

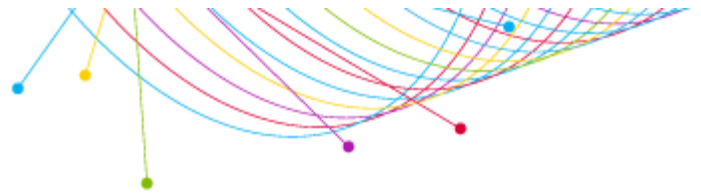
Target Profile

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

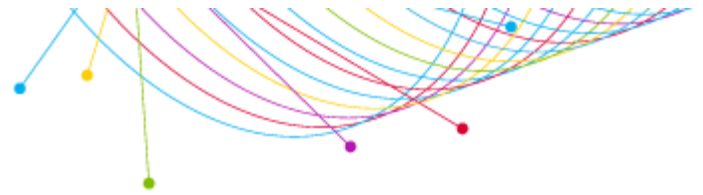
Louisville Media Market

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

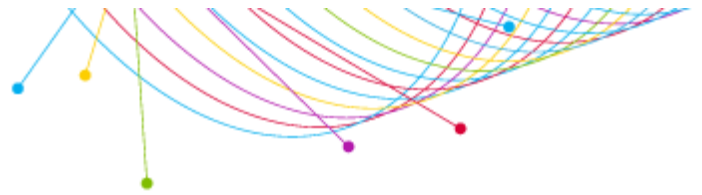
WHAT I Want to Know About Them	WHO I am Looking At		
	Target Persons*	% of Target	Index
(((Organizations (types) contributed money to past 12 mo (HHL): Arts/cultural OR Organizations (types) contributed money to past 12 mo (HHL): Educational/academic OR Organizations (types) contributed money to past 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
WKRD-AM	12,036	7.3%	202
WLCL-FM	11,089	6.7%	265
WHBE-AM	10,813	6.6%	300
WSDF-FM	9,841	6.0%	88
WAKY-FM	8,529	5.2%	51
WRKA-FM	7,654	4.7%	98



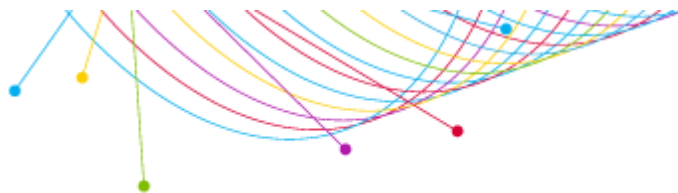
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	Target Persons*	% of Target	Index
WKJK-AM	7,547	4.6%	153
WAYI-FM	7,214	4.4%	74
WJIE-FM	5,844	3.6%	108
WGZB-FM	5,781	3.5%	32
WGHL-FM	5,444	3.3%	101
WSDF-FM HD2	3,726	2.3%	177
WGTK-AM	3,226	2.0%	77
WBUL-FM	2,992	1.8%	220
WNAS-FM	2,565	1.6%	120
WMJM-FM	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



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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(espnlouisville.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



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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