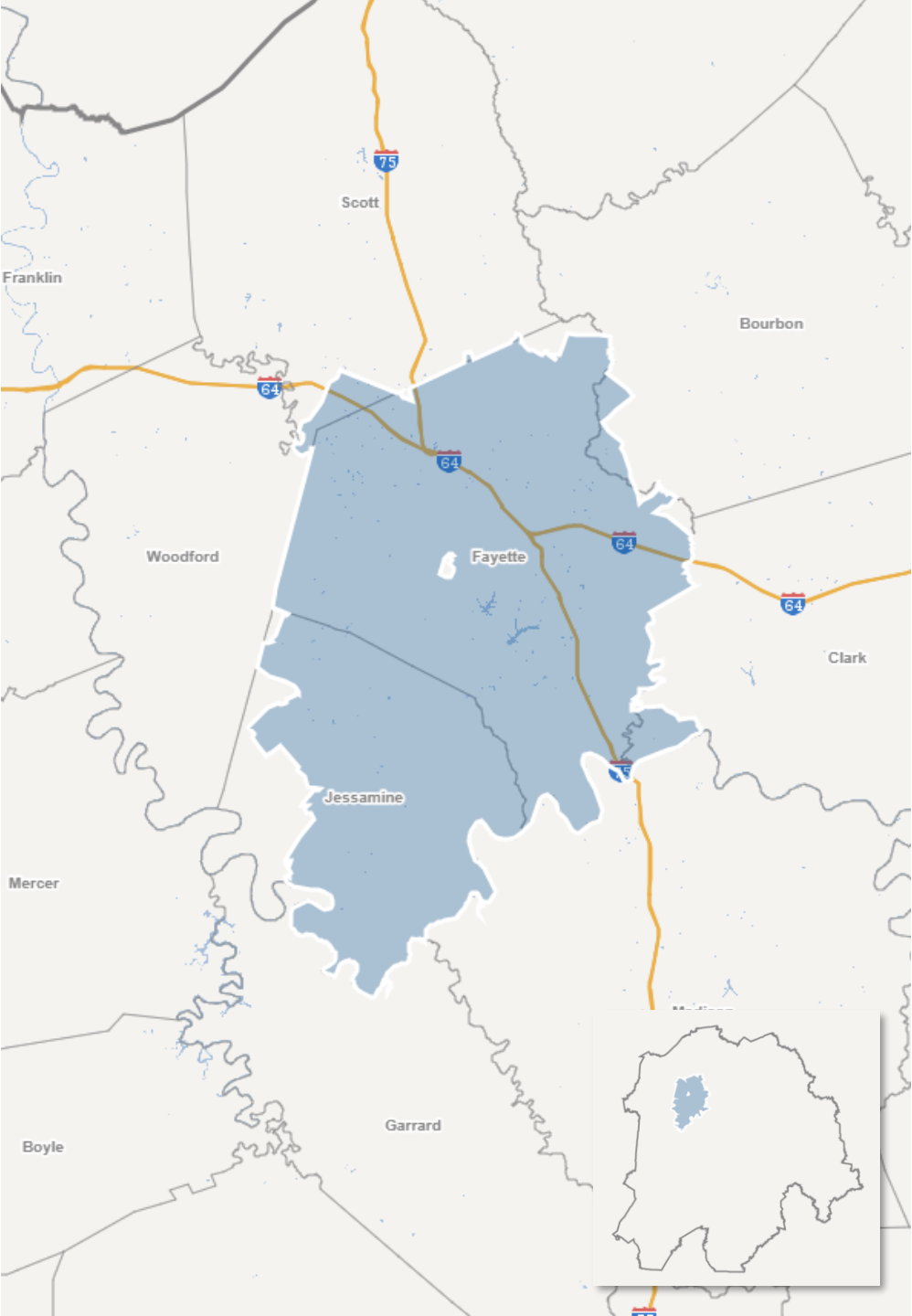
Demographics

Avg Age	40	College Degree +	27%
Male / Female	49% / 51%	HHs w/ Children	25%
Avg HH Income	\$71,807	Avg HU Value	\$221,118
Owner-occupied	57%	White/Black/Hispanic	86% / 6% / 4%

Zone Cities and Zips

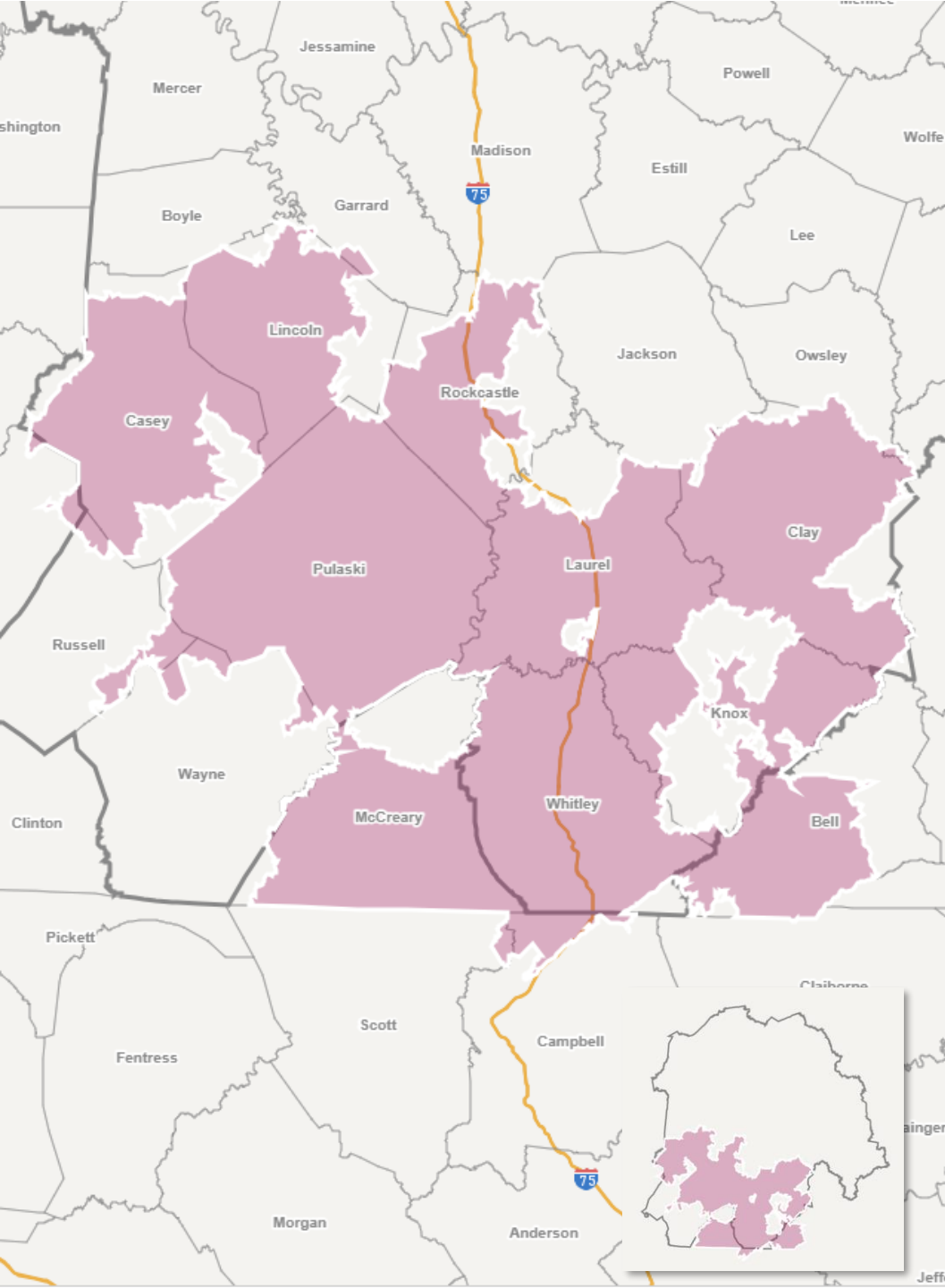
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40351	Morehead	40442	Kings Mountain	40513	Lexington	40935	Flat Lick	41352	Mize	41729	Combs	41861	Raven		
40353	Mount Sterling	40444	Lancaster	40514	Lexington	40943	Girdler	41360	Pine Ridge	41731	Cornettsville	41862	Topmost		
40356	Nicholasville	40445	Livingston	40515	Lexington	40946	Green Road	41364	Ricetown	41735	Delphia	42501	Somerset		
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40360	Owingsville	40456	Mt Vernon	40517	Lexington	40953	Hinkle	41366	Rousseau	41745	Gays Creek	42516	Bethelridge		
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40371	Salt Lick	40464	Parksville	40701	Corbin	40982	Scalf	41386	Vincent	41754	Krypton	42528	Dunnville		
40372	Salvisa	40468	Perryville	40729	E. Bernstadt	40983	Sextons Creek	41390	Whick	41759	Sassafras	42533	Ferguson		
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40376	Slade	40475	Richmond	40737	Keavy	40997	Walker	41408	Cannel City	41763	Slemp	42541	Middleburg		
40379	Stamping Ground	40481	Sandgap	40740	Lily	41003	Berry	41421	Elkfork	41772	Vest	42544	Nancy		

Lexington Central Zone 0184



Demographics	
Avg Age	39
Male / Female	49% / 51%
Avg HH Income	\$86,097
Owner-occupied	48%
College Degree +	44%
HHs w/ Children	25%
Avg HU Value	\$302,513
White/Black/Hispanic	72% / 13% / 7%

Zone Cities and Zips	
40356	Nicholasville
40502	Lexington
40503	Lexington
40504	Lexington
40505	Lexington
40507	Lexington
40508	Lexington
40509	Lexington
40510	Lexington
40511	Lexington
40513	Lexington
40514	Lexington
40515	Lexington
40516	Lexington
40517	Lexington



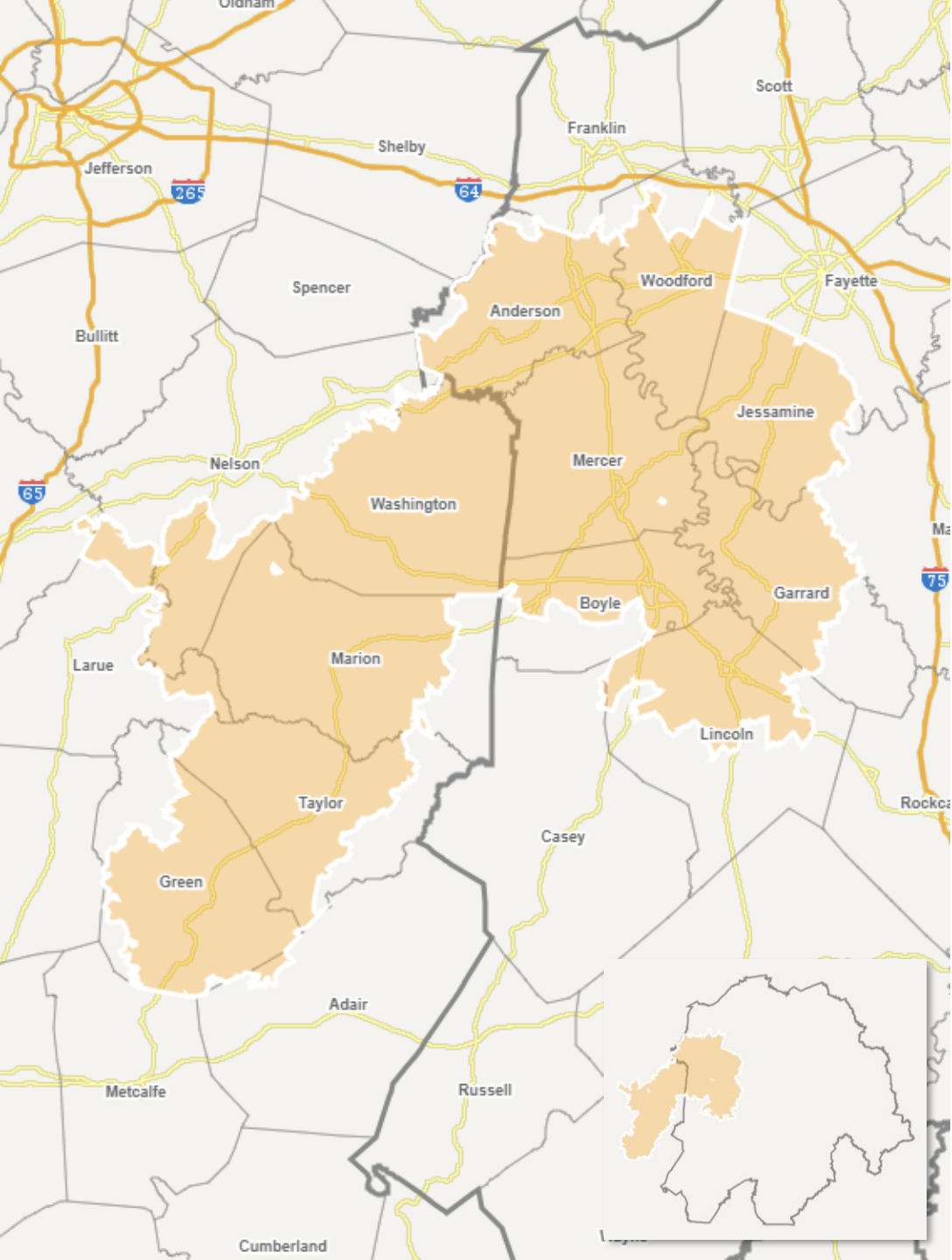
Lexington South Zone 6927

Demographics

Avg Age	41
Male / Female	49% / 51%
Avg HH Income	\$55,902
Owner-occupied	60%
College Degree +	15%
HHs w/ Children	25%
Avg HU Value	\$170,714
White/Black/Hispanic	93% / 2% / 2%

Zone Cities and Zips

37762	Jellico	40949	Heidrick
37819	Newcomb	40962	Manchester
40409	Brodhead	40965	Middlesboro
40437	Hustonville	40972	Oneida
40442	Kings Mountain	40977	Pineville
40456	Mount Vernon	40982	Scalf
40484	Stanford	40995	Trospen
40489	Waynesburg	40997	Walker
40701	Corbin	42501	Somerset
40734	Gray	42503	Somerset
40740	Lily	42518	Bronston
40741	London	42519	Burnside
40744	London	42528	Dunnville
40759	Rockholds	42533	Ferguson
40763	Siler	42539	Liberty
40769	Williamsburg	42541	Middleburg
40771	Woodbine	42544	Nancy
40903	Artemus	42553	Science Hill
40915	Bimble	42567	Eubank
40923	Cannon	42635	Pine Knot
40935	Flat Lick	42647	Stearns
40943	Girdler	42649	Strunk
40946	Green Road	42653	Whitley City



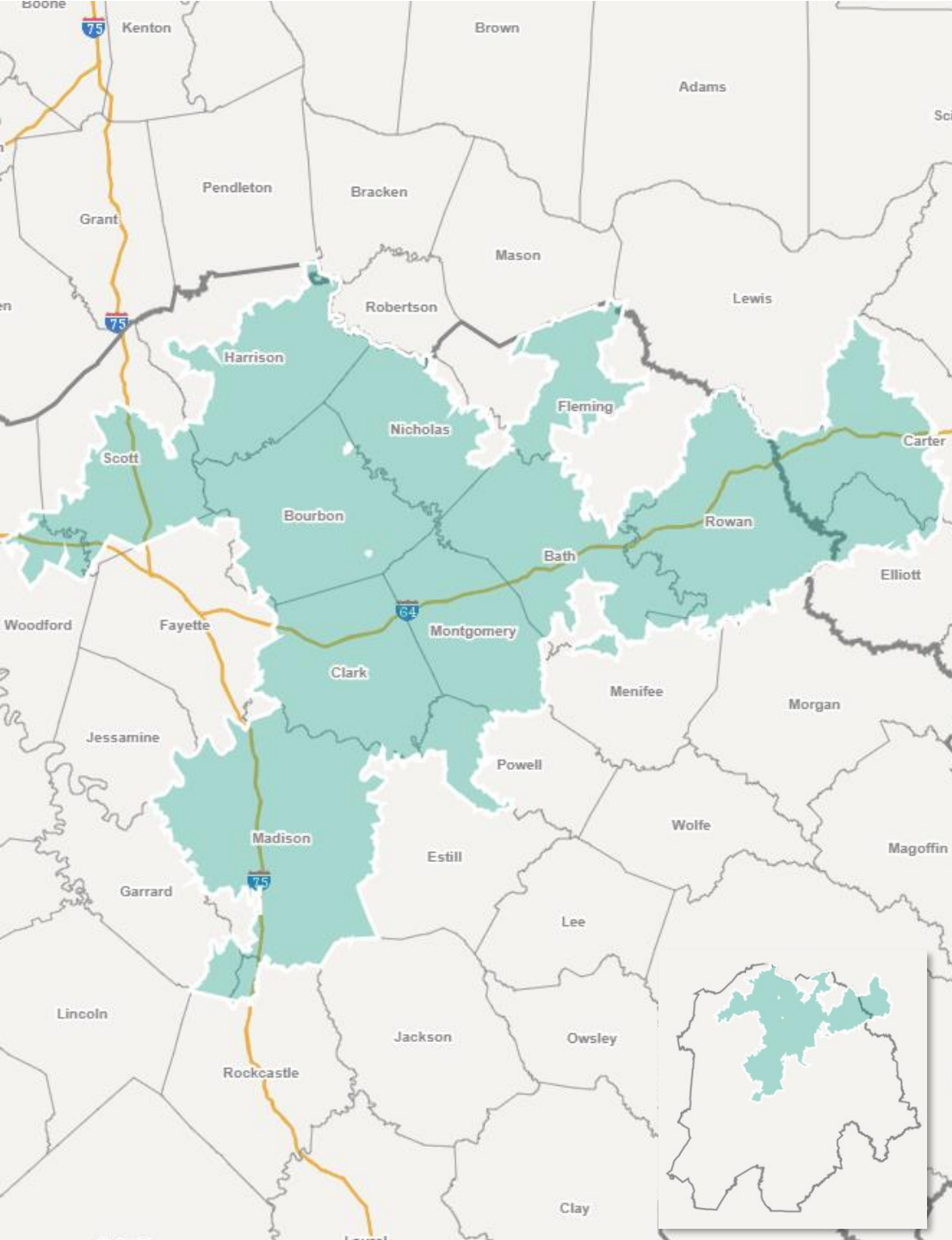
Lexington West Zone 6930

Demographics

Avg Age	41
Male / Female	49% / 51%
Avg HH Income	\$76,224
Owner-occupied	64%
College Degree +	25%
HHs w/ Children	27%
Avg HU Value	\$235,828
White/Black/Hispanic	88% / 4% / 4%

Zone Cities and Zips

40033	Lebanon
40037	Loretto
40040	Mackville
40051	New Haven
40052	New Hope
40060	Raywick
40062	Saint Francis
40069	Springfield
40078	Willisburg
40330	Harrodsburg
40342	Lawrenceburg
40356	Nicholasville
40372	Salvisa
40383	Versailles
40390	Wilmore
40422	Danville
40444	Lancaster
40468	Perryville
40484	Stanford
42718	Campbellsville
42743	Greensburg



Lexington East Zone 6931

Demographics

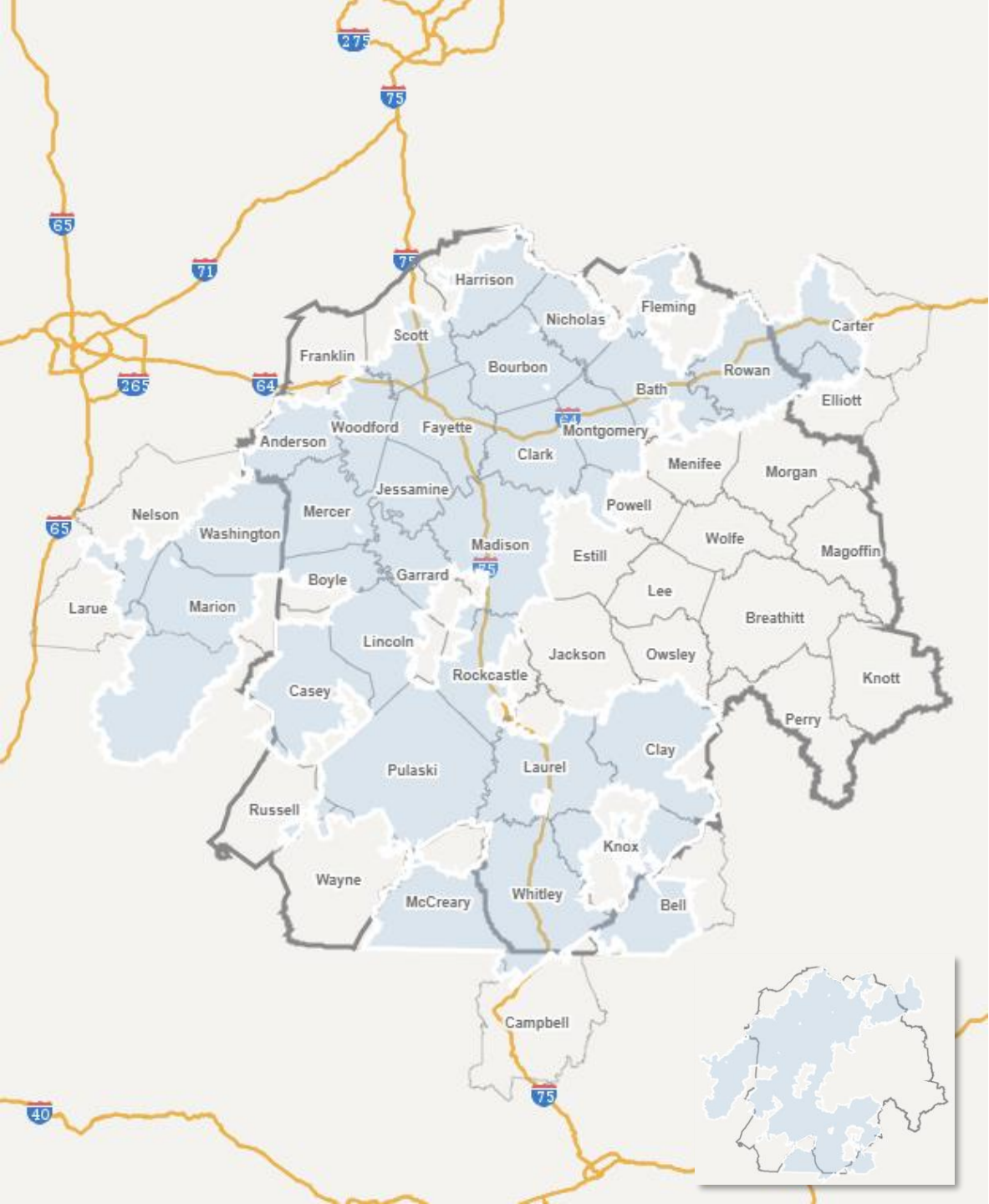
Avg Age	39
Male / Female	49% / 51%
Avg HH Income	\$73,196
Owner-occupied	60%
College Degree +	25%
HHs w/ Children	27%
Avg HU Value	\$225,761
White/Black/Hispanic	89% / 4% / 4%

Zone Cities and Zips

40311	Carlisle
40312	Clay City
40313	Clearfield
40324	Georgetown
40337	Jeffersonville
40347	Midway
40351	Morehead
40353	Mount Sterling
40360	Owingsville
40361	Paris
40371	Salt Lick
40374	Sharpsburg
40385	Waco
40391	Winchester
40403	Berea
40475	Richmond
41031	Cynthiana
41041	Flemingsburg
41164	Olive Hill

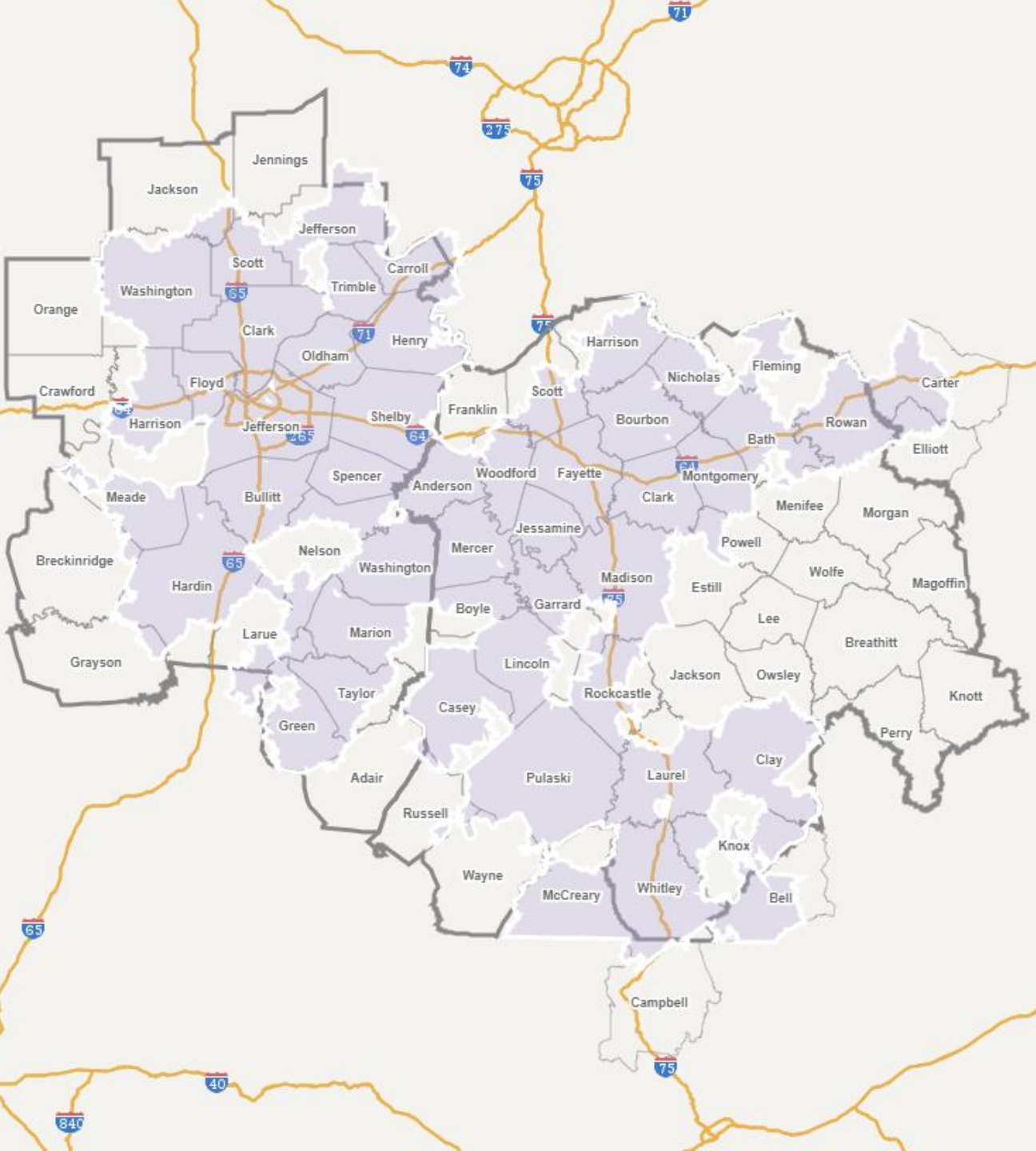
Lexington Master Zone 1472

A combination of the Lexington Central, South, East, and West zones.



Zone Cities and Zips

37762	Jellico	40372	Salvisa	40511	Lexington	40977	Pineville
37819	Newcomb	40374	Sharpsburg	40513	Lexington	40982	Scalf
40033	Lebanon	40383	Versailles	40514	Lexington	40995	Trosper
40037	Loretto	40385	Waco	40515	Lexington	40997	Walker
40040	Mackville	40390	Wilmore	40516	Lexington	41031	Cynthiana
40051	New Haven	40391	Winchester	40517	Lexington	41041	Flemingsburg
40052	New Hope	40403	Berea	40701	Corbin	41164	Olive Hill
40060	Raywick	40409	Brodhead	40734	Gray	42501	Somerset
40062	Saint Francis	40422	Danville	40740	Lily	42503	Somerset
40069	Springfield	40437	Hustonsville	40741	London	42518	Bronston
40078	Willisburg	40442	Kings Mountain	40744	London	42519	Burnside
40311	Carlisle	40444	Lancaster	40759	Rockholds	42528	Dunnville
40312	Clay City	40456	Mount Vernon	40763	Siler	42533	Ferguson
40313	Clearfield	40468	Perryville	40769	Williamsburg	42539	Liberty
40324	Georgetown	40475	Richmond	40771	Woodbine	42541	Middleburg
40330	Harrodsburg	40484	Stanford	40903	Artemus	42544	Nancy
40337	Jeffersonville	40489	Waynesburg	40915	Bimble	42553	Science Hill
40342	Lawrenceburg	40502	Lexington	40923	Cannon	42567	Eubank
40347	Midway	40503	Lexington	40935	Flat Lick	42635	Pine Knot
40351	Morehead	40504	Lexington	40943	Girdler	42647	Stearns
40353	Mount Sterling	40505	Lexington	40946	Green Road	42649	Strunk
40356	Nicholasville	40507	Lexington	40949	Heidrick	42653	Whitley City
40360	Owingsville	40508	Lexington	40962	Manchester	42718	Campbellsville
40361	Paris	40509	Lexington	40965	Middlesboro	42743	Greensburg
40371	Salt Lick	40510	Lexington	40972	Oneida		



Kentucky Select Zone 1473

This zone is shared across the Louisville and Lexington DMAs.

Zone Cities and Zips													
37762	Jellico	40067	Simpsonville	40210	Louisville	40347	Midway	40510	Lexington	41031	Cynthiana	42788	White Mills
37819	Newcomb	40068	Smithfield	40211	Louisville	40351	Morehead	40511	Lexington	41041	Flemingsburg	47102	Austin
40003	Bagdad	40069	Springfield	40212	Louisville	40353	Mt Sterling	40513	Lexington	41045	Ghent	47106	Borden
40006	Bedford	40070	Sulphur	40213	Louisville	40356	Nicholasville	40514	Lexington	41083	Sanders	47108	Campbellsburg
40008	Bloomfield	40071	Taylorsville	40214	Louisville	40360	Owingsville	40515	Lexington	41098	Worthville	47111	Charlestown
40010	Buckner	40075	Turners Station	40215	Louisville	40361	Paris	40516	Lexington	41164	Olive Hill	47112	Corydon
40011	Campbellsburg	40076	Waddy	40216	Louisville	40371	Salt Lick	40517	Lexington	42501	Somerset	47114	Crandall
40013	Coxs Creek	40077	Westport	40217	Louisville	40372	Salvisa	40701	Corbin	42503	Somerset	47119	Floyds Knobs
40014	Crestwood	40078	Willisburg	40218	Louisville	40374	Sharpsburg	40734	Gray	42518	Bronston	47122	Georgetown
40019	Eminence	40108	Brandenburg	40219	Louisville	40383	Versailles	40740	Lily	42519	Burnside	47124	Greenville
40022	Finchville	40109	Brooks	40220	Louisville	40385	Waco	40741	London	42528	Dunnville	47126	Henryville
40023	Fisherville	40117	Ekron	40222	Louisville	40390	Wilmore	40744	London	42533	Ferguson	47129	Clarksville
40026	Goshen	40118	Fairdale	40223	Louisville	40391	Winchester	40759	Rockholds	42539	Liberty	47130	Jeffersonville
40031	La Grange	40121	Fort Knox	40228	Louisville	40403	Berea	40763	Siler	42541	Middleburg	47136	Lanesville
40033	Lebanon	40142	Guston	40229	Louisville	40409	Brodhead	40769	Williamsburg	42544	Nancy	47138	Lexington
40036	Lockport	40150	Lebanon Junction	40241	Louisville	40422	Danville	40771	Woodbine	42553	Science Hill	47141	Marysville
40037	Loretto	40155	Muldraugh	40242	Louisville	40437	Hustonsville	40903	Artemus	42567	Eubank	47143	Memphis
40040	Mackville	40157	Payneville	40243	Louisville	40442	Kings Mountain	40915	Bimble	42635	Pine Knot	47147	Nabb
40045	Milton	40160	Radcliff	40245	Louisville	40444	Lancaster	40923	Cannon	42647	Stearns	47150	New Albany
40046	Mount Eden	40162	Rineyville	40258	Louisville	40456	Mt Vernon	40935	Flat Lick	42649	Strunk	47161	New Salisbury
40047	Mt Washington	40165	Shepherdsville	40272	Louisville	40468	Perryville	40943	Girdler	42653	Whitley City	47162	New Washington
40050	New Castle	40175	Vine Grove	40291	Louisville	40475	Richmond	40946	Green Road	42701	Elizabethtown	47163	Otisco
40051	New Haven	40177	West Point	40292	Louisville	40484	Stanford	40949	Hedrick	42712	Big Clifty	47164	Palmyra
40052	New Hope	40202	Louisville	40299	Louisville	40489	Waynesburg	40962	Manchester	42716	Buffalo	47165	Pekin
40055	Pendleton	40203	Louisville	40311	Carlisle	40502	Lexington	40965	Middlesboro	42718	Campbellsville	47166	Ramsey
40056	Pewee Valley	40204	Louisville	40312	Clay City	40503	Lexington	40972	Oneida	42724	Cecilia	47167	Salem
40057	Pleasureville	40205	Louisville	40313	Clearfield	40504	Lexington	40977	Pineville	42732	Eastview	47170	Scottsburg
40059	Prospect	40206	Louisville	40324	Georgetown	40505	Lexington	40982	Scalf	42740	Glendale	47172	Sellersburg
40060	Raywick	40207	Louisville	40330	Harrodsburg	40507	Lexington	40995	Trosper	42743	Greensburg	47177	Underwood
40062	Saint Francis	40208	Louisville	40337	Jeffersonville	40508	Lexington	40997	Walker	42757	Magnolia	47229	Crothersville
40065	Shelbyville	40209	Louisville	40342	Lawrenceburg	40509	Lexington	41008	Carrollton	42764	Mt Sherman	47250	Madison