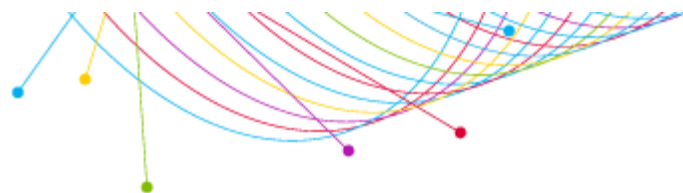


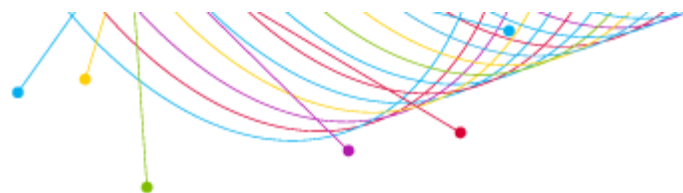
# Target Profile

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

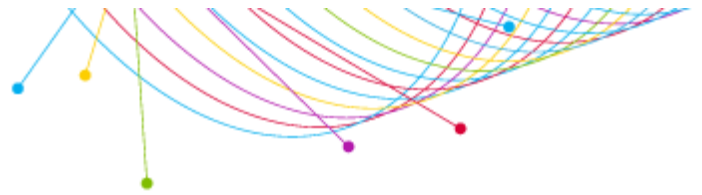
WHAT I Want to Know About Them	WHO I am Looking At		
	Microbrew/craft beer drank past 30 days: Any microbrew/craft beer		
	Target Persons*	% of Target	Index
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM)	25,367	37.6%	250
(Radio station websites visited/apps used past 30 days: WFPK-FM(wfpk.org) OR Radio station websites visited/apps used past 30 days: WFPL-FM(wfpl.org) OR Radio station websites visited/apps used past 3...	7,657	11.3%	241
<b>Radio Inventory</b>			
Radio Stations			
WQMF-FM	14,847	22.0%	204
WDJX-FM	12,570	18.6%	118
WAMZ-FM	12,205	18.1%	124
WHAS-AM	10,353	15.3%	109
WNRW-FM	9,838	14.6%	133
WKJK-AM	7,669	11.4%	378
WVEZ-FM	7,160	10.6%	92
WTFX-FM	6,802	10.1%	206
WQNU-FM	6,206	9.2%	90
WLCL-FM	6,090	9.0%	355
WXMA-FM	6,031	8.9%	118
WSDF-FM	5,780	8.6%	126
WRKA-FM	4,969	7.4%	155
WHBE-AM	4,503	6.7%	305
WGZB-FM	3,359	5.0%	45
WBUL-FM	2,807	4.2%	502
WAKY-FM	2,328	3.4%	34
WSFR-FM	2,232	3.3%	27
WKRJ-AM	2,204	3.3%	90
WNAS-FM	1,977	2.9%	224
WAKY-AM	1,552	2.3%	157
WGHL-FM	1,503	2.2%	68
WFIA-FM	830	1.2%	170

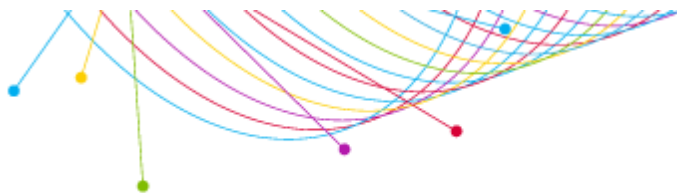


WHAT I Want to Know About Them	WHO I am Looking At		
	Microbrew/craft beer drank past 30 days: Any microbrew/craft beer		
	Target Persons*	% of Target	Index
WAYI-FM	709	1.1%	18
WGTK-AM	655	1.0%	38
WMJM-FM	495	0.7%	10
WJIE-FM	407	0.6%	18
WJLR-FM	389	0.6%	58
WLOU-AM	360	0.5%	21
WSDF-FM HD2	130	0.2%	15
WKKG-FM	0	0.0%	0
WMPI-FM	0	0.0%	0
WQXE-FM	0	0.0%	0
WULF-FM	0	0.0%	0
WVLC-FM	0	0.0%	0
WWWY-FM	0	0.0%	0
<b>Television Inventory</b>			
Television Stations			
WDRB M-F 5p-7p	8,964	13.3%	99
WLKY M-F 5p-7p	6,899	10.2%	49
WAVE M-F 5p-7p	5,394	8.0%	70
WHAS M-F 5p-7p	4,027	6.0%	48
GDRB M-F 5p-7p	1,635	2.4%	79
WKPC M-F 5p-7p	259	0.4%	43
ELKY M-F 5p-7p	222	0.3%	30
WBKI M-F 5p-7p	160	0.2%	8
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
<b>Newspaper Inventory</b>			
Newspapers			
Louisville Courier Journal (Daily)	15,457	22.9%	92
New York Times (Daily)	3,704	5.5%	231
Lexington Herald-Leader (Daily)	1,088	1.6%	361
USA Today (Daily)	888	1.3%	24
<b>Media websites/apps</b>			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	3,272	4.8%	191
WKJK-AM(talkradio1080.com)	2,288	3.4%	578
WDJX-FM(wdjx.com)	1,858	2.8%	119



WHAT I Want to Know About Them	WHO I am Looking At		
	Microbrew/craft beer drank past 30 days: Any microbrew/craft beer		
	Target Persons*	% of Target	Index
WLCL-FM(939theville.com)	1,858	2.8%	435
WTFX-FM(Real931.com)	1,837	2.7%	310
WGZB-FM(hiphopb965.com)	1,826	2.7%	129
WRKA-FM(1039theGroove.com)	1,088	1.6%	345
WQMF-FM(wqmf.com)	856	1.3%	114
WKRD-AM(790krd.com)	770	1.1%	106
WMJM-FM(1013online.com)	658	1.0%	111
WVEZ-FM(1069play.com)	500	0.7%	107
WXMA-FM(1023jack.com)	500	0.7%	272
WQNU-FM(qlouisville.com)	28	0.0%	5
WHBE-AM(espnlouisville.com)	19	0.0%	4
WAKY-AM(wakyradio.com)	0	0.0%	0
WAKY-FM(wakyradio.com)	0	0.0%	0
WAMZ-FM(wamz.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
WGTK-AM(970wgtk.com)	0	0.0%	0
WJIE-FM(wjie.org)	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
WMPI-FM(i1053online.com)	0	0.0%	0
WNAS-FM(wnas.org)	0	0.0%	0
WNRW-FM(kisslouisville.com)	0	0.0%	0
WQXE-FM(wqxe.com)	0	0.0%	0
WSDF-FM(1005louisville.com)	0	0.0%	0
WSFR-FM(1077theeagle.com)	0	0.0%	0
WULF-FM(wolf943.com)	0	0.0%	0
WVLC-FM(wvlc.com)	0	0.0%	0
WWWY-FM(1061theriver.com)	0	0.0%	0
<b>Publications</b>			
Non-daily newspapers average-issue readership			
LEO Weekly	6,736	10.0%	193
The Voice-Tribune	1,734	2.6%	240
Louisville Business First	174	0.3%	13
Magazines average-issue readership			
Louisville Magazine	4,539	6.7%	191
Today's Woman	840	1.2%	32





## 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+	Microbrew/craft beer drank past 30 days: Any microbrew/craft beer	67485	102

### 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)