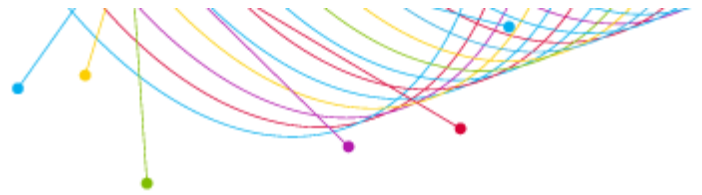


# Target Profile

LOUISVILLE (Metro Survey Area)  
 SCARBOROUGH R1 2020: MAR19-MAR20  
 ADULTS 18+

## Louisville Media Market College Educated Business Leaders/Managers/Purchasers

WHAT I Want to Know About Them	WHO I am Looking At		
	[[Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree) AND (Occupation summaries: Management, Business and Financial Operations OR Company purchasing decisions participated in past 12 months: Any purchasing decision)]]		
	Target Persons*	% of Target	Index
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM)	33,602	34.0%	226
(Radio station websites visited/apps used past 30 days: WFPK-FM(wfpl.org) OR Radio station websites visited/apps used past 30 days: WFPL-FM(wfpl.org) OR Radio station websites visited/apps used past 3...	9,647	9.7%	207
<b>Radio Inventory</b>			
Radio Stations			
WDJX-FM	16,445	16.6%	105
WQMF-FM	14,911	15.1%	140
WNRW-FM	14,523	14.7%	133
WAMZ-FM	14,022	14.2%	97
WHAS-AM	13,490	13.6%	97
WVEZ-FM	11,590	11.7%	101
WQNU-FM	9,705	9.8%	96
WSFR-FM	9,071	9.2%	74
WXMA-FM	7,419	7.5%	99
WAKY-FM	5,637	5.7%	56
WRKA-FM	5,541	5.6%	118
WKJK-AM	4,684	4.7%	158
WHBE-AM	4,679	4.7%	216
WKRK-AM	4,078	4.1%	114
WJIE-FM	3,992	4.0%	123
WAYI-FM	3,835	3.9%	65
WSDF-FM	3,751	3.8%	56



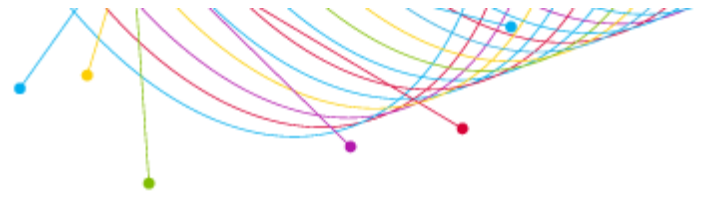
WHAT I Want to Know About Them	WHO I am Looking At		
	[[[Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree] AND (Occupation summaries: Management, Business and Financial Operations OR Company purchasing decisions participated in past 12 months: Any purchasing decision)]]		
	Target Persons*	% of Target	Index
WGHL-FM	3,503	3.5%	108
WLCL-FM	3,264	3.3%	130
WGZB-FM	2,272	2.3%	21
WGTK-AM	2,223	2.2%	89
WSDF-FM HD2	2,100	2.1%	166
WNAS-FM	2,001	2.0%	155
WJLR-FM	1,821	1.8%	185
WFIA-FM	1,632	1.6%	228
WAKY-AM	1,202	1.2%	83
WULF-FM	910	0.9%	56
WTFX-FM	903	0.9%	19
WMJM-FM	690	0.7%	10
WKKG-FM	457	0.5%	969
WQXE-FM	434	0.4%	64
WMPI-FM	133	0.1%	15
WBUL-FM	0	0.0%	0
WLOU-AM	0	0.0%	0
WVLC-FM	0	0.0%	0
WWWY-FM	0	0.0%	0

**Television Inventory**

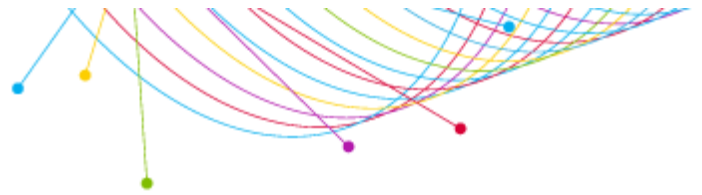
Television Stations			
WLKY M-F 5p-7p	13,323	13.5%	65
WAVE M-F 5p-7p	12,103	12.2%	107
WDRB M-F 5p-7p	10,349	10.5%	78
WHAS M-F 5p-7p	9,763	9.9%	80
WBKI M-F 5p-7p	3,492	3.5%	113
ELKY M-F 5p-7p	1,384	1.4%	126
GDRB M-F 5p-7p	840	0.8%	28
WKPC M-F 5p-7p	472	0.5%	53
EDRB M-F 5p-7p	0	0.0%	0
WBNA M-F 5p-7p	0	0.0%	0
WKMJ M-F 5p-7p	0	0.0%	0
YMYO M-F 5p-7p	0	0.0%	0

**Newspaper Inventory**

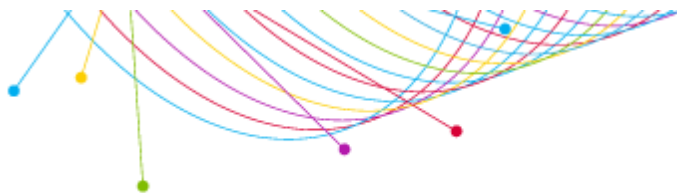
Newspapers			
------------	--	--	--



	WHO I am Looking At		
	[[[Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree] AND (Occupation summaries: Management, Business and Financial Operations OR Company purchasing decisions participated in past 12 months: Any purchasing decision)]]		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
Louisville Courier Journal (Daily)	18,863	19.1%	76
USA Today (Daily)	6,990	7.1%	131
New York Times (Daily)	4,972	5.0%	212
Lexington Herald-Leader (Daily)	0	0.0%	0
<b>Media websites/apps</b>			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	3,483	3.5%	139
WDJX-FM(wdjk.com)	3,224	3.3%	140
WLCL-FM(939theville.com)	2,350	2.4%	375
WAMZ-FM(wamz.com)	1,649	1.7%	93
WQNU-FM(qlouisville.com)	1,545	1.6%	195
WHBE-AM(espnlouisville.com)	1,443	1.5%	226
WVEZ-FM(1069play.com)	1,225	1.2%	179
WGZB-FM(hiphopb965.com)	1,205	1.2%	58
WNRW-FM(kisslouisville.com)	1,007	1.0%	75
WKJK-AM(talkradio1080.com)	933	0.9%	161
WAKY-FM(wakyradio.com)	864	0.9%	154
WKRD-AM(790krd.com)	859	0.9%	80
WJIE-FM(wjie.org)	358	0.4%	163
WSFR-FM(1077theeagle.com)	309	0.3%	37
WQMF-FM(wqmf.com)	19	0.0%	2
WGTK-AM(970wgtk.com)	5	0.0%	3
WAKY-AM(wakyradio.com)	0	0.0%	0
WAYI-FM(wayfm.com)	0	0.0%	0
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WGHL-FM(alt1051.com)	0	0.0%	0
WJLR-FM(klove.com)	0	0.0%	0
WKKG-FM(wkkg.com)	0	0.0%	0
WLOU-AM(wlouam.com)	0	0.0%	0
WMJM-FM(1013online.com)	0	0.0%	0
WMPI-FM(i1053online.com)	0	0.0%	0
WNAS-FM(wnas.org)	0	0.0%	0
WQXE-FM(wqxe.com)	0	0.0%	0
WRKA-FM(1039theGroove.com)	0	0.0%	0
WSDF-FM(1005louisville.com)	0	0.0%	0
WTFX-FM(Real931.com)	0	0.0%	0



	WHO I am Looking At		
	[[Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree] AND (Occupation summaries: Management, Business and Financial Operations OR Company purchasing decisions participated in past 12 months: Any purchasing decision)]]		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WULF-FM(wolf943.com)	0	0.0%	0
WVLC-FM(wvlc.com)	0	0.0%	0
WWWY-FM(1061theriver.com)	0	0.0%	0
WXMA-FM(1023jack.com)	0	0.0%	0
<b>Publications</b>			
Non-daily newspapers average-issue readership			
LEO Weekly	3,858	3.9%	76
Louisville Business First	3,125	3.2%	158
The Voice-Tribune	70	0.1%	7
Magazines average-issue readership			
Louisville Magazine	4,358	4.4%	125
Today's Woman	775	0.8%	20



## Target Profile Detailed Sourcing Summary

**Market:** LOUISVILLE  
**Qualitative:** Scarborough R1 2020: Mar19-Mar20  
**Geography:** Metro

### Base WHO - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+		958,925	1,549

### WHO 1 - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	(((Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree) AND (Occupation summaries: Management, Business and Financial Operations OR Company purchasing decisions participated in past 12 months: Any purchasing decision)))	98960	214

### Additional Notices:

The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

[http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)