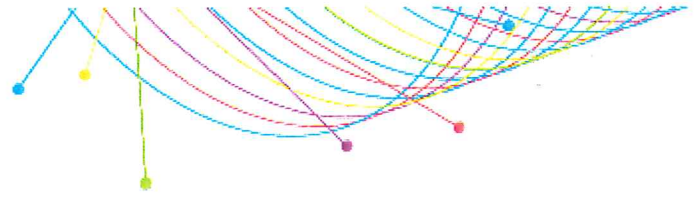


# Target Profile

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

Louisville Media Market  
 Online Shopping \$1,000+ Past 12 Months

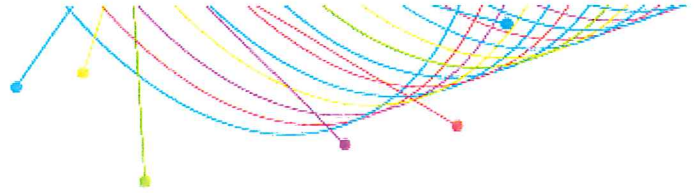
WHAT I Want to Know About Them	WHO I am Looking At		
	(Amount spent on purchases made on Internet past 12 months: \$1,000 - \$2,499 OR Amount spent on purchases made on Internet past 12 months: \$2,500 or more)		
	Target Persons*	% of Target	Index
<b>Custom Selection</b>			
Add a Custom WHAT			
(Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM)	54,820	22.5%	132
(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...	20,331	8.3%	183
		(29.4 combined)	
<b>Radio Inventory</b>			
Radio Stations			
WDJX-FM	47,462	19.5%	133
WSFR-FM	34,850	14.3%	129
WNRW-FM	33,588	13.8%	118
WGZB-FM	31,749	13.0%	113
<b>Television Inventory</b>			
Television Stations			
WAVE M-F 5p-7p	32,874	13.5%	111
WDRB M-F 5p-7p	28,369	11.6%	88
WHAS M-F 5p-7p	25,035	10.3%	77
WLKY M-F 5p-7p	16,240	6.7%	41
<b>Newspaper Inventory</b>			
Newspapers			
Louisville Courier Journal (Daily)	37,061	15.2%	87
New York Times (Daily)	18,581	7.6%	227
Wall Street Journal (Daily)	17,397	7.1%	223
<b>Publications</b>			
Magazines average-issue readership			



WHAT I Want to Know About Them	WHO I am Looking At		
	(Amount spent on purchases made on Internet past 12 months: \$1,000 - \$2,499 OR Amount spent on purchases made on Internet past 12 months: \$2,500 or more)		
	Target Persons*	% of Target	Index
Louisville Magazine	11,792	4.8%	119
The Voice	7,717	3.2%	190
Today's Woman	1,693	0.7%	28
Non-daily newspapers average-issue readership			
LEO Weekly	13,520	5.5%	111
Louisville Business First	12,625	5.2%	199



AN UNCOMMON SENSE OF THE CONSUMER™



### 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+	(Amount spent on purchases made on Internet past 12 months: \$1,000 - \$2,499 OR Amount spent on purchases made on Internet past 12 months: \$2,500 or more)	243633	336

#### 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)

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