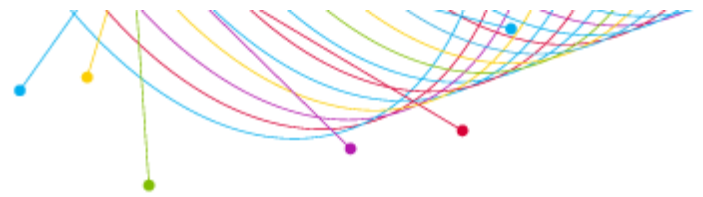


# Target Profile

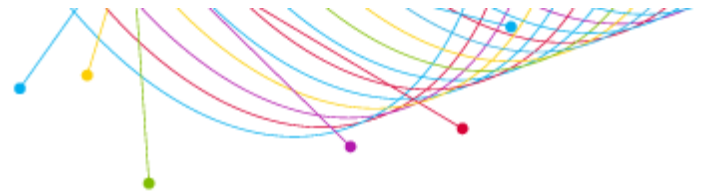
LOUISVILLE (Metro Survey Area)  
 SCARBOROUGH R2 2020: SEP19-SEP20  
 ADULTS 18+

## Louisville Media Market Upscale Restaurant Diners

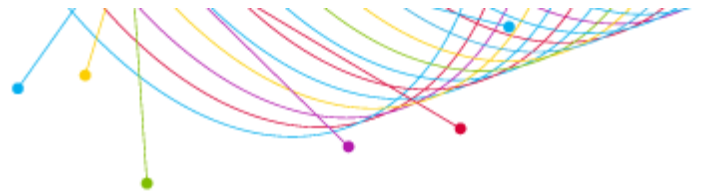
WHAT I Want to Know About Them	WHO I am Looking At		
	(Types of restaurants used for dinner past 30 days: Any upscale restaurant OR Types of restaurants used for lunch past 30 days: Any upscale restaurant)		
	Target Persons*	% of Target	Index
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	21,803	24.6%	152
(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))	7,414	8.4%	183
<b>Radio Inventory</b>			
Radio Stations			
WHAS-AM	20,248	22.9%	175
WAKY-FM	14,229	16.1%	136
WQMF-FM	11,526	13.0%	129
WSFR-FM	10,923	12.3%	104
WAMZ-FM	10,201	11.5%	92
WDJX-FM	9,680	10.9%	72
WNRW-FM	9,656	10.9%	94
WQNU-FM	9,282	10.5%	111
WSDF-FM	8,004	9.0%	140
WVEZ-FM	6,898	7.8%	79
WXMA-FM	6,480	7.3%	101
WGZB-FM	5,774	6.5%	60
WGHL-FM	4,803	5.4%	152
WKRD-AM	4,474	5.1%	159
WRKA-FM	4,025	4.5%	89
WGTK-AM	3,526	4.0%	151
WMJM-FM	3,327	3.8%	55
WKJK-AM	2,772	3.1%	126

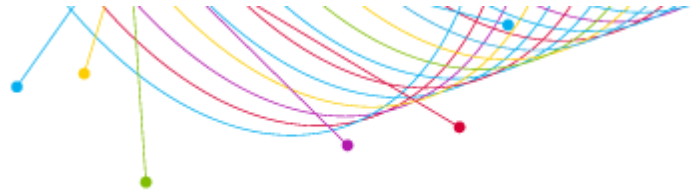


WHAT I Want to Know About Them	WHO I am Looking At (Types of restaurants used for dinner past 30 days: Any upscale restaurant OR Types of restaurants used for lunch past 30 days: Any upscale restaurant)		
	Target Persons*	% of Target	Index
WLCL-FM	2,277	2.6%	131
WHBE-AM	2,272	2.6%	141
WLVK-FM	1,767	2.0%	371
WAYI-FM	1,716	1.9%	34
WNAS-FM	995	1.1%	124
WJIE-FM	903	1.0%	30
WLOU-AM	823	0.9%	47
WTFX-FM	629	0.7%	15
WFIA-FM	409	0.5%	62
WWWY-FM	198	0.2%	22
WJLR-FM	0	0.0%	0
WMPI-FM	0	0.0%	0
WQXE-FM	0	0.0%	0
WULF-FM	0	0.0%	0
WVLC-FM	0	0.0%	0
<b>Television Inventory</b>			
Television Stations			
WLKY M-F 5p-7p	17,133	19.4%	112
WDRB M-F 5p-7p	13,783	15.6%	116
WAVE M-F 5p-7p	10,322	11.7%	91
WHAS M-F 5p-7p	9,465	10.7%	84
WBKI M-F 5p-7p	4,964	5.6%	143
WBNA M-F 5p-7p	2,267	2.6%	743
YMYO M-F 5p-7p	1,763	2.0%	90
WKPC M-F 5p-7p	1,044	1.2%	185
EDRB M-F 5p-7p	409	0.5%	121
ELKY M-F 5p-7p	0	0.0%	0
GDRB M-F 5p-7p	0	0.0%	0
WKMJ M-F 5p-7p	0	0.0%	0
<b>Newspaper Inventory</b>			
Newspapers			
<b>Media websites/apps</b>			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	3,395	3.8%	137
WSFR-FM(1077theeagle.com)	2,773	3.1%	291
WQMF-FM(wqmf.com)	2,714	3.1%	230



WHAT I Want to Know About Them	WHO I am Looking At (Types of restaurants used for dinner past 30 days: Any upscale restaurant OR Types of restaurants used for lunch past 30 days: Any upscale restaurant)		
	Target Persons*	% of Target	Index
WKRd-AM(790krd.com)	1,234	1.4%	155
WDJX-FM(wdix.com)	1,093	1.2%	45
WGZB-FM(hiphopb965.com)	443	0.5%	25
WJIE-FM(wjie.org)	409	0.5%	85
WAMZ-FM(wamz.com)	206	0.2%	19
WQNU-FM(qlouisville.com)	28	0.0%	6
WAKY-FM(wakyradio.com)	0	0.0%	0
WAYI-FM(wayfm.com)	0	0.0%	0
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WGHL-FM(alt1051.com)	0	0.0%	0
WGTK-AM(970wgtk.com)	0	0.0%	0
WHBE-AM(espnlouisville.com)	0	0.0%	0
WJLR-FM(klove.com)	0	0.0%	0
WKJK-AM(talkradio1080.com)	0	0.0%	0
WLCL-FM(939theville.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
WNRW-FM(kisslouisville.com)	0	0.0%	0
WQXE-FM(wqxe.com)	0	0.0%	0
WRKA-FM(1039theGroove.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
WVEZ-FM(1069play.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			
LEO Weekly	9,627	10.9%	201
Louisville Business First	9,270	10.5%	448
The Voice-Tribune	3,583	4.0%	308
Magazines average-issue readership			
Louisville Magazine	8,339	9.4%	241
Today's Woman	4,024	4.5%	161





## 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+	(Types of restaurants used for dinner past 30 days: Any upscale restaurant OR Types of restaurants used for lunch past 30 days: Any upscale restaurant)	88466	147

### 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)