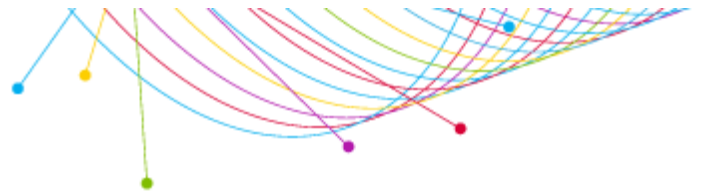


# Target Profile

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

## Louisville Media Market Spent \$500 or More Online Past Six Months

WHAT I Want to Know About Them	WHO I am Looking At		
	Target Persons*	% of Target	Index
(Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR Amount spent on purchases made on Internet past 12 months: \$100 - \$249 OR Amount spent on purchases made on Internet past 12 months: \$1,000 - \$2,499 OR Amount spent on purchases made on Internet past 12 months: \$2,500 or more)			
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM)	103,554	21.5%	143
(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 30 days: WUOL-FM(wfpl.org))	32,117	6.7%	142
<b>Radio Inventory</b>			
Radio Stations			
WDJX-FM	88,875	18.4%	117
WAMZ-FM	77,086	16.0%	110
WHAS-AM	65,715	13.6%	97
WQMF-FM	57,486	11.9%	111
WNRW-FM	55,022	11.4%	104
WVEZ-FM	54,423	11.3%	97
WSFR-FM	50,436	10.5%	85
WQNU-FM	44,720	9.3%	90
WXMA-FM	44,338	9.2%	122
WGZB-FM	41,570	8.6%	78
WAKY-FM	39,378	8.2%	80
WAYI-FM	38,941	8.1%	136
WSDF-FM	35,532	7.4%	109
WTFX-FM	24,362	5.1%	103
WRKA-FM	22,267	4.6%	97
WKRK-AM	19,830	4.1%	114
WJIE-FM	16,174	3.4%	102



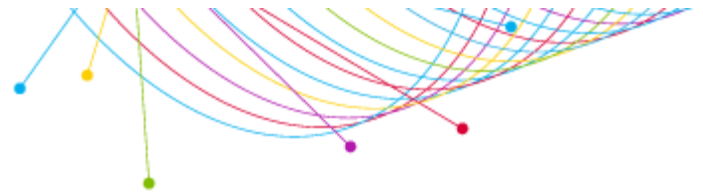
WHAT I Want to Know About Them	WHO I am Looking At		
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	Target Persons*	% of Target	Index
WKJK-AM	16,067	3.3%	111
WGHL-FM	15,987	3.3%	101
WLCL-FM	15,335	3.2%	125
WHBE-AM	15,088	3.1%	143
WMJM-FM	15,024	3.1%	44
WGTK-AM	10,074	2.1%	82
WSDP-FM HD2	7,200	1.5%	117
WNAS-FM	6,942	1.4%	110
WLOU-AM	6,449	1.3%	52
WBUL-FM	6,415	1.3%	161
WULF-FM	5,135	1.1%	65
WJLR-FM	3,266	0.7%	68
WFIA-FM	3,131	0.6%	90
WQXE-FM	2,404	0.5%	73
WMPI-FM	2,263	0.5%	52
WAKY-AM	1,670	0.3%	24
WWWY-FM	1,247	0.3%	92
WKKG-FM	0	0.0%	0
WVLC-FM	0	0.0%	0

**Television Inventory**

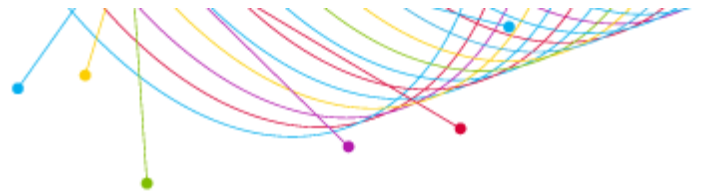
Television Stations			
WLKY M-F 5p-7p	74,199	15.4%	74
WDRB M-F 5p-7p	54,823	11.4%	85
WHAS M-F 5p-7p	50,538	10.5%	85
WAVE M-F 5p-7p	47,460	9.9%	86
WBKI M-F 5p-7p	8,798	1.8%	59
GDRB M-F 5p-7p	5,302	1.1%	36
WKPC M-F 5p-7p	3,863	0.8%	90
YMYO M-F 5p-7p	2,879	0.6%	37
ELKY M-F 5p-7p	2,575	0.5%	48
EDRB M-F 5p-7p	1,110	0.2%	99
WKMJ M-F 5p-7p	1,060	0.2%	72
WBNA M-F 5p-7p	368	0.1%	18

**Newspaper Inventory**

Newspapers			
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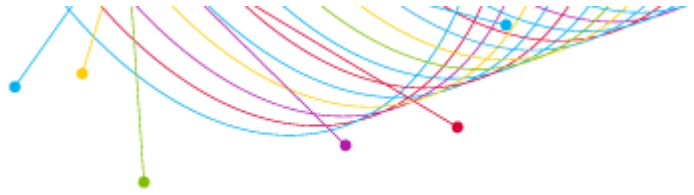
	WHO I am Looking At		
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index
Louisville Courier Journal (Daily)	104,780	21.8%	87
USA Today (Daily)	22,158	4.6%	85
New York Times (Daily)	15,773	3.3%	138
Lexington Herald-Leader (Daily)	1,494	0.3%	69
<b>Media websites/apps</b>			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	15,405	3.2%	126
WDJX-FM(wdjk.com)	13,113	2.7%	117
WAMZ-FM(wamz.com)	8,563	1.8%	99
WKRD-AM(790krd.com)	7,905	1.6%	152
WQNU-FM(qlouisville.com)	7,103	1.5%	185
WNRW-FM(kisslouisville.com)	6,815	1.4%	105
WQMF-FM(wqmf.com)	6,454	1.3%	121
WLCL-FM(939theville.com)	6,073	1.3%	199
WSFR-FM(1077theeagle.com)	5,713	1.2%	142
WKJK-AM(talkradio1080.com)	5,622	1.2%	199
WHBE-AM(espnlouisville.com)	5,425	1.1%	175
WVEZ-FM(1069play.com)	4,224	0.9%	127
WGHL-FM(alt1051.com)	3,072	0.6%	75
WGZB-FM(hiphopb965.com)	2,652	0.6%	26
WAKY-FM(wakyradio.com)	2,600	0.5%	95
WAYI-FM(wayfm.com)	2,160	0.4%	132
WMJM-FM(1013online.com)	1,487	0.3%	35
WRKA-FM(1039theGroove.com)	1,475	0.3%	65
WLOU-AM(wlouam.com)	1,144	0.2%	56
WGTK-AM(970wgtk.com)	1,035	0.2%	106
WULF-FM(wolf943.com)	981	0.2%	199
WTFX-FM(Real931.com)	959	0.2%	23
WJLR-FM(klove.com)	862	0.2%	199
WJIE-FM(wjie.org)	848	0.2%	79
WNAS-FM(wnas.org)	669	0.1%	199
WSDF-FM(1005louisville.com)	294	0.1%	61
WAKY-AM(wakyradio.com)	0	0.0%	0
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WKKG-FM(wkkg.com)	0	0.0%	0
WMPI-FM(i1053online.com)	0	0.0%	0



	WHO I am Looking At		
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WQXE-FM(wqxe.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	23,729	4.9%	95
Louisville Business First	12,319	2.6%	128
The Voice-Tribune	2,646	0.5%	51
Magazines average-issue readership			
Louisville Magazine	19,783	4.1%	117
Today's Woman	19,102	4.0%	101



AN UNCOMMON SENSE OF THE CONSUMER™



### 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+	(Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR Amount spent on purchases made on Internet past 12 months: \$100 - \$249 OR Amount spent on purchases made on Internet past 12 months: \$1,000 - \$2,499 OR Amount spent on purchases made on Internet past 12 months: \$2,500 or more)	481746	732

#### 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)

