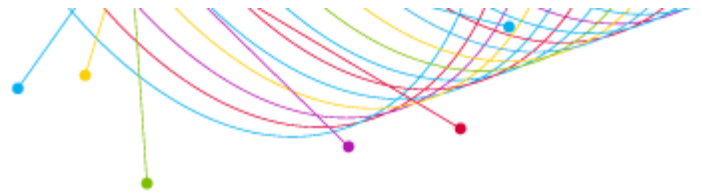


Target Profile

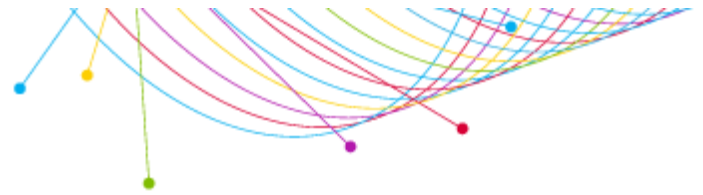
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R1 2020: MAR19-MAR20
 ADULTS 18+

Louisville Media Market
 Philanthropy - Contributed to Arts, Education, Health, Social Causes Past 12 Months
 \$75K+ HH Income

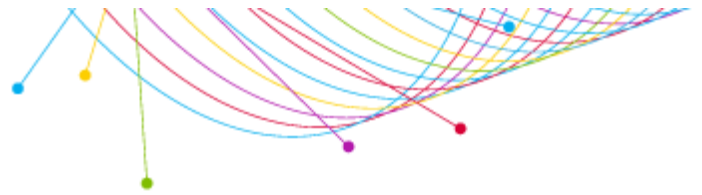
| WHAT I Want to Know About Them | WHO I am Looking At | | |
|---|---|-------------|-------|
| | Target Persons* | % of Target | Index |
| | [[[Organizations (types) contributed money to past 12 mo (HHL): Arts/cultural OR Organizations (types) contributed money to past 12 mo (HHL): Educational/academic OR Organizations (types) contributed money to past 12 mo (HHL): Healthcare/medical OR Organizations (types) contributed money to past 12 mo (HHL): Social care/welfare AND Household income summaries (HHL): \$75,000 or more]] | | |
| Custom Selection | | | |
| Add a Custom WHAT | | | |
| (Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM) | 40,463 | 24.6% | 164 |
| (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... | 11,822 | 7.2% | 153 |
| Radio Inventory | | | |
| Radio Stations | | | |
| WHAS-AM | 30,603 | 18.6% | 133 |
| WAMZ-FM | 30,329 | 18.4% | 126 |
| WDJX-FM | 28,089 | 17.1% | 108 |
| WVEZ-FM | 26,727 | 16.2% | 140 |
| WQMF-FM | 22,150 | 13.5% | 125 |
| WNRW-FM | 21,528 | 13.1% | 119 |
| WSFR-FM | 16,256 | 9.9% | 80 |
| WQNU-FM | 16,188 | 9.8% | 96 |
| WXMA-FM | 15,848 | 9.6% | 128 |
| WKRJ-AM | 12,036 | 7.3% | 202 |
| WLCL-FM | 11,089 | 6.7% | 265 |
| WHBE-AM | 10,813 | 6.6% | 300 |
| WSDJ-FM | 9,841 | 6.0% | 88 |
| WAKY-FM | 8,529 | 5.2% | 51 |
| WRKA-FM | 7,654 | 4.7% | 98 |



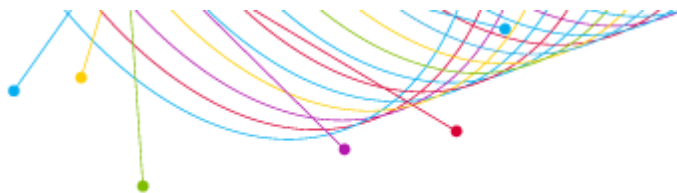
| WHAT I Want to Know About Them | WHO I am Looking At | | |
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| | Target Persons* | % of Target | Index |
| WKJK-AM | 7,547 | 4.6% | 153 |
| WAYI-FM | 7,214 | 4.4% | 74 |
| WJIE-FM | 5,844 | 3.6% | 108 |
| WGZB-FM | 5,781 | 3.5% | 32 |
| WGHL-FM | 5,444 | 3.3% | 101 |
| WSDF-FM HD2 | 3,726 | 2.3% | 177 |
| WGTK-AM | 3,226 | 2.0% | 77 |
| WBUL-FM | 2,992 | 1.8% | 220 |
| WNAS-FM | 2,565 | 1.6% | 120 |
| WMJM-FM | 2,179 | 1.3% | 19 |
| WULF-FM | 1,820 | 1.1% | 68 |
| WTFX-FM | 1,688 | 1.0% | 21 |
| WAKY-AM | 1,669 | 1.0% | 69 |
| WLOU-AM | 1,096 | 0.7% | 26 |
| WWWY-FM | 709 | 0.4% | 154 |
| WJLR-FM | 556 | 0.3% | 34 |
| WMPI-FM | 526 | 0.3% | 35 |
| WQXE-FM | 434 | 0.3% | 39 |
| WFIA-FM | 0 | 0.0% | 0 |
| WKKG-FM | 0 | 0.0% | 0 |
| WVLC-FM | 0 | 0.0% | 0 |
| Television Inventory | | | |
| Television Stations | | | |
| WLKY M-F 5p-7p | 24,314 | 14.8% | 71 |
| WHAS M-F 5p-7p | 23,793 | 14.5% | 117 |
| WAVE M-F 5p-7p | 18,275 | 11.1% | 97 |
| WDRB M-F 5p-7p | 11,995 | 7.3% | 54 |
| WBKI M-F 5p-7p | 2,037 | 1.2% | 40 |
| ELKY M-F 5p-7p | 1,293 | 0.8% | 71 |
| WKMJ M-F 5p-7p | 268 | 0.2% | 54 |
| EDRB M-F 5p-7p | 0 | 0.0% | 0 |
| GDRB M-F 5p-7p | 0 | 0.0% | 0 |
| WBNA M-F 5p-7p | 0 | 0.0% | 0 |
| WKPC M-F 5p-7p | 0 | 0.0% | 0 |
| YMYO M-F 5p-7p | 0 | 0.0% | 0 |



| WHAT I Want to Know About Them | WHO I am Looking At | | |
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| | Target Persons* | % of Target | Index |
| Newspaper Inventory | | | |
| Newspapers | | | |
| Louisville Courier Journal (Daily) | 41,782 | 25.4% | 102 |
| New York Times (Daily) | 7,661 | 4.7% | 196 |
| USA Today (Daily) | 6,058 | 3.7% | 68 |
| Lexington Herald-Leader (Daily) | 1,088 | 0.7% | 148 |
| Media websites/apps | | | |
| Radio station websites visited/apps used past 30 days | | | |
| WHAS-AM(whas.com) | 8,265 | 5.0% | 198 |
| WHBE-AM(espnloouisville.com) | 5,719 | 3.5% | 539 |
| WKJK-AM(talkradio1080.com) | 3,195 | 1.9% | 331 |
| WDJX-FM(wdjax.com) | 3,179 | 1.9% | 83 |
| WQNU-FM(qlouisville.com) | 2,827 | 1.7% | 215 |
| WAMZ-FM(wamz.com) | 2,619 | 1.6% | 89 |
| WLCL-FM(939theville.com) | 2,512 | 1.5% | 241 |
| WKRD-AM(790krd.com) | 2,186 | 1.3% | 123 |
| WQMF-FM(wqmf.com) | 1,981 | 1.2% | 108 |
| WGZB-FM(hiphopb965.com) | 1,177 | 0.7% | 34 |
| WRKA-FM(1039theGroove.com) | 1,088 | 0.7% | 141 |
| WSFR-FM(1077theeagle.com) | 993 | 0.6% | 72 |
| WVEZ-FM(1069play.com) | 981 | 0.6% | 86 |
| WGHL-FM(alt1051.com) | 859 | 0.5% | 61 |
| WAYI-FM(wayfm.com) | 585 | 0.4% | 105 |
| WMJM-FM(1013online.com) | 526 | 0.3% | 36 |
| WNAS-FM(wnas.org) | 433 | 0.3% | 377 |
| WLOU-AM(wlouam.com) | 388 | 0.2% | 55 |
| WAKY-FM(wakyradio.com) | 340 | 0.2% | 37 |
| WNRW-FM(kisslouisville.com) | 288 | 0.2% | 13 |
| WGTK-AM(970wgk.com) | 272 | 0.2% | 81 |
| WULF-FM(wolf943.com) | 106 | 0.1% | 63 |
| WAKY-AM(wakyradio.com) | 0 | 0.0% | 0 |
| WFIA-FM(salemradiogroup.com) | 0 | 0.0% | 0 |
| WJIE-FM(wjie.org) | 0 | 0.0% | 0 |
| WJLR-FM(klove.com) | 0 | 0.0% | 0 |
| WKKG-FM(wkkg.com) | 0 | 0.0% | 0 |



| WHAT I Want to Know About Them | WHO I am Looking At | | |
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| | Target Persons* | % of Target | Index |
| WMPI-FM(i1053online.com) | 0 | 0.0% | 0 |
| WQXE-FM(wqxe.com) | 0 | 0.0% | 0 |
| WSDF-FM(1005louisville.com) | 0 | 0.0% | 0 |
| WTFX-FM(Real931.com) | 0 | 0.0% | 0 |
| WVLC-FM(wvlc.com) | 0 | 0.0% | 0 |
| WWWY-FM(1061theriver.com) | 0 | 0.0% | 0 |
| WXMA-FM(1023jack.com) | 0 | 0.0% | 0 |
| Publications | | | |
| Non-daily newspapers average-issue readership | | | |
| LEO Weekly | 12,803 | 7.8% | 151 |
| Louisville Business First | 4,499 | 2.7% | 137 |
| The Voice-Tribune | 3,346 | 2.0% | 190 |
| Magazines average-issue readership | | | |
| Louisville Magazine | 11,847 | 7.2% | 205 |
| Today's Woman | 8,418 | 5.1% | 131 |



Target Profile Detailed Sourcing Summary

Market: LOUISVILLE
Qualitative: Scarborough R1 2020: Mar19-Mar20
Geography: Metro

Base WHO - Qualitative Demo/Intab/Population:

| Age/Gender | Qualitative | Population | Intab |
|------------|-------------|------------|-------|
| Adults 18+ | | 958,925 | 1,549 |

WHO 1 - Qualitative Demo/Intab/Population:

| Age/Gender | Qualitative | Population | Intab |
|------------|--|------------|-------|
| Adults 18+ | (((Organizations (types) contributed money to past 12 mo (HHL): Arts/cultural OR Organizations (types) contributed money to past 12 mo (HHL): Educational/academic OR Organizations (types) contributed money to past 12 mo (HHL): Healthcare/medical OR Organizations (types) contributed money to past 12 mo (HHL): Social care/welfare) AND Household income summaries (HHL): \$75,000 or more)]) | 164520 | 287 |

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