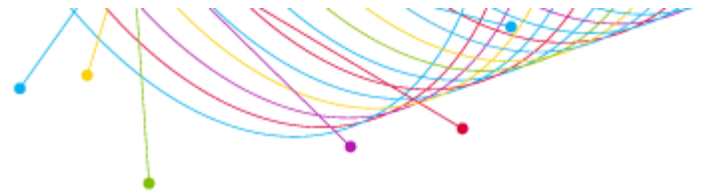


# Target Profile

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

## Louisville Media Market Business Management, Finance, or Purchasing Decision Makers

WHAT I Want to Know About Them	WHO I am Looking At		
	<i>Target Persons*</i>	% of Target	Index
[((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))]			
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	27,472	28.6%	177
(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(wuol.org))	8,277	8.6%	188
<b>Radio Inventory</b>			
Radio Stations			
WHAS-AM	14,904	15.5%	119
WDJX-FM	14,326	14.9%	98
WAMZ-FM	12,226	12.7%	101
WQMF-FM	12,024	12.5%	123
WNRW-FM	11,274	11.7%	101
WXMA-FM	11,072	11.5%	158
WVEZ-FM	9,491	9.9%	100
WSFR-FM	8,898	9.2%	78
WQNU-FM	7,741	8.0%	85
WAYI-FM	6,771	7.0%	121
WSDF-FM	6,384	6.6%	102
WAKY-FM	5,780	6.0%	51
WLCL-FM	5,736	6.0%	302
WJIE-FM	5,079	5.3%	153
WKJK-AM	4,095	4.3%	172
WGHL-FM	3,975	4.1%	116
WHBE-AM	3,574	3.7%	204



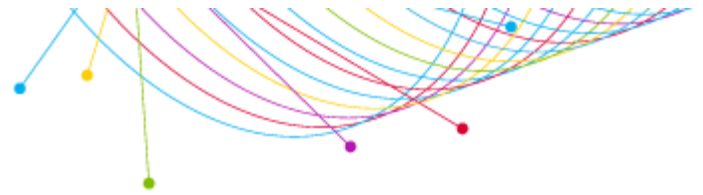
WHAT I Want to Know About Them	WHO I am Looking At		
	[(((Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree) AND (Occupation summaries: Management, Business and Financial Operations OR Company purchasing decisions participated in past 12 months: Any purchasing decision)))]		
	Target Persons*	% of Target	Index
WGZB-FM	3,557	3.7%	34
WRKA-FM	3,502	3.6%	71
WKRJ-AM	3,205	3.3%	105
WGTK-AM	2,954	3.1%	116
WTFX-FM	2,657	2.8%	59
WMJM-FM	1,909	2.0%	29
WNAS-FM	1,586	1.6%	182
WFIA-FM	1,506	1.6%	209
WLVK-FM	1,210	1.3%	233
WULF-FM	593	0.6%	52
WJLR-FM	590	0.6%	171
WWWY-FM	354	0.4%	36
WMPI-FM	346	0.4%	58
WLOU-AM	0	0.0%	0
WQXE-FM	0	0.0%	0
WVLC-FM	0	0.0%	0

**Television Inventory**

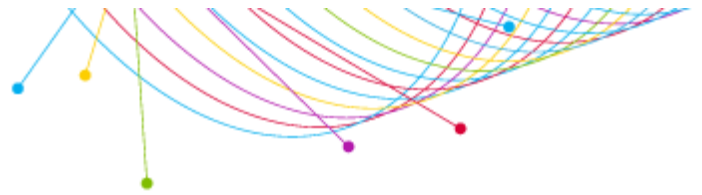
Television Stations			
WLKY M-F 5p-7p	12,632	13.1%	76
WAVE M-F 5p-7p	11,849	12.3%	96
WDRB M-F 5p-7p	11,153	11.6%	86
WHAS M-F 5p-7p	9,902	10.3%	81
WBKI M-F 5p-7p	4,517	4.7%	120
ELKY M-F 5p-7p	1,367	1.4%	108
WKPC M-F 5p-7p	472	0.5%	77
EDRB M-F 5p-7p	0	0.0%	0
GDRB M-F 5p-7p	0	0.0%	0
WBNA M-F 5p-7p	0	0.0%	0
WKMJ M-F 5p-7p	0	0.0%	0
YMYO M-F 5p-7p	0	0.0%	0

**Newspaper Inventory**

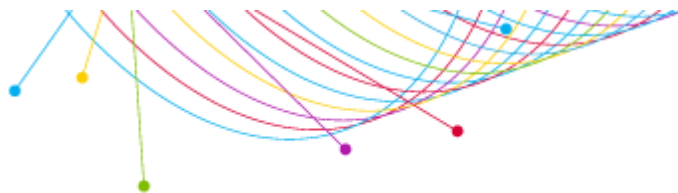
Newspapers			
Louisville Courier Journal (Daily)	15,610	16.2%	72
USA Today (Daily)	4,397	4.6%	70
New York Times (Daily)	3,335	3.5%	90



	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
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)	4,389	4.6%	163
WJIE-FM(wjie.org)	1,998	2.1%	384
WKRd-AM(790krd.com)	1,986	2.1%	230
WDJX-FM(wdix.com)	1,740	1.8%	66
WQNU-FM(qlouisville.com)	1,545	1.6%	280
WHBE-AM(espnlouisville.com)	1,424	1.5%	265
WLCL-FM(939theville.com)	1,424	1.5%	482
WGZB-FM(hiphopb965.com)	1,205	1.3%	63
WSFR-FM(1077theeagle.com)	1,091	1.1%	105
WNRW-FM(kisslouisville.com)	1,007	1.0%	63
WVEZ-FM(1069play.com)	836	0.9%	91
WAMZ-FM(wamz.com)	697	0.7%	59
WRKA-FM(1039theGroove.com)	606	0.6%	115
WXMA-FM(1023jack.com)	559	0.6%	142
WAKY-FM(wakyradio.com)	340	0.4%	62
WGTK-AM(970wgk.com)	5	0.0%	5
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
WKJK-AM(talkradio1080.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
WQMF-FM(wqmf.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



WHAT I Want to Know About Them	WHO I am Looking At		
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	<i>Target Persons*</i>	% of Target	Index
<b>Publications</b>			
Non-daily newspapers average-issue readership			
Louisville Business First	5,178	5.4%	230
LEO Weekly	3,975	4.1%	76
The Voice-Tribune	869	0.9%	69
Magazines average-issue readership			
Louisville Magazine	4,491	4.7%	119
Today's Woman	933	1.0%	34



## 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+	(((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)))	96214	212

### 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)