

Target Profile

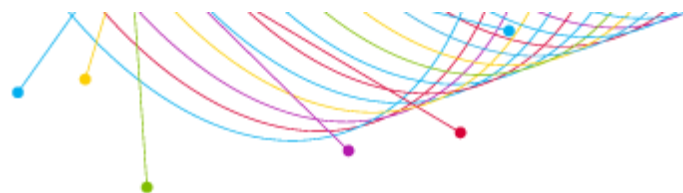
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R2 2020: SEP19-SEP20
 ADULTS 18+

Louisville Media Market
Household Income \$75K+

WHAT I Want to Know About Them	WHO I am Looking At		
	Household income summaries (HHLID): \$75,000 or more		
	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)	79,268	19.8%	123
(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...	21,967	5.5%	120
Radio Inventory			
Radio Stations			
WDJX-FM	68,672	17.2%	113
WAMZ-FM	65,455	16.4%	130
WHAS-AM	58,598	14.7%	112
WNRW-FM	51,179	12.8%	111
WQMF-FM	45,452	11.4%	112
WQNU-FM	42,182	10.5%	111
WAKY-FM	42,172	10.5%	89
WVEZ-FM	40,450	10.1%	102
WSFR-FM	40,350	10.1%	85
WSDF-FM	39,252	9.8%	151
WGZB-FM	35,779	8.9%	82
WXMA-FM	33,970	8.5%	117
WAYI-FM	22,088	5.5%	95
WJIE-FM	17,367	4.3%	126
WRKA-FM	15,909	4.0%	78
WKJK-AM	15,757	3.9%	159
WTFX-FM	15,578	3.9%	83
WLCL-FM	15,306	3.8%	194
WMJM-FM	14,584	3.6%	53
WKRD-AM	13,464	3.4%	106
WHBE-AM	13,313	3.3%	183



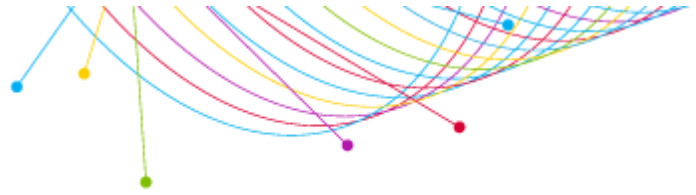
WHO I am Looking At				
Household income summaries (HHLD): \$75,000 or more				
WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WGHL-FM	10,780	2.7%	75	
WGTK-AM	8,816	2.2%	84	
WULF-FM	6,979	1.7%	148	
WWWY-FM	3,819	1.0%	92	
WNAS-FM	2,929	0.7%	81	
WLVK-FM	2,025	0.5%	94	
WLOU-AM	1,857	0.5%	24	
WMPI-FM	1,733	0.4%	70	
WQXE-FM	861	0.2%	53	
WFIA-FM	224	0.1%	8	
WJLR-FM	38	0.0%	3	
WVLC-FM	0	0.0%	0	
Television Inventory				
Television Stations				
WAVE M-F 5p-7p	53,309	13.3%	104	
WDRB M-F 5p-7p	50,516	12.6%	94	
WLKY M-F 5p-7p	50,179	12.5%	73	
WHAS M-F 5p-7p	45,274	11.3%	89	
WBKI M-F 5p-7p	7,312	1.8%	47	
ELKY M-F 5p-7p	3,737	0.9%	71	
WBNA M-F 5p-7p	3,310	0.8%	240	
YMYO M-F 5p-7p	1,159	0.3%	13	
EDRB M-F 5p-7p	1,081	0.3%	71	
GDRB 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	
Newspaper Inventory				
Newspapers				
Louisville Courier Journal (Daily)	89,686	22.4%	99	
USA Today (Daily)	25,486	6.4%	98	
New York Times (Daily)	19,101	4.8%	124	
Lexington Herald-Leader (Daily)	1,088	0.3%	68	
Media websites/apps				
Radio station websites visited/apps used past 30 days				
WHAS-AM(whas.com)	17,844	4.5%	160	
WDJX-FM(wdjax.com)	12,640	3.2%	115	
WNRW-FM(kisslouisville.com)	8,402	2.1%	127	
WAMZ-FM(wamz.com)	6,817	1.7%	139	



WHO I am Looking At				
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WHBE-AM(espnlouisville.com)	5,360	1.3%	240	
WQMF-FM(wqmf.com)	4,329	1.1%	81	
WVEZ-FM(1069play.com)	3,789	0.9%	100	
WKRD-AM(790krd.com)	3,528	0.9%	98	
WLCL-FM(939theville.com)	2,944	0.7%	240	
WRKA-FM(1039theGroove.com)	2,777	0.7%	127	
WGHL-FM(alt1051.com)	2,767	0.7%	132	
WKJK-AM(talkradio1080.com)	2,275	0.6%	152	
WGZB-FM(hiphobb965.com)	2,257	0.6%	28	
WJIE-FM(wjie.org)	2,240	0.6%	104	
WQNU-FM(qlouisville.com)	1,573	0.4%	69	
WULF-FM(wolf943.com)	1,542	0.4%	153	
WAKY-FM(wakyradio.com)	1,349	0.3%	59	
WMJM-FM(1013online.com)	1,176	0.3%	41	
WSFR-FM(1077theeagle.com)	571	0.1%	13	
WMPI-FM(i1053online.com)	483	0.1%	80	
WTFX-FM(Real931.com)	483	0.1%	21	
WNAS-FM(wnas.org)	433	0.1%	240	
WLOU-AM(wlouam.com)	388	0.1%	24	
WGTK-AM(970wgtk.com)	5	0.0%	1	
WAYI-FM(wayfm.com)	0	0.0%	0	
WFIA-FM(salemradiogroup.com)	0	0.0%	0	
WJLR-FM(klove.com)	0	0.0%	0	
WQXE-FM(wqxe.com)	0	0.0%	0	
WSDF-FM(1005louisville.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	15,274	3.8%	71	
Louisville Business First	13,186	3.3%	141	
The Voice-Tribune	4,872	1.2%	93	
Magazines average-issue readership				
Louisville Magazine	15,396	3.8%	98	
Today's Woman	9,768	2.4%	87	



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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+	Household income summaries (HHL): \$75,000 or more	399903	579

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

