

Target Profile

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

Louisville Media Market College Degree Holders

	WHO I am Looking At (Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree)			
WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
Custom Selection		details and the		
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	





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WHAT I Want to Know About Them	(Level of education summaries: Any college graduate OR Level of education summaries: Any postgraduate work or postgraduate degree)			
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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	264598	598	
		postgraduate work or postgraduate degree)			

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

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