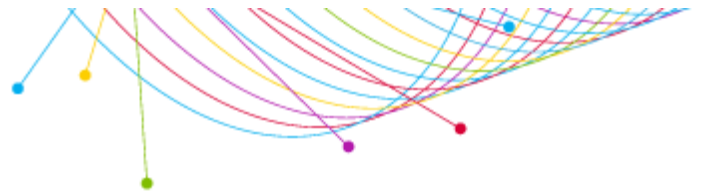


Target Profile

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

Louisville Media Market Spent \$500 or More Online Past Six Months

| WHAT I Want to Know About Them | WHO I am Looking At | | |
|--|---------------------|-------------|-------|
| | Target Persons* | % of Target | Index |
| (Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR Amount spent on purchases made on Internet past 12 months: \$100 - \$249 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) | | | |
| Custom Selection | | | |
| Add a Custom WHAT | | | |
| (Radio Stations: WFPK-FM OR Radio Stations: WFPL-FM OR Radio Stations: WUOL-FM) | 103,554 | 21.5% | 143 |
| (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... | 32,117 | 6.7% | 142 |
| Radio Inventory | | | |
| Radio Stations | | | |
| WDJX-FM | 88,875 | 18.4% | 117 |
| WAMZ-FM | 77,086 | 16.0% | 110 |
| WHAS-AM | 65,715 | 13.6% | 97 |
| WQMF-FM | 57,486 | 11.9% | 111 |
| WNRW-FM | 55,022 | 11.4% | 104 |
| WVEZ-FM | 54,423 | 11.3% | 97 |
| WSFR-FM | 50,436 | 10.5% | 85 |
| WQNU-FM | 44,720 | 9.3% | 90 |
| WXMA-FM | 44,338 | 9.2% | 122 |
| WGZB-FM | 41,570 | 8.6% | 78 |
| WAKY-FM | 39,378 | 8.2% | 80 |
| WAYI-FM | 38,941 | 8.1% | 136 |
| WSDF-FM | 35,532 | 7.4% | 109 |
| WTFX-FM | 24,362 | 5.1% | 103 |
| WRKA-FM | 22,267 | 4.6% | 97 |
| WKRD-AM | 19,830 | 4.1% | 114 |
| WJIE-FM | 16,174 | 3.4% | 102 |



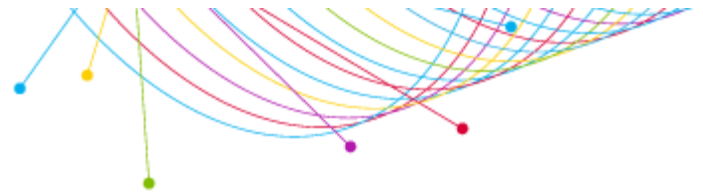
| WHAT I Want to Know About Them | WHO I am Looking At | | |
|--------------------------------|--|-------------|-------|
| | (Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR Amount spent on purchases made on Internet past 12 months: \$100 - \$249 OR Amount spent on purchases 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 |
| WKJK-AM | 16,067 | 3.3% | 111 |
| WGHL-FM | 15,987 | 3.3% | 101 |
| WLCL-FM | 15,335 | 3.2% | 125 |
| WHBE-AM | 15,088 | 3.1% | 143 |
| WMJM-FM | 15,024 | 3.1% | 44 |
| WGTK-AM | 10,074 | 2.1% | 82 |
| WSDF-FM HD2 | 7,200 | 1.5% | 117 |
| WNAS-FM | 6,942 | 1.4% | 110 |
| WLOU-AM | 6,449 | 1.3% | 52 |
| WBUL-FM | 6,415 | 1.3% | 161 |
| WULF-FM | 5,135 | 1.1% | 65 |
| WJLR-FM | 3,266 | 0.7% | 68 |
| WFIA-FM | 3,131 | 0.6% | 90 |
| WQXE-FM | 2,404 | 0.5% | 73 |
| WMPI-FM | 2,263 | 0.5% | 52 |
| WAKY-AM | 1,670 | 0.3% | 24 |
| WWWY-FM | 1,247 | 0.3% | 92 |
| WKKG-FM | 0 | 0.0% | 0 |
| WVLC-FM | 0 | 0.0% | 0 |

Television Inventory

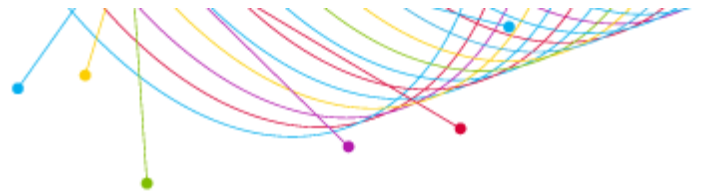
| Television Stations | | | |
|---------------------|--------|-------|----|
| WLKY M-F 5p-7p | 74,199 | 15.4% | 74 |
| WDRB M-F 5p-7p | 54,823 | 11.4% | 85 |
| WHAS M-F 5p-7p | 50,538 | 10.5% | 85 |
| WAVE M-F 5p-7p | 47,460 | 9.9% | 86 |
| WBKI M-F 5p-7p | 8,798 | 1.8% | 59 |
| GDRB M-F 5p-7p | 5,302 | 1.1% | 36 |
| WKPC M-F 5p-7p | 3,863 | 0.8% | 90 |
| YMYO M-F 5p-7p | 2,879 | 0.6% | 37 |
| ELKY M-F 5p-7p | 2,575 | 0.5% | 48 |
| EDRB M-F 5p-7p | 1,110 | 0.2% | 99 |
| WKMJ M-F 5p-7p | 1,060 | 0.2% | 72 |
| WBNA M-F 5p-7p | 368 | 0.1% | 18 |

Newspaper Inventory

| Newspapers | | | |
|------------|--|--|--|
|------------|--|--|--|



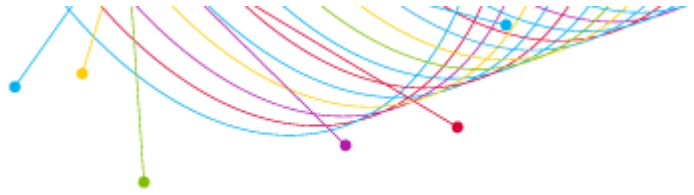
| | WHO I am Looking At | | |
|---|--|-------------|-------|
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| WHAT I Want to Know About Them | Target Persons* | % of Target | Index |
| Louisville Courier Journal (Daily) | 104,780 | 21.8% | 87 |
| USA Today (Daily) | 22,158 | 4.6% | 85 |
| New York Times (Daily) | 15,773 | 3.3% | 138 |
| Lexington Herald-Leader (Daily) | 1,494 | 0.3% | 69 |
| Media websites/apps | | | |
| Radio station websites visited/apps used past 30 days | | | |
| WHAS-AM(whas.com) | 15,405 | 3.2% | 126 |
| WDJX-FM(wdix.com) | 13,113 | 2.7% | 117 |
| WAMZ-FM(wamz.com) | 8,563 | 1.8% | 99 |
| WKRD-AM(790krd.com) | 7,905 | 1.6% | 152 |
| WQNU-FM(qlouisville.com) | 7,103 | 1.5% | 185 |
| WNRW-FM(kisslouisville.com) | 6,815 | 1.4% | 105 |
| WQMF-FM(wqmf.com) | 6,454 | 1.3% | 121 |
| WLCL-FM(939theville.com) | 6,073 | 1.3% | 199 |
| WSFR-FM(1077theeagle.com) | 5,713 | 1.2% | 142 |
| WKJK-AM(talkradio1080.com) | 5,622 | 1.2% | 199 |
| WHBE-AM(espnlouisville.com) | 5,425 | 1.1% | 175 |
| WVEZ-FM(1069play.com) | 4,224 | 0.9% | 127 |
| WGHL-FM(alt1051.com) | 3,072 | 0.6% | 75 |
| WGZB-FM(hiphopb965.com) | 2,652 | 0.6% | 26 |
| WAKY-FM(wakyradio.com) | 2,600 | 0.5% | 95 |
| WAYI-FM(wayfm.com) | 2,160 | 0.4% | 132 |
| WMJM-FM(1013online.com) | 1,487 | 0.3% | 35 |
| WRKA-FM(1039theGroove.com) | 1,475 | 0.3% | 65 |
| WLOU-AM(wlouam.com) | 1,144 | 0.2% | 56 |
| WGTK-AM(970wgtk.com) | 1,035 | 0.2% | 106 |
| WULF-FM(wolf943.com) | 981 | 0.2% | 199 |
| WTFX-FM(Real931.com) | 959 | 0.2% | 23 |
| WJLR-FM(klove.com) | 862 | 0.2% | 199 |
| WJIE-FM(wjie.org) | 848 | 0.2% | 79 |
| WNAS-FM(wnas.org) | 669 | 0.1% | 199 |
| WSDF-FM(1005louisville.com) | 294 | 0.1% | 61 |
| WAKY-AM(wakyradio.com) | 0 | 0.0% | 0 |
| WFIA-FM(salemradiogroup.com) | 0 | 0.0% | 0 |
| WKKG-FM(wkkg.com) | 0 | 0.0% | 0 |
| WMPI-FM(i1053online.com) | 0 | 0.0% | 0 |



| | 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: \$100 - \$249 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 |
| WQXE-FM(wqxe.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 | 23,729 | 4.9% | 95 |
| Louisville Business First | 12,319 | 2.6% | 128 |
| The Voice-Tribune | 2,646 | 0.5% | 51 |
| Magazines average-issue readership | | | |
| Louisville Magazine | 19,783 | 4.1% | 117 |
| Today's Woman | 19,102 | 4.0% | 101 |



AN UNCOMMON SENSE OF THE CONSUMER™



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+ | (Amount spent on purchases made on Internet past 12 months: \$500 - \$999 OR Amount spent on purchases made on Internet past 12 months: \$100 - \$249 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) | 481746 | 732 |

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

