

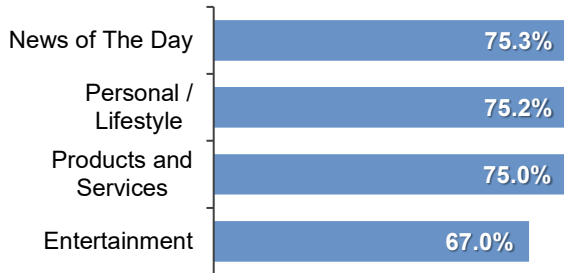
TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 36 (5/25-5/31/26)

Media & Conversations Study 2026

Percent Adults 18+ Having Daily Conversations Per Topic



News of The Day

- Local / Regional News
- National / International News
- Sports
- Traffic/Transit
- Weather
- Politics

Personal / Lifestyle

- Community Events
- Family Life / Parenting
- Going Out
- Hobbies
- Personal Relationships
- Restaurants
- Travel

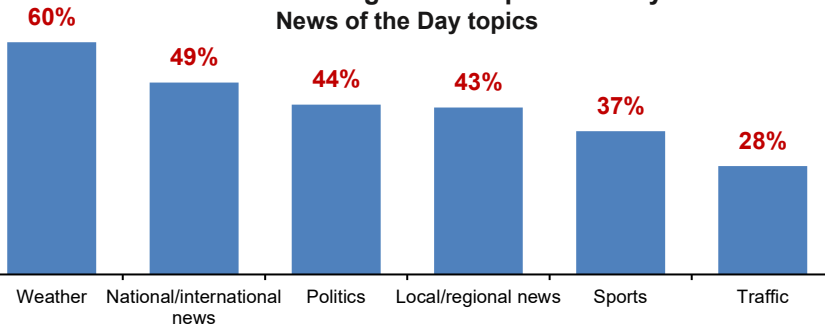
Products and Services

- Automotive
- Goods and Services
- Health Services
- Home Improvement
- Travel
- Legal Services

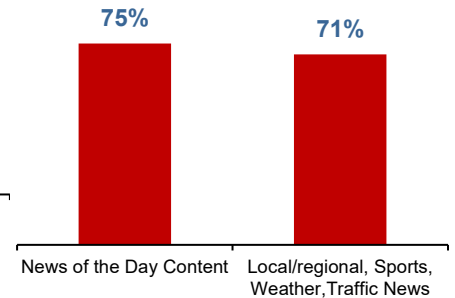
Entertainment

- Books / Magazines
- Newspapers
- Movies
- Music
- Television Shows

% of A18+ Talking About Topics Per Day



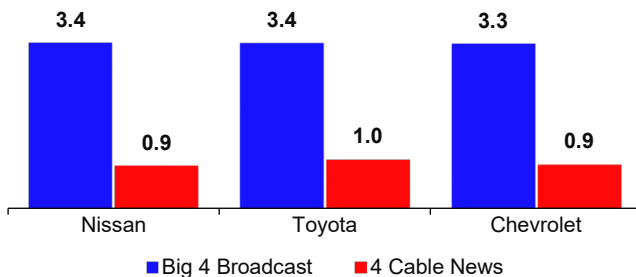
7 out of 10 Have Conversations About Topics That Local Station TV News Covers



Market of the Week: Lexington, KY

Auto Owners

Mon-Sun 5-6p Live – Average Monthly Ratings (Comscore)



Top 5 Spot TV Advertisers from MediaRadar

Advertiser	May'25 – April'26	Dols (000)
Morgan & Morgan Attorneys		\$1,651.5
Spectrum		\$1,259.4
Arthritis Knee Pain Centers		\$1,241.6
POL-US Senate		\$650.3
Good Feet Shoe Store		\$644.4

Market Close-Up: Lexington, KY

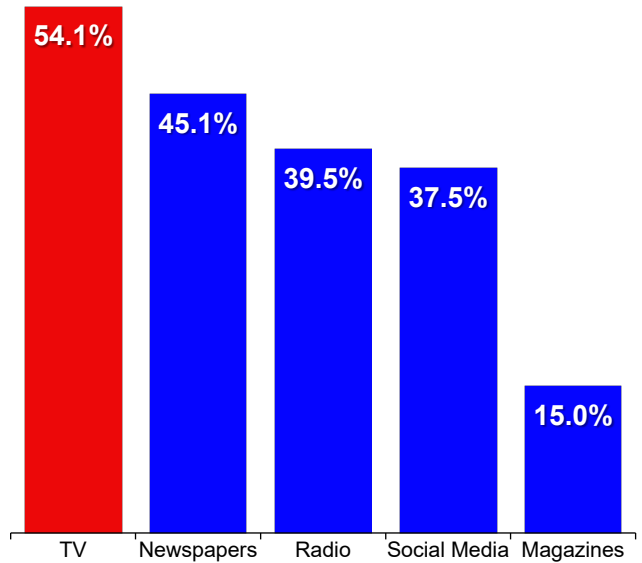
The Lexington market in the state of Kentucky has an estimated population of 1,356,870 in 2026. Some of the largest industries in this vast market include advanced manufacturing, healthcare, business and professional services, food and beverage processing, technology, and logistics. Some of the largest employers in the area include University of Kentucky, Toyota Kentucky, Kentucky State Government, Fayette County Public Schools, Baptist Health, Amazon, Veterans Medical Center, Blue Grass Chemical Agent-Destruction Plant, Hyster-Yale Group Inc, Catholic Health Initiatives (CHI), East KY Power Cooperative Inc, Hitachi Automotive Systems Americas Inc, Lockheed Martin, and Nestle Prepared Foods.

Median HH Income
\$67,179

TV stations serving the area of Lexington, KY

WDKY	Fox, Rewind TV, Charge!, Comet
WKYT	CBS, The CW, 365BLK, MeTV, Dabl, "First Alert Weather" Radar
WLEX	NBC, Grit, Bounce TV, Court TV, QVC2
WLJC	Cozi TV, Story Television, Antenna TV, Get, Defy, Start TV, Heroes & Icons
WTVQ	ABC, MyNetworkTV, True Crime Network, MeTV Toons, Ion Mystery, Quest, HSN2, Catchy Comedy
WUPX	Ion Television, Ion Mystery, Busted, Laff, Ion Plus, Game Show Central, QVC2, HSN, QVC
WYMT	CBS, Heroes & Icons, Outlaw

Reliance on Media to Stay Informed % Agree

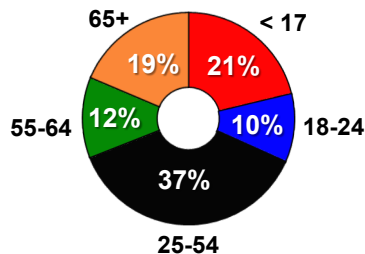


Lexington, KY Interesting Facts

- Lexington is the "Horse Capital of the World," surrounded by hundreds of horse farms and enriched by limestone-rich soil that helps produce strong Thoroughbred horses.
- The 1947 funeral of racing legend Man o' War drew thousands of fans and was notable for being aired live on the radio.
- In 1958, Jif peanut butter was introduced in Lexington and is now produced at a major factory near Winchester Road.
- Kentucky produces about 95% of the world's bourbon, with 15 distilleries within 45 minutes of Lexington and more barrels aging in the state than there are people.

Lexington, KY Demographic Overview

Age



Hispanic

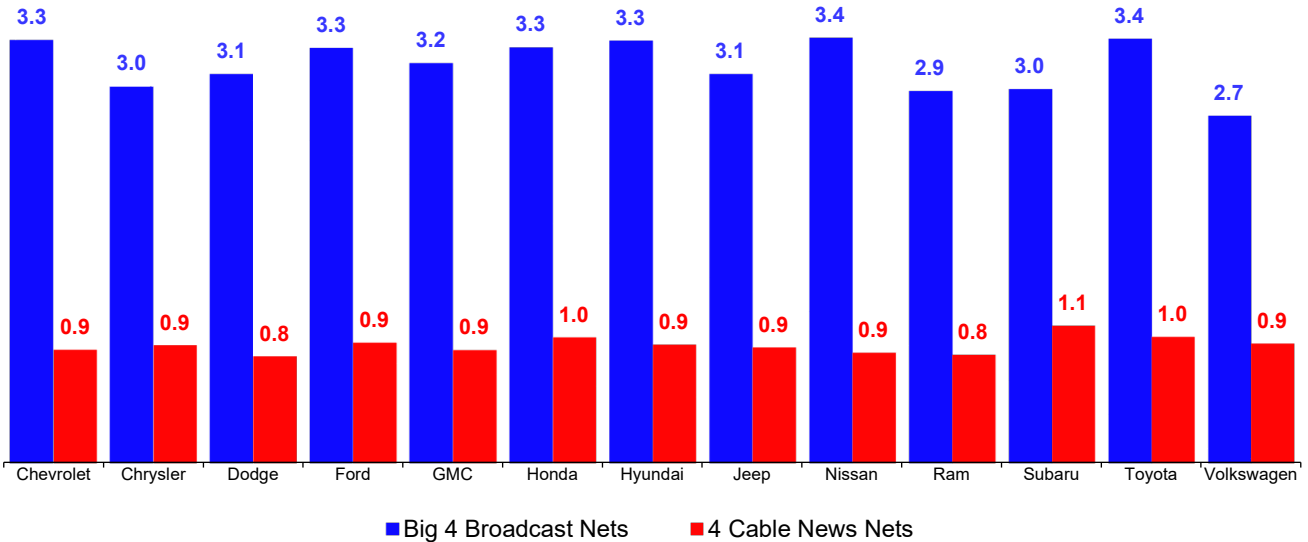


2025/26 Season Local Market Close-Up: Lexington, KY

Lexington, KY				Series Ranker (3/30/2026 - 4/26/2026)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	Marshals	WKYT (CBS)	4	U	8:17 PM	60	7.9
2	NBC Nightly News	WLEX (NBC)	20	M, T, W, R, F	6:30 PM	35	7.8
3	NBC NIGHTLY NEWS-SAT	WLEX (NBC)	3	S	6:30 PM	30	7.6
4	Tracker	WKYT (CBS)	4	U	9:17 PM	60	7.4
5	MASTERS GOLF TOURN.-SUN	WKYT (CBS)	1	U	2:00 PM	317	7.3
6	60 Minutes	WKYT (CBS)	4	U	7:17 PM	60	7.1
7	LEX18 News at 6	WLEX (NBC)	25	M, T, W, R, F, S, U	6:22 PM	30	7.1
8	CBS NWS SP RP:ART2 RETURN	WKYT (CBS)	1	F	7:30 PM	60	6.3
9	Wheel of Fortune	WKYT (CBS)	22	M, T, W, R, F, S	7:08 PM	30	6.1
10	LEX 18 News Evening Edition	WLEX (NBC)	19	M, T, W, R, F	7:00 PM	30	6.0
11	NBC NITELY NEWS-SUN	WLEX (NBC)	3	U	6:30 PM	30	5.8
12	NCAA Women's College Basketball Championship	WTVQ (ABC)	1	U	3:43 PM	129	5.8
13	WKYT News at 6 PM	WKYT (CBS)	16	M, T, W, R, F	6:00 PM	30	5.8
14	WKYT News at 6:30 PM	WKYT (CBS)	2	U	6:30 PM	30	5.8
15	Chicago Med	WLEX (NBC)	4	W	8:00 PM	60	5.6
16	CBS Evening News	WKYT (CBS)	20	M, T, W, R, F	6:30 PM	30	5.6
17	WKYT News Weekend Edition	WKYT (CBS)	9	M, T, W, R, S	7:00 PM	30	5.3
18	LEX 18 News at 5:30pm	WLEX (NBC)	21	M, T, W, R, F, U	5:34 PM	30	5.3
19	Jeopardy!	WKYT (CBS)	23	M, T, W, R, F, S	7:30 PM	30	5.2
20	Sheriff Country	WKYT (CBS)	4	F	8:30 PM	60	5.2

This Confidential Report Exported from Comscore TV - (c) Rentrak Corporation

Auto Ownership by Make (Comscore)



Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – April'26



Data Sources:

2026 Media and Conversations Study: GfK/NIQ TVB Media & Conversations Study 2026, A18+

National Broadcast: The Nielsen Company, NPOWER; Live+Same Day and Live+1 Day estimates

Local Broadcast: The Nielsen Company, Arianna, NLTV; Live+Same Day and Live+1 Day estimates

Local Market At-A-Glance/Overview: Claritas 360, GfK Catalyst

Local Market Close-Up: Comscore TV, MediaRadar

Top 20: P18+ Series Ranker All Day, Ranked on Plus 1 DVR Metrics

Auto Ownership: Comscore data. Mon-Sun 5-6p comparison of the monthly auto demo live ratings. Taking the averages of the top broadcast networks (ABC, CBS, FOX, NBC) versus the top 4 cable news networks (CNN, Fox News Channel, Headline News, MSNBC).

Local News Strength: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live+1 P18+ rating used from the latest available month.

Nielsen DMA: Lexington, KY

Comscore Market: Lexington, KY