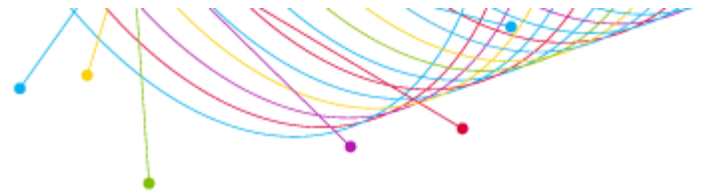


# Target Profile

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

## Louisville Media Market College Educated Parents

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 No. of children in HHLD (age 17 or under) summaries (HHLD): One or more]]]		
	Target Persons*	% of Target	Index
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	31,709	29.7%	184
(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))	10,586	9.9%	217
<b>Radio Inventory</b>			
Radio Stations			
WAMZ-FM	20,580	19.3%	153
WDJX-FM	19,936	18.7%	123
WQNU-FM	14,903	14.0%	147
WNRW-FM	14,653	13.7%	119
WVEZ-FM	14,536	13.6%	138
WHAS-AM	13,667	12.8%	98
WQMF-FM	10,115	9.5%	94
WXMA-FM	10,060	9.4%	130
WSDF-FM	9,315	8.7%	135
WJIE-FM	8,509	8.0%	232
WAYI-FM	7,125	6.7%	115
WRKA-FM	6,927	6.5%	127
WSFR-FM	6,755	6.3%	53
WKJK-AM	6,244	5.9%	236
WAKY-FM	5,636	5.3%	45
WMJM-FM	4,996	4.7%	68
WGZB-FM	4,977	4.7%	43
WLCL-FM	4,637	4.3%	220



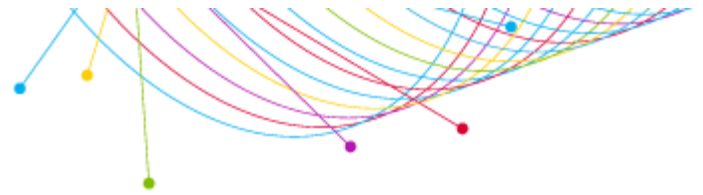
WHAT I Want to Know About Them	WHO I am Looking At		
	[[((Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree) AND No. of children in HHLD (age 17 or under) summaries (HHLD): One or more)]		
	Target Persons*	% of Target	Index
WKRD-AM	4,207	3.9%	124
WGHL-FM	3,361	3.2%	88
WHBE-AM	3,099	2.9%	159
WGTK-AM	2,918	2.7%	104
WNAS-FM	2,050	1.9%	213
WTFX-FM	1,836	1.7%	37
WFIA-FM	1,418	1.3%	177
WJLR-FM	1,270	1.2%	331
WLVK-FM	1,210	1.1%	211
WLOU-AM	741	0.7%	35
WWWY-FM	694	0.7%	63
WMPI-FM	646	0.6%	98
WULF-FM	435	0.4%	35
WQXE-FM	142	0.1%	33
WVLC-FM	0	0.0%	0

**Television Inventory**

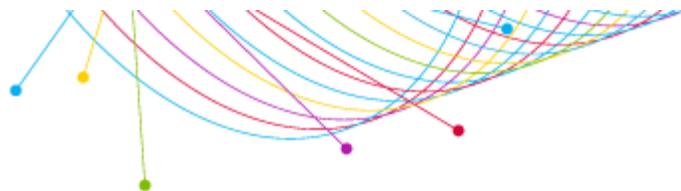
Television Stations			
WAVE M-F 5p-7p	13,576	12.7%	99
WHAS M-F 5p-7p	13,068	12.3%	96
WDRB M-F 5p-7p	12,150	11.4%	85
WLKY M-F 5p-7p	9,305	8.7%	51
WBKI M-F 5p-7p	2,567	2.4%	61
WKPC M-F 5p-7p	951	0.9%	140
YMYO M-F 5p-7p	142	0.1%	6
EDRB M-F 5p-7p	0	0.0%	0
ELKY M-F 5p-7p	0	0.0%	0
GDRB M-F 5p-7p	0	0.0%	0
WBNA M-F 5p-7p	0	0.0%	0
WKMJ M-F 5p-7p	0	0.0%	0

**Newspaper Inventory**

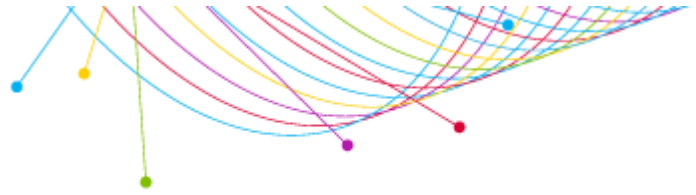
Newspapers			
Louisville Courier Journal (Daily)	11,271	10.6%	47
New York Times (Daily)	4,682	4.4%	114
USA Today (Daily)	2,251	2.1%	33
Lexington Herald-Leader (Daily)	1,088	1.0%	255



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	Target Persons*	% of Target	Index
<b>Media websites/apps</b>			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	4,857	4.6%	163
WRKA-FM(1039theGroove.com)	2,439	2.3%	418
WLCL-FM(939theville.com)	1,683	1.6%	514
WQNU-FM(qlouisville.com)	1,545	1.4%	253
WDJX-FM(wdix.com)	1,510	1.4%	51
WGZB-FM(hiphopb965.com)	1,400	1.3%	66
WNRW-FM(kisslouisville.com)	1,342	1.3%	76
WHBE-AM(espnlouisville.com)	1,190	1.1%	200
WQMF-FM(wqmf.com)	1,066	1.0%	75
WJIE-FM(wjie.org)	1,034	1.0%	179
WKRD-AM(790krd.com)	952	0.9%	99
WAMZ-FM(wamz.com)	820	0.8%	63
WSFR-FM(1077theeagle.com)	809	0.8%	70
WXMA-FM(1023jack.com)	559	0.5%	128
WNAS-FM(wnas.org)	433	0.4%	900
WAKY-FM(wakyradio.com)	309	0.3%	50
WAYI-FM(wayfm.com)	309	0.3%	320
WVEZ-FM(1069play.com)	309	0.3%	31
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WGHL-FM(alt1051.com)	0	0.0%	0
WGTK-AM(970wgtk.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
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
<b>Publications</b>			
Non-daily newspapers average-issue readership			



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	<b>Target Persons*</b>	% of Target	Index
LEO Weekly	6,230	5.8%	108
Louisville Business First	3,701	3.5%	148
The Voice-Tribune	1,314	1.2%	94
<b>Magazines average-issue readership</b>			
Louisville Magazine	7,532	7.1%	180
Today's Woman	2,741	2.6%	91



## 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 No. of children in HHLD (age 17 or under) summaries (HHLD): One or more]]	106652	214

### 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)