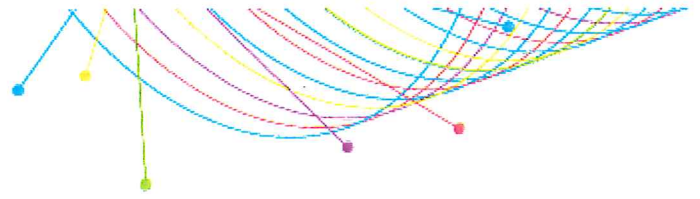


Target Profile

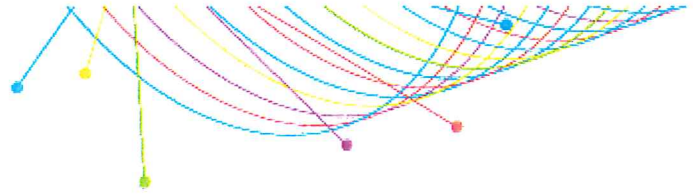
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R1 2021: MAR20-MAR21
 ADULTS 18+

Louisville Media Market
 College Degree Holders

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)		
	Target Persons*	% of Target	Index
Custom Selection			
Add a Custom WHAT			
(Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM)	87,152	32.9%	192
(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...	27,487	10.4%	227
Radio Inventory			
Radio Stations			
WHAS-AM	38,993	14.7%	114
WDJX-FM	37,351	14.1%	97
WQMF-FM	26,587	10.0%	98
WAKY-FM	25,316	9.6%	81
Television Inventory			
Television Stations			
WHAS M-F 5p-7p	30,678	11.6%	86
WAVE M-F 5p-7p	28,534	10.8%	89
WDRB M-F 5p-7p	25,365	9.6%	72
WLKY M-F 5p-7p	24,869	9.4%	58
Newspaper Inventory			
Newspapers			
Louisville Courier Journal (Daily)	37,257	14.1%	81
New York Times (Daily)	7,855	3.0%	88
Wall Street Journal (Daily)	7,785	2.9%	92
Publications			
Magazines average-issue readership			
Louisville Magazine	17,476	6.6%	162



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)		
	Target Persons*	% of Target	Index
Today's Woman	7,455	2.8%	112
The Voice	6,133	2.3%	139
Non-daily newspapers average-issue readership			
LEO Weekly	18,868	7.1%	143
Louisville Business First	14,009	5.3%	203



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 college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree)	264598	598

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