



# Audience Profile

● LEXINGTON, KY



## The Super Local

Social Clout

Family First

Frequent Traveler

City Pride / City Proud

Stylish

Career Driven

Early Adopter

Coffee Shop Connector

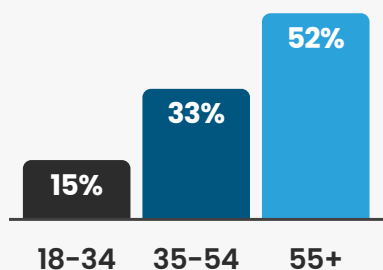
Early Riser

Active / On-the-Go

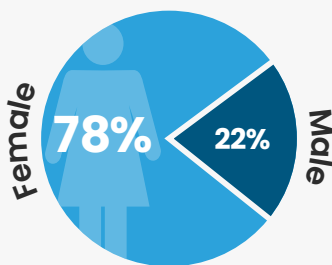
Outdoor Enthusiast

Local Leader

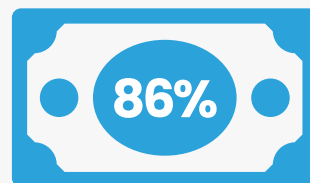
### Age Distribution



### Female Leaning

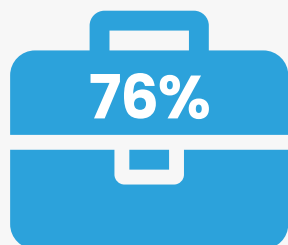


### High Earners

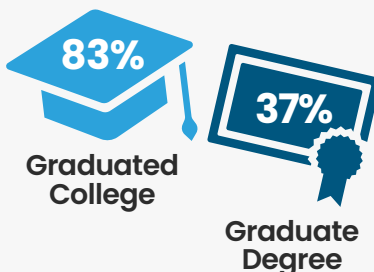


Earn above the median HHI in Lexington

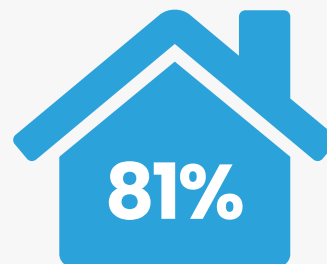
### Employed



### Educated



### Homeowners



### Purchase Intent



Use our brand to make purchasing decisions

### Decision Makers



Are decision makers at their place of work

### Local Shoppers



Believe it's important to shop locally