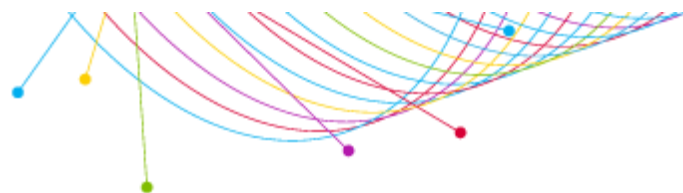


Target Profile

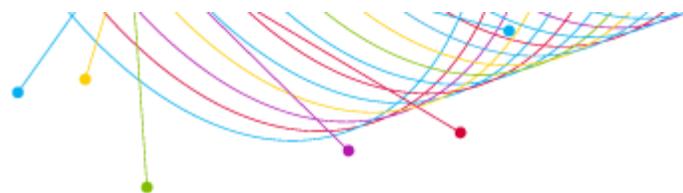
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R2 2020: SEP19-SEP20
 ADULTS 18+

Louisville Media Market Adult Continuing Education

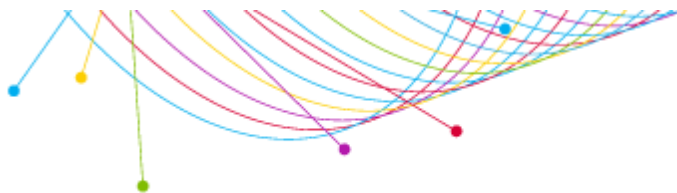
WHAT I Want to Know About Them	WHO I am Looking At			
	Activities past 12 months: Adult continuing education	Target Persons*	% of Target	Index
Custom Selection				
Add a Custom WHAT				
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)		18,880	21.3%	132
(Radio station websites 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...		6,079	6.9%	150
Radio Inventory				
Radio Stations				
WDJX-FM		19,990	22.5%	149
WQMF-FM		15,308	17.3%	170
WAMZ-FM		14,235	16.1%	128
WNRW-FM		13,575	15.3%	132
WVEZ-FM		13,353	15.1%	153
WQNU-FM		11,143	12.6%	132
WHAS-AM		10,506	11.8%	91
WSFR-FM		10,180	11.5%	97
WSDF-FM		9,319	10.5%	162
WAKY-FM		7,852	8.9%	75
WAYI-FM		7,215	8.1%	140
WJIE-FM		6,986	7.9%	229
WXMA-FM		6,977	7.9%	108
WGHL-FM		6,857	7.7%	216
WGZB-FM		5,398	6.1%	56
WTFX-FM		4,621	5.2%	111
WMJM-FM		2,962	3.3%	48
WHBE-AM		2,792	3.1%	173
WKJK-AM		2,199	2.5%	100
WRKA-FM		1,915	2.2%	42
WGTK-AM		1,755	2.0%	75



WHO I am Looking At				
Activities past 12 months: Adult continuing education				
WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WULF-FM	1,650	1.9%	158	
WKRd-AM	1,446	1.6%	51	
WLCL-FM	1,289	1.5%	74	
WNAS-FM	889	1.0%	111	
WLOU-AM	369	0.4%	21	
WLVK-FM	153	0.2%	32	
WQXE-FM	131	0.1%	36	
WFIA-FM	49	0.1%	7	
WJLR-FM	0	0.0%	0	
WMPI-FM	0	0.0%	0	
WVLC-FM	0	0.0%	0	
WWWY-FM	0	0.0%	0	
Television Inventory				
Television Stations				
WDRB M-F 5p-7p	12,211	13.8%	102	
WLKY M-F 5p-7p	12,078	13.6%	79	
WAVE M-F 5p-7p	8,744	9.9%	77	
WHAS M-F 5p-7p	6,970	7.9%	62	
WBKI M-F 5p-7p	4,375	4.9%	126	
ELKY M-F 5p-7p	1,907	2.2%	163	
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	
WKMJ M-F 5p-7p	0	0.0%	0	
WKPC M-F 5p-7p	0	0.0%	0	
YMYO M-F 5p-7p	0	0.0%	0	
Newspaper Inventory				
Newspapers				
Louisville Courier Journal (Daily)	12,398	14.0%	62	
USA Today (Daily)	5,570	6.3%	97	
New York Times (Daily)	3,558	4.0%	104	
Lexington Herald-Leader (Daily)	35	0.0%	10	
Media websites/apps				
Radio station websites visited/apps used past 30 days				
WGZB-FM(hiphopb965.com)	3,814	4.3%	215	
WJIE-FM(wjie.org)	3,150	3.6%	656	
WNRW-FM(kisslouisville.com)	1,426	1.6%	97	
WKRd-AM(790krd.com)	1,061	1.2%	133	



WHO I am Looking At				
Activities past 12 months: Adult continuing education				
WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WQNU-FM(qlouisville.com)	875	1.0%	172	
WTFX-FM(Real931.com)	875	1.0%	170	
WULF-FM(wolf943.com)	875	1.0%	392	
WHAS-AM(whas.com)	862	1.0%	35	
WGHL-FM(alt1051.com)	859	1.0%	184	
WDJX-FM(wdjax.com)	853	1.0%	35	
WQMF-FM(wqmf.com)	837	0.9%	71	
WVEZ-FM(1069play.com)	836	0.9%	99	
WHBE-AM(espnlouisville.com)	829	0.9%	167	
WLCL-FM(939theville.com)	829	0.9%	305	
WRKA-FM(1039theGroove.com)	606	0.7%	125	
WMJM-FM(1013online.com)	538	0.6%	85	
WAMZ-FM(wamz.com)	447	0.5%	41	
WAKY-FM(wakyradio.com)	340	0.4%	67	
WGTK-AM(970wgtk.com)	5	0.0%	5	
WAYI-FM(wayfm.com)	0	0.0%	0	
WFIA-FM(salemradiogroup.com)	0	0.0%	0	
WJLR-FM(klove.com)	0	0.0%	0	
WKJK-AM(talkradio1080.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	
WQXE-FM(wqxe.com)	0	0.0%	0	
WSDF-FM(1005louisville.com)	0	0.0%	0	
WSFR-FM(1077theeagle.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	
Publications				
Non-daily newspapers average-issue readership				
LEO Weekly	4,640	5.2%	97	
Louisville Business First	3,664	4.1%	177	
The Voice-Tribune	1,890	2.1%	162	
Magazines average-issue readership				
Louisville Magazine	4,367	4.9%	126	
Today's Woman	3,501	3.9%	140	



Target Profile Detailed Sourcing Summary

Market: LOUISVILLE
Qualitative: Scarborough R2 2020: Sep19-Sep20
Geography: Metro

Base WHO - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+		959,525	1,476

WHO 1 - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	Activities past 12 months: Adult continuing education	88686	152

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