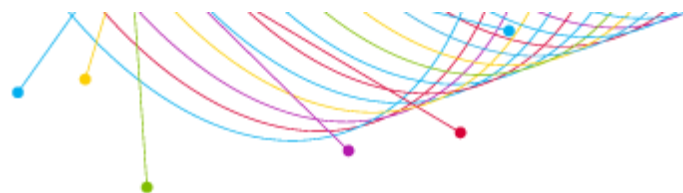


Target Profile

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

Louisville Media Market Spent \$500+ on Internet Shopping 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: \$500 - \$999 OR 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
Custom Selection			
Add a Custom WHAT			
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	84,238	21.3%	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...	26,875	6.8%	149
Radio Inventory			
Radio Stations			
WDJX-FM	78,987	20.0%	132
WSFR-FM	56,202	14.2%	120
WNRW-FM	55,871	14.2%	122
WHAS-AM	55,053	14.0%	107
WAMZ-FM	51,954	13.2%	105
WGZB-FM	43,564	11.0%	101
WQNU-FM	40,624	10.3%	109
WQMF-FM	36,967	9.4%	93
WSDF-FM	34,835	8.8%	136
WXMA-FM	33,442	8.5%	116
WAKY-FM	32,428	8.2%	69
WVEZ-FM	30,251	7.7%	78
WAYI-FM	24,708	6.3%	108
WMJM-FM	19,876	5.0%	73
WRKA-FM	18,096	4.6%	90
WKRD-AM	17,256	4.4%	137
WJIE-FM	16,865	4.3%	124
WGHL-FM	13,592	3.4%	96



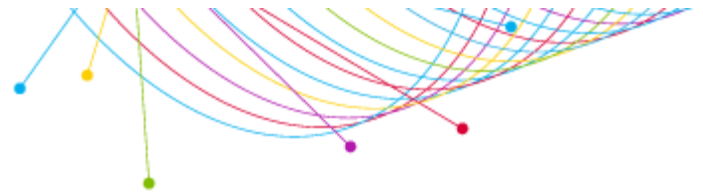
WHAT I Want to Know About Them	WHO I am Looking At		
	(Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR Amount spent on purchases made on Internet past 12 months: \$1,000 - \$2,499 OR Amount spent on purchases made on Internet past 12 months: \$2,500 or more)		
	Target Persons*	% of Target	Index
WTFX-FM	13,407	3.4%	72
WLCL-FM	12,678	3.2%	163
WKJK-AM	10,955	2.8%	112
WHBE-AM	10,516	2.7%	146
WGTK-AM	8,692	2.2%	83
WULF-FM	5,005	1.3%	108
WNAS-FM	4,400	1.1%	123
WLOU-AM	3,626	0.9%	47
WWWY-FM	3,599	0.9%	88
WLVK-FM	2,801	0.7%	132
WFIA-FM	2,585	0.7%	87
WMPI-FM	1,344	0.3%	55
WQXE-FM	1,249	0.3%	78
WJLR-FM	807	0.2%	57
WVLC-FM	0	0.0%	0

Television Inventory

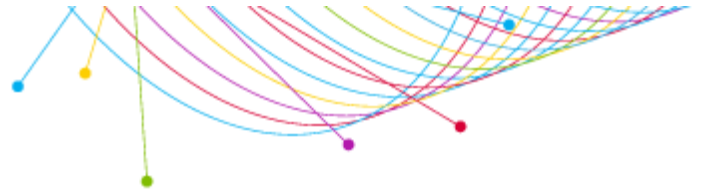
Television Stations			
WAVE M-F 5p-7p	55,171	14.0%	109
WDRB M-F 5p-7p	53,501	13.6%	101
WLKY M-F 5p-7p	43,359	11.0%	64
WHAS M-F 5p-7p	43,196	10.9%	86
WBKI M-F 5p-7p	9,705	2.5%	63
ELKY M-F 5p-7p	3,801	1.0%	73
YMYO M-F 5p-7p	3,268	0.8%	37
WKPC M-F 5p-7p	2,480	0.6%	99
GDRB M-F 5p-7p	1,357	0.3%	35
WKMJ M-F 5p-7p	283	0.1%	104
EDRB M-F 5p-7p	0	0.0%	0
WBNA M-F 5p-7p	0	0.0%	0

Newspaper Inventory

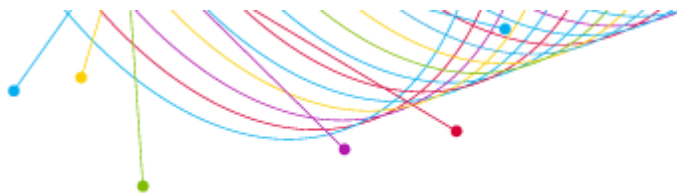
Newspapers			
Louisville Courier Journal (Daily)	81,011	20.5%	91
USA Today (Daily)	26,493	6.7%	104
New York Times (Daily)	22,460	5.7%	147
Lexington Herald-Leader (Daily)	0	0.0%	0



WHAT I Want to Know About Them	WHO I am Looking At		
	(Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR 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
Media websites/apps			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	12,048	3.1%	109
WDJX-FM(wdix.com)	9,221	2.3%	85
WAMZ-FM(wamz.com)	7,468	1.9%	154
WNRW-FM(kisslouisville.com)	5,981	1.5%	92
WSFR-FM(1077theeagle.com)	5,943	1.5%	140
WHBE-AM(espnlouisville.com)	5,360	1.4%	243
WKRD-AM(790krd.com)	4,858	1.2%	137
WQNU-FM(qlouisville.com)	4,276	1.1%	189
WQMF-FM(wqmf.com)	3,818	1.0%	73
WKJK-AM(talkradio1080.com)	3,592	0.9%	243
WVEZ-FM(1069play.com)	3,412	0.9%	91
WJIE-FM(wjie.org)	3,178	0.8%	149
WGZB-FM(hiphopb965.com)	2,934	0.7%	37
WRKA-FM(1039theGroove.com)	2,680	0.7%	124
WLCL-FM(939theville.com)	1,856	0.5%	153
WTFX-FM(Real931.com)	1,358	0.3%	59
WAKY-FM(wakyradio.com)	1,229	0.3%	54
WMJM-FM(1013online.com)	1,176	0.3%	42
WXMA-FM(1023jack.com)	1,118	0.3%	69
WGTK-AM(970wgtk.com)	1,035	0.3%	242
WULF-FM(wolf943.com)	981	0.2%	99
WGHL-FM(alt1051.com)	859	0.2%	41
WAYI-FM(wayfm.com)	772	0.2%	216
WNAS-FM(wnas.org)	433	0.1%	243
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WJLR-FM(klove.com)	0	0.0%	0
WLOU-AM(wlouam.com)	0	0.0%	0
WMPI-FM(i1053online.com)	0	0.0%	0
WQXE-FM(wqxe.com)	0	0.0%	0
WSDF-FM(1005louisville.com)	0	0.0%	0
WVLC-FM(wvlc.com)	0	0.0%	0
WWWY-FM(1061theriver.com)	0	0.0%	0
Publications			
Non-daily newspapers average-issue readership			



	WHO I am Looking At		
	(Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR 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)		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
LEO Weekly	20,592	5.2%	96
Louisville Business First	15,725	4.0%	170
The Voice-Tribune	6,831	1.7%	132
Magazines average-issue readership			
Louisville Magazine	17,849	4.5%	115
Today's Woman	8,797	2.2%	79



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+	(Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR 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)	394625	576

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