



RD: WPTI-FM:M-S 6A-MID

Target Persons: 69,703 Target Intab: 102
LOUISVILLE
Scarborough, Apr 2006 - Mar 2007

Gender

41.2	% Male	58.8	% Female
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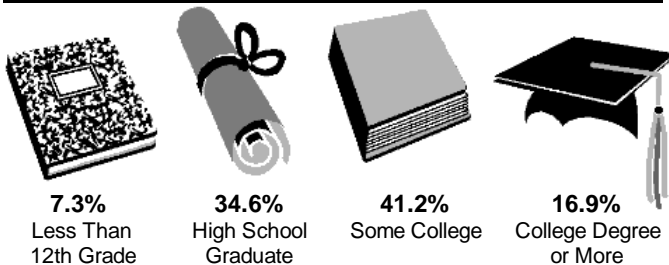
Employment Status

Employed full-time	61.1%
Employed part-time	11.3%
Not employed	
A homemaker	11.7%
A student	3.5%
Retired	7.5%
Disabled	3.0%
Temporarily laid-off	0.0%
Not employed-looking for work	1.9%
Other	0.0%

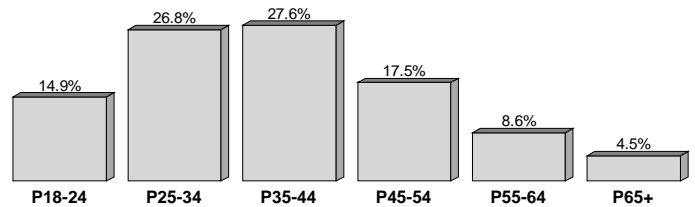
Occupation

Blue collar	34.7%
Construction, Extraction, and Maintenance	6.2%
Farming, Fishing, and Forestry	0.0%
Management, Business and Financial Operations	10.8%
Military Specific	0.0%
Production, Transportation & Material Moving	7.7%
Professional and Related Occupations	12.6%
Sales and Office	14.5%
Service	20.8%
White collar	37.8%

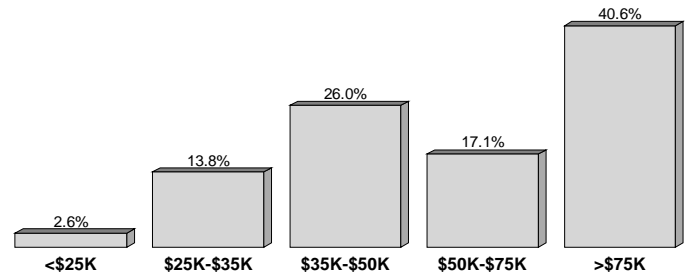
Education



Demographic Breakout



Household Income



Number of Children Under 17 in Household

None	41.7%
One	20.5%
Two	21.8%
Three or More	16.1%

Home Ownership

Own	82.9%
Rent	12.1%
Other	5.0%



This report is based on Persons 18+ in SCB Louisville Radio Metro - Std

RD: WPTI-FM:M-S 6A-MID (WPTI-FM is Mon-Sun 6am-Mid)

Estimates displayed are reported for % Composition.

This service is not part of Arbitron's regular syndicated service and is not accredited by the Media Rating Council (MRC).

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WPTI-FM:M-S 6A-MID

Target Persons: 69,703 Target Intab: 102
LOUISVILLE
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Total Market (837,763)		RD: WPTI-FM:M-S 6A-MID		
Base Persons	Base %Comp	(69,703)		
		Persons	%Comp	Index

Total Market (837,763)		RD: WPTI-FM:M-S 6A-MID		
Base Persons	Base %Comp	(69,703)		
		Persons	%Comp	Index

Gender

Male	400,697	47.8	28,701	41.2	86
Female	437,066	52.2	41,002	58.8	113

Employment Status

Employed full-time	414,495	49.5	42,619	61.1	123
Employed part-time	117,335	14.0	7,906	11.3	81
Not employed					
A homemaker	72,319	8.6	8,175	11.7	136
A student	16,347	2.0	2,420	3.5	175
Retired	142,497	17.0	5,210	7.5	44
Disabled	45,906	5.5	2,075	3.0	55
Temporarily laid-off	6,375	0.8	0	0.0	0
Not employed-looking for work	21,326	2.5	1,298	1.9	76
Other	1,163	0.1	0	0.0	0

Occupation

Service	97,596	11.6	14,515	20.8	179
Blue collar	248,623	29.7	24,183	34.7	117
Construction, Extraction, and Maintenance	53,438	6.4	4,302	6.2	97
Farming, Fishing, and Forestry	0	0.0	0	0.0	0
Management, Business and Financial Operations	70,215	8.4	7,504	10.8	129
Military Specific	0	0.0	0	0.0	0
Production, Transportation & Material Moving	97,589	11.6	5,366	7.7	66
Professional and Related Occupations	108,005	12.9	8,759	12.6	98
Sales and Office	104,987	12.5	10,079	14.5	116
White collar	283,207	33.8	26,342	37.8	112

Education

Less Than 12th Grade	82,234	9.8	5,087	7.3	75
High School Graduate	329,283	39.3	24,107	34.6	88
Some college	240,487	28.7	28,737	41.2	144
College Degree or More	185,759	22.2	11,772	16.9	76

Demographic Breakout

Persons 18-24	98,265	11.7	10,388	14.9	127
Persons 25-34	142,879	17.1	18,693	26.8	157
Persons 35-44	162,145	19.4	19,263	27.6	142
Persons 45-54	168,499	20.1	12,181	17.5	87
Persons 55-64	124,000	14.8	6,009	8.6	58
Persons 65+	141,975	16.9	3,169	4.5	27

Household Income

Less than \$25,000	140,590	16.8	1,818	2.6	16
\$25,000-\$34,999	112,249	13.4	9,590	13.8	103
\$35,000-\$49,999	188,342	22.5	18,107	26.0	116
\$50,000-\$74,999	158,196	18.9	11,885	17.1	91
\$75,000 Or More	238,386	28.5	28,303	40.6	143

Home Ownership

Own	606,290	72.4	57,812	82.9	115
Rent	198,858	23.7	8,404	12.1	51
Other	32,615	3.9	3,487	5.0	128

Number of Children Under 17 in Household

None	499,940	59.7	29,066	41.7	70
One	149,906	17.9	14,268	20.5	115
Two	126,584	15.1	15,163	21.8	144
Three or More	61,333	7.3	11,206	16.1	221

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