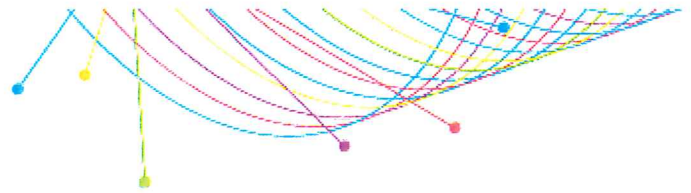


Target Profile

LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R1 2021: MAR20-MAR21
 ADULTS 18+

Louisville Media Market Business Management/Finance/Purchasing w/College Degree+

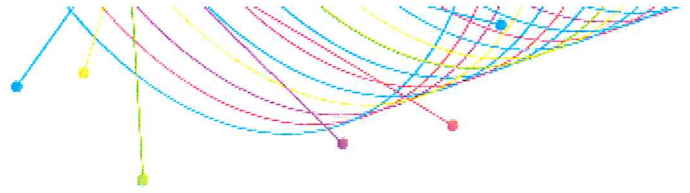
WHAT I Want to Know About Them	WHO I am Looking At		
	Target Persons*	% of Target	Index
(((Level of education summaries: Any postgraduate work or postgraduate degree OR Level of education summaries: Any college graduate) AND (Occupation summaries: Management, Business and Financial Operations OR Occupation summaries: Professional and Related Occupations)))			
Custom Selection			
Add a Custom WHAT			
(Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM)	54,454	37.5%	219
(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...	18,703	12.9%	282
Radio Inventory			
Radio Stations			
WDJX-FM	24,999	17.2%	118
WQMF-FM	17,590	12.1%	118
WHAS-AM	17,398	12.0%	92
WXMA-FM	16,077	11.1%	151
Television Inventory			
Television Stations			
WHAS M-F 5p-7p	14,194	9.8%	73
WAVE M-F 5p-7p	11,747	8.1%	67
WDRB M-F 5p-7p	11,417	7.9%	59
WLKY M-F 5p-7p	9,590	6.6%	41
Newspaper Inventory			
Newspapers			
Louisville Courier Journal (Daily)	12,603	8.7%	50
Wall Street Journal (Daily)	2,855	2.0%	62
New York Times (Daily)	1,996	1.4%	41
Publications			



WHAT I Want to Know About Them	WHO I am Looking At		
	[[((Level of education summaries: Any postgraduate work or postgraduate degree OR Level of education summaries: Any college graduate) AND (Occupation summaries: Management, Business and Financial Operations OR Occupation summaries: Professional and Related Occupations))]]		
	Target Persons*	% of Target	Index
Magazines average-issue readership			
Louisville Magazine	7,057	4.9%	119
Today's Woman	3,053	2.1%	83
The Voice	1,907	1.3%	79
Non-daily newspapers average-issue readership			
LEO Weekly	8,617	5.9%	119
Louisville Business First	7,037	4.8%	186



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Target Profile Detailed Sourcing Summary

Market: LOUISVILLE
Qualitative: Scarborough R1 2021: Mar20-Mar21
Geography: Metro

Base WHO - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+		959,177	1,395

WHO 1 - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	(((Level of education summaries: Any postgraduate work or postgraduate degree OR Level of education summaries: Any college graduate) AND (Occupation summaries: Management, Business and Financial Operations OR Occupation summaries: Professional and Related Occupations)))	145235	284

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

