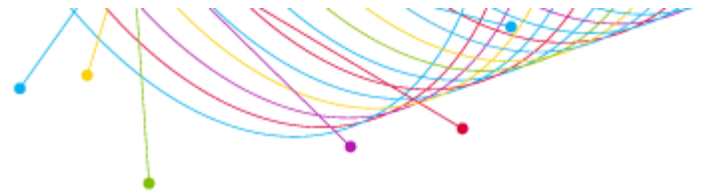


Target Profile

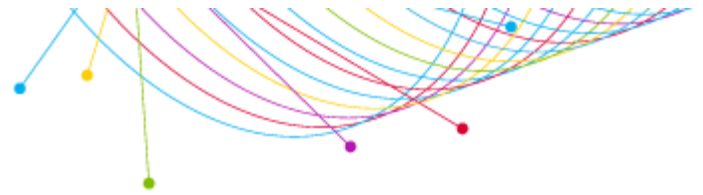
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R2 2020: SEP19-SEP20
 ADULTS 18+

Louisville Media Market Report Radio Station of First Preference

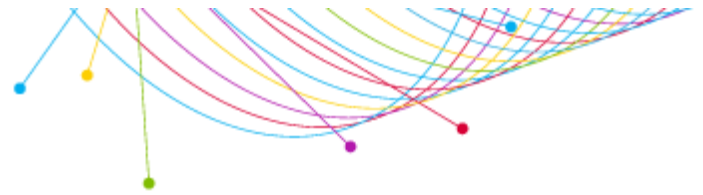
		WHO I am Looking At		
		(Radio P1: WAKY FM OR Radio P1: WAMZ FM OR Radio P1: WAYI FM OR Radio P1: WBUL FM OR Radio P1: WDJX FM OR Radio P1: WFIA FM OR Radio P1: WFPK FM OR Radio P1: WFPL FM OR Radio P1: WGHL FM OR Radio P1: WGTK AM OR Radio P1: WGZB FM OR Radio P1: WHAS AM OR Radio P1: WHBE AM OR Radio P1: WJIE FM OR Radio P1: WJLR FM OR Radio P1: WKJK AM OR Radio P1: WKRD AM OR Radio P1: WLCL FM OR Radio P1: WLOU AM OR Radio P1: WLVK FM OR Radio P1: WMJM FM OR Radio P1: WMPI FM OR Radio P1: WNAS FM OR Radio P1: WNRW FM OR Radio P1: WQMF FM OR Radio P1: WQNU FM OR Radio P1: WQXE FM OR Radio P1: WRKA FM OR Radio P1: WSDF FM OR Radio P1: WSFR FM OR Radio P1: WTFX FM OR Radio P1: WULF FM OR Radio P1: WUOL FM OR Radio P1: WVEZ FM OR Radio P1: WVLC FM OR Radio P1: WWWY FM OR Radio P1: WXMA FM OR Radio P1: WFPK FM OR Radio P1: WFPL FM OR Radio P1: WUOL FM)		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
Custom Selection				
Add a Custom WHAT				
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	145,432	20.3%	126	
(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...	41,298	5.8%	126	
Radio Inventory				
Radio Stations				
WDJX-FM	141,062	19.7%	130	
WHAS-AM	120,321	16.8%	129	
WAMZ-FM	112,605	15.7%	125	
WSFR-FM	109,389	15.3%	129	
WAKY-FM	105,583	14.8%	124	
WNRW-FM	102,162	14.3%	124	
WGZB-FM	99,735	13.9%	127	
WQMF-FM	91,778	12.8%	127	
WVEZ-FM	91,069	12.7%	129	
WQNU-FM	84,777	11.9%	125	



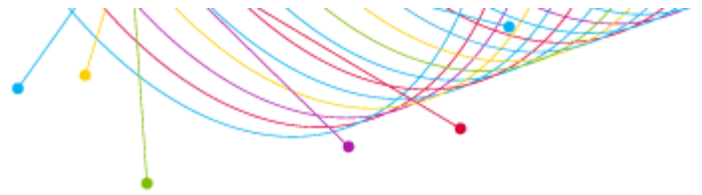
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WHAT I Want to Know About Them		Target Persons*	% of Target	Index
WXMA-FM		67,248	9.4%	129
WSDF-FM		61,409	8.6%	132
WMJM-FM		61,255	8.6%	124
WAYI-FM		51,919	7.3%	125
WRKA-FM		47,350	6.6%	129
WTFX-FM		40,561	5.7%	121
WGHL-FM		33,303	4.7%	130
WJIE-FM		30,082	4.2%	122
WKRD-AM		28,930	4.0%	127
WKJK-AM		23,778	3.3%	134
WGTK-AM		19,983	2.8%	106
WLCL-FM		18,430	2.6%	131
WHBE-AM		17,489	2.4%	134
WLOU-AM		14,056	2.0%	99
WULF-FM		10,334	1.4%	123
WWWY-FM		9,372	1.3%	127
WNAS-FM		8,322	1.2%	129
WFIA-FM		7,202	1.0%	134
WLVK-FM		5,170	0.7%	134
WMPI-FM		5,085	0.7%	115
WQXE-FM		3,902	0.5%	134
WJLR-FM		3,062	0.4%	119
WVLC-FM		0	0.0%	0
Television Inventory				
Television Stations				
WLKY M-F 5p-7p		119,684	16.7%	97
WDRB M-F 5p-7p		104,658	14.6%	109
WAVE M-F 5p-7p		98,940	13.8%	108



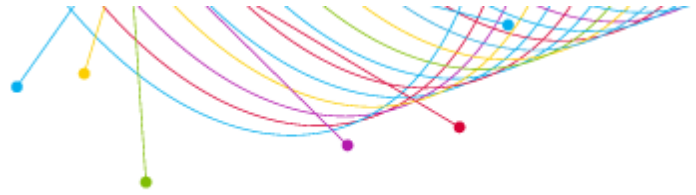
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WHAS M-F 5p-7p	85,327	11.9%	93
WBKI M-F 5p-7p	29,457	4.1%	105
YMYO M-F 5p-7p	13,964	2.0%	88
ELKY M-F 5p-7p	8,895	1.2%	94
GDRB M-F 5p-7p	7,395	1.0%	107
WKPC M-F 5p-7p	4,465	0.6%	98
EDRB M-F 5p-7p	3,161	0.4%	115
WBNA M-F 5p-7p	1,558	0.2%	63
WKMJ M-F 5p-7p	381	0.1%	77
Newspaper Inventory			
Newspapers			
Louisville Courier Journal (Daily)	154,579	21.6%	95
USA Today (Daily)	40,203	5.6%	87
New York Times (Daily)	24,043	3.4%	87
Lexington Herald-Leader (Daily)	3,169	0.4%	111
Media websites/apps			
Radio station websites visited/apps used past 30 days			
WDJX-FM(wdjsx.com)	26,442	3.7%	134
WHAS-AM(whas.com)	22,103	3.1%	111
WGZB-FM(hiphopb965.com)	18,588	2.6%	130
WNRW-FM(kisslouisville.com)	13,640	1.9%	115
WQMF-FM(wqmf.com)	12,796	1.8%	134
WAMZ-FM(wamz.com)	11,442	1.6%	130
WSFR-FM(1077theeagle.com)	10,076	1.4%	131
WVEZ-FM(1069play.com)	9,117	1.3%	134
WKRD-AM(790krd.com)	8,627	1.2%	134
WMJM-FM(1013online.com)	6,554	0.9%	128
WTFX-FM(Real931.com)	5,566	0.8%	134



		WHO I am Looking At		
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WAKY-FM(wakyradio.com)	5,516	0.8%	134	
WQNU-FM(qlouisville.com)	5,501	0.8%	134	
WHBE-AM(espnlouisville.com)	5,360	0.7%	134	
WRKA-FM(1039theGroove.com)	5,254	0.7%	134	
WJIE-FM(wjie.org)	5,193	0.7%	134	
WGHL-FM(alt1051.com)	5,043	0.7%	134	
WLOU-AM(wlouam.com)	3,967	0.6%	134	
WXMA-FM(1023jack.com)	3,929	0.5%	134	
WKJK-AM(talkradio1080.com)	3,592	0.5%	134	
WLCL-FM(939theville.com)	2,944	0.4%	134	
WULF-FM(wolf943.com)	2,417	0.3%	134	
WWWY-FM(1061theriver.com)	1,912	0.3%	134	
WMPI-FM(i1053online.com)	1,451	0.2%	134	
WGTK-AM(970wgtk.com)	1,035	0.1%	134	
WAYI-FM(wayfm.com)	869	0.1%	134	
WFIA-FM(salemradiogroup.com)	826	0.1%	134	
WNAS-FM(wnas.org)	433	0.1%	134	
WSDF-FM(1005louisville.com)	154	0.0%	134	
WJLR-FM(klove.com)	0	0.0%	0	
WQXE-FM(wqxe.com)	0	0.0%	0	
WVLC-FM(wvlc.com)	0	0.0%	0	
Publications				
Non-daily newspapers average-issue readership				
LEO Weekly	41,192	5.8%	106	
Louisville Business First	17,129	2.4%	102	
The Voice-Tribune	10,034	1.4%	107	
Magazines average-issue readership				
Louisville Magazine	24,260	3.4%	87	



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WHAT I Want to Know About Them		Target Persons*	% of Target	Index
Today's Woman		19,982	2.8%	99



Target Profile Detailed Sourcing Summary

Market: LOUISVILLE
Qualitative: Scarborough R2 2020: Sep19-Sep20
Geography: Metro

Base WHO - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+		959,525	1,476

WHO 1 - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	(Radio P1: WAKY FM OR Radio P1: WAMZ FM OR Radio P1: WAYI FM OR Radio P1: WBUL FM OR Radio P1: WDJX FM OR Radio P1: WFIA FM OR Radio P1: WFPK FM OR Radio P1: WFPL FM OR Radio P1: WGHL FM OR Radio P1: WGTK AM OR Radio P1: WGZB FM OR Radio P1: WHAS AM OR Radio P1: WHBE AM OR Radio P1: WJIE FM OR Radio P1: WJLR FM OR Radio P1: WKJK AM OR Radio P1: WKRD AM OR Radio P1: WLCL FM OR Radio P1: WLOU AM OR Radio P1: WLVK FM OR Radio P1: WMJM FM OR Radio P1: WMPI FM OR Radio P1: WNAS FM OR Radio P1: WNRW FM OR Radio P1: WQMF FM OR Radio P1: WQNU FM OR Radio P1: WQXE FM OR Radio P1: WRKA FM OR Radio P1: WSDF FM OR Radio P1: WSFR FM OR Radio P1: WTFX FM OR Radio P1: WULF FM OR Radio P1: WUOL FM OR Radio P1: WVEZ FM OR Radio P1: WVLC FM OR Radio P1: WWWY FM OR Radio P1: WXMA FM OR Radio P1: WFPK FM OR Radio P1: WFPL FM OR Radio P1: WUOL FM)	715235	1080

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