

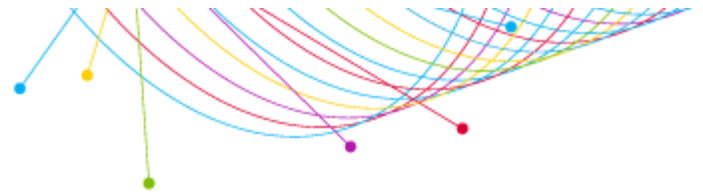
# Target Profile

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

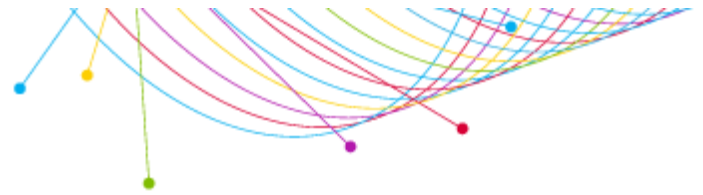
## Louisville Media Market

### Plan Home Improvement or Remodel in the Next 12 Months

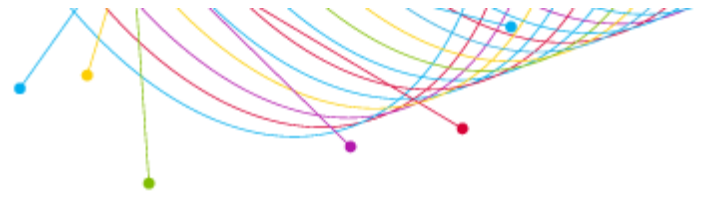
WHAT I Want to Know About Them	WHO I am Looking At		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
	[((Market value of owned home summaries (HHLD): \$250,000 - \$349,999 OR Market value of owned home summaries (HHLD): \$500,000 - \$999,999 OR Market value of owned home summaries (HHLD): \$350,000 - \$499,999) AND (Type of home improvement plan to do next 12 months (HHLD): Exterior paint OR Type of home improvement plan to do next 12 months (HHLD): Heating or air conditioning OR Type of home improvement plan to do next 12 months (HHLD): Landscaping OR Type of home improvement plan to do next 12 months (HHLD): Plumbing OR Type of home improvement plan to do next 12 months (HHLD): Remodeled bathroom OR Type of home improvement plan to do next 12 months (HHLD): Remodeled kitchen OR Type of home improvement plan to do next 12 months (HHLD): Replaced or repaired roof OR Type of home improvement plan to do next 12 months (HHLD): Replaced windows OR Type of home improvement plan to do next 12 months (HHLD): Other home improvement OR Type of home improvement plan to do next 12 months (HHLD): Other remodeling OR Type of home improvement plan to do next 12 months (HHLD): Any addition))]		
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM)	17,075	22.0%	147
(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...	5,078	6.6%	139
<b>Radio Inventory</b>			
Radio Stations			
WHAS-AM	15,368	19.8%	141
WAMZ-FM	10,924	14.1%	97
WNRW-FM	9,261	12.0%	109
WDJX-FM	9,254	11.9%	76
WVEZ-FM	8,798	11.4%	98
WQMF-FM	8,580	11.1%	103
WSFR-FM	7,927	10.2%	83



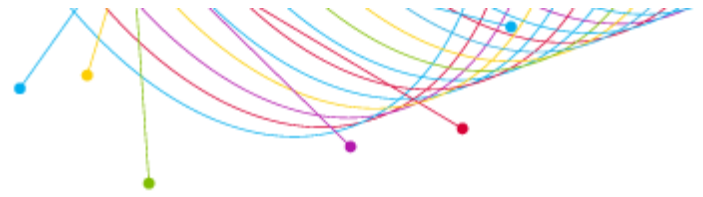
WHAT I Want to Know About Them	WHO I am Looking At		
	Target Persons*	% of Target	Index
	[((Market value of owned home summaries (HHLd): \$250,000 - \$349,999 OR Market value of owned home summaries (HHLd): \$500,000 - \$999,999 OR Market value of owned home summaries (HHLd): \$350,000 - \$499,999) AND (Type of home improvement plan to do next 12 months (HHLd): Exterior paint OR Type of home improvement plan to do next 12 months (HHLd): Heating or air conditioning OR Type of home improvement plan to do next 12 months (HHLd): Landscaping OR Type of home improvement plan to do next 12 months (HHLd): Plumbing OR Type of home improvement plan to do next 12 months (HHLd): Remodeled bathroom OR Type of home improvement plan to do next 12 months (HHLd): Remodeled kitchen OR Type of home improvement plan to do next 12 months (HHLd): Replaced or repaired roof OR Type of home improvement plan to do next 12 months (HHLd): Replaced windows OR Type of home improvement plan to do next 12 months (HHLd): Other home improvement OR Type of home improvement plan to do next 12 months (HHLd): Other remodeling OR Type of home improvement plan to do next 12 months (HHLd): Any addition))]		
WXMA-FM	6,132	7.9%	105
WQNU-FM	5,799	7.5%	73
WJIE-FM	5,256	6.8%	206
WAYI-FM	5,178	6.7%	112
WLCL-FM	4,941	6.4%	251
WKRd-AM	4,299	5.6%	153
WRKA-FM	4,071	5.3%	110
WAKY-FM	3,970	5.1%	50
WKJK-AM	3,862	5.0%	166
WGZB-FM	2,759	3.6%	32
WSDF-FM	1,966	2.5%	37
WSDF-FM HD2	1,487	1.9%	150
WGHL-FM	1,418	1.8%	56
WBUL-FM	1,417	1.8%	221
WGTK-AM	1,357	1.8%	69
WTFX-FM	1,130	1.5%	30
WAKY-AM	899	1.2%	79
WMJM-FM	773	1.0%	14
WMPI-FM	526	0.7%	75
WFIA-FM	433	0.6%	77
WNAS-FM	340	0.4%	34
WJLR-FM	312	0.4%	40
WWWY-FM	198	0.3%	91
WHBE-AM	166	0.2%	10
WKKG-FM	0	0.0%	0
WLOU-AM	0	0.0%	0



		WHO I am Looking At		
		[((Market value of owned home summaries (HHL): \$250,000 - \$349,999 OR Market value of owned home summaries (HHL): \$500,000 - \$999,999 OR Market value of owned home summaries (HHL): \$350,000 - \$499,999) AND (Type of home improvement plan to do next 12 months (HHL): Exterior paint OR Type of home improvement plan to do next 12 months (HHL): Heating or air conditioning OR Type of home improvement plan to do next 12 months (HHL): Landscaping OR Type of home improvement plan to do next 12 months (HHL): Plumbing OR Type of home improvement plan to do next 12 months (HHL): Remodeled bathroom OR Type of home improvement plan to do next 12 months (HHL): Remodeled kitchen OR Type of home improvement plan to do next 12 months (HHL): Replaced or repaired roof OR Type of home improvement plan to do next 12 months (HHL): Replaced windows OR Type of home improvement plan to do next 12 months (HHL): Other home improvement OR Type of home improvement plan to do next 12 months (HHL): Other remodeling OR Type of home improvement plan to do next 12 months (HHL): Any addition))]		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WQXE-FM	0	0.0%	0	
WULF-FM	0	0.0%	0	
WVLC-FM	0	0.0%	0	
<b>Television Inventory</b>				
Television Stations				
WAVE M-F 5p-7p	11,319	14.6%	128	
WHAS M-F 5p-7p	10,008	12.9%	104	
WLKY M-F 5p-7p	9,601	12.4%	60	
WDRB M-F 5p-7p	4,924	6.4%	47	
WBKI M-F 5p-7p	761	1.0%	32	
YMYO M-F 5p-7p	493	0.6%	39	
WKMJ M-F 5p-7p	268	0.3%	114	
ELKY M-F 5p-7p	53	0.1%	6	
EDRB M-F 5p-7p	0	0.0%	0	
GDRB M-F 5p-7p	0	0.0%	0	
WBNA M-F 5p-7p	0	0.0%	0	
WKPC M-F 5p-7p	0	0.0%	0	
<b>Newspaper Inventory</b>				
Newspapers				
Louisville Courier Journal (Daily)	15,916	20.6%	82	
New York Times (Daily)	5,024	6.5%	273	
USA Today (Daily)	3,488	4.5%	83	
Lexington Herald-Leader (Daily)	1,088	1.4%	315	
<b>Media websites/apps</b>				
Radio station websites visited/apps used past 30 days				



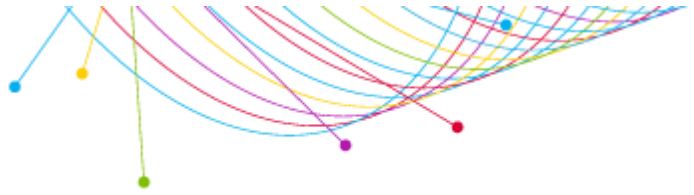
	WHO I am Looking At		
	[((Market value of owned home summaries (HHL): \$250,000 - \$349,999 OR Market value of owned home summaries (HHL): \$500,000 - \$999,999 OR Market value of owned home summaries (HHL): \$350,000 - \$499,999) AND (Type of home improvement plan to do next 12 months (HHL): Exterior paint OR Type of home improvement plan to do next 12 months (HHL): Heating or air conditioning OR Type of home improvement plan to do next 12 months (HHL): Landscaping OR Type of home improvement plan to do next 12 months (HHL): Plumbing OR Type of home improvement plan to do next 12 months (HHL): Remodeled bathroom OR Type of home improvement plan to do next 12 months (HHL): Remodeled kitchen OR Type of home improvement plan to do next 12 months (HHL): Replaced or repaired roof OR Type of home improvement plan to do next 12 months (HHL): Replaced windows OR Type of home improvement plan to do next 12 months (HHL): Other home improvement OR Type of home improvement plan to do next 12 months (HHL): Other remodeling OR Type of home improvement plan to do next 12 months (HHL): Any addition))]		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WHAS-AM(whas.com)	2,532	3.3%	129
WKRD-AM(790krd.com)	1,871	2.4%	223
WLCL-FM(939theville.com)	1,858	2.4%	379
WQNU-FM(qlouisville.com)	1,517	2.0%	245
WRKA-FM(1039theGroove.com)	1,129	1.5%	312
WGTK-AM(970wgk.com)	841	1.1%	534
WQMF-FM(wqmf.com)	766	1.0%	89
WDJX-FM(wdjx.com)	723	0.9%	40
WAMZ-FM(wamz.com)	580	0.7%	42
WMJM-FM(1013online.com)	567	0.7%	83
WVEZ-FM(1069play.com)	389	0.5%	73
WAKY-FM(wakyradio.com)	340	0.4%	78
WHBE-AM(espnlouisville.com)	340	0.4%	68
WAYI-FM(wayfm.com)	320	0.4%	122
WSFR-FM(1077theeagle.com)	309	0.4%	48
WKJK-AM(talkradio1080.com)	13	0.0%	3
WAKY-AM(wakyradio.com)	0	0.0%	0
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WGHL-FM(alt1051.com)	0	0.0%	0
WGZB-FM(hiphopb965.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



	WHO I am Looking At		
	[((Market value of owned home summaries (HHL): \$250,000 - \$349,999 OR Market value of owned home summaries (HHL): \$500,000 - \$999,999 OR Market value of owned home summaries (HHL): \$350,000 - \$499,999) AND (Type of home improvement plan to do next 12 months (HHL): Exterior paint OR Type of home improvement plan to do next 12 months (HHL): Heating or air conditioning OR Type of home improvement plan to do next 12 months (HHL): Landscaping OR Type of home improvement plan to do next 12 months (HHL): Plumbing OR Type of home improvement plan to do next 12 months (HHL): Remodeled bathroom OR Type of home improvement plan to do next 12 months (HHL): Remodeled kitchen OR Type of home improvement plan to do next 12 months (HHL): Replaced or repaired roof OR Type of home improvement plan to do next 12 months (HHL): Replaced windows OR Type of home improvement plan to do next 12 months (HHL): Other home improvement OR Type of home improvement plan to do next 12 months (HHL): Other remodeling OR Type of home improvement plan to do next 12 months (HHL): Any addition))]		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WNRW-FM(kisslouisville.com)	0	0.0%	0
WQXE-FM(wqxe.com)	0	0.0%	0
WSDF-FM(1005louisville.com)	0	0.0%	0
WTFX-FM(Real931.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
WXMA-FM(1023jack.com)	0	0.0%	0
<b>Publications</b>			
Non-daily newspapers average-issue readership			
Louisville Business First	4,943	6.4%	319
LEO Weekly	3,640	4.7%	91
The Voice-Tribune	1,431	1.8%	173
Magazines average-issue readership			
Louisville Magazine	2,596	3.4%	95
Today's Woman	1,803	2.3%	60



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+	(((Market value of owned home summaries (HHL): \$250,000 - \$349,999 OR Market value of owned home summaries (HHL): \$500,000 - \$999,999 OR Market value of owned home summaries (HHL): \$350,000 - \$499,999) AND (Type of home improvement plan to do next 12 months (HHL): Exterior paint OR Type of home improvement plan to do next 12 months (HHL): Heating or air conditioning OR Type of home improvement plan to do next 12 months (HHL): Landscaping OR Type of home improvement plan to do next 12 months (HHL): Plumbing OR Type of home improvement plan to do next 12 months (HHL): Remodeled bathroom OR Type of home improvement plan to do next 12 months (HHL): Remodeled kitchen OR Type of home improvement plan to do next 12 months (HHL): Replaced or repaired roof OR Type of home improvement plan to do next 12 months (HHL): Replaced windows OR Type of home improvement plan to do next 12 months (HHL): Other home improvement OR Type of home improvement plan to do next 12 months (HHL): Other remodeling OR Type of home improvement plan to do next 12 months (HHL): Any addition)))	77443	149

#### 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)

