



Audience Profile

LOUISVILLE, KY



The Super Local

Social Clout

Family First

Frequent Traveler

City Pride / City Proud

Stylish

Career Driven

Early Adopter

Coffee Shop Connector

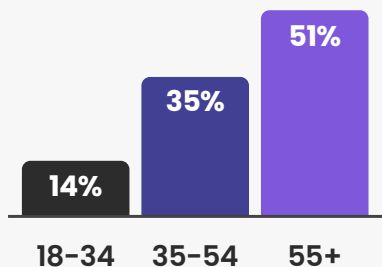
Early Riser

Active / On-the-Go

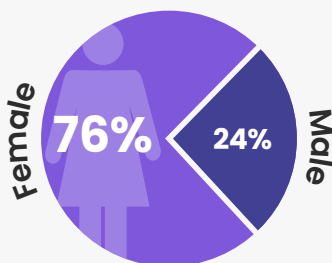
Outdoor Enthusiast

Local Leader

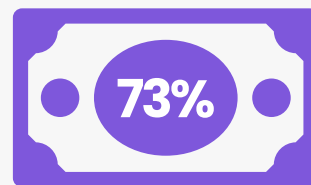
Age Distribution



Female Leaning

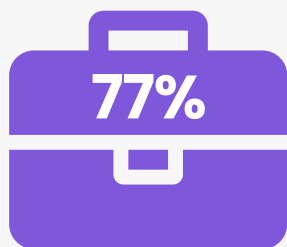


High Earners

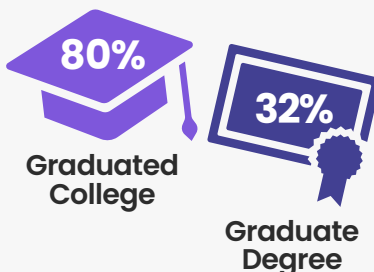


Earn above the median HHI in Louisville

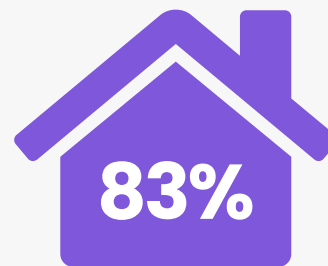
Employed



Educated



Homeowners



Purchase Intent



Use our brand to make purchasing decisions

Decision Makers



Are decision makers at their place of work

Local Shoppers



Believe it's important to shop locally