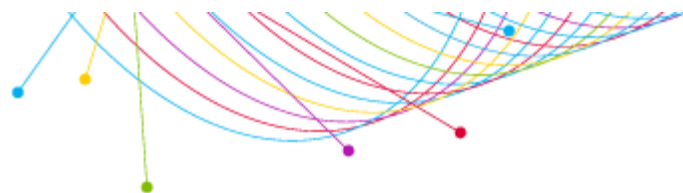


Target Profile

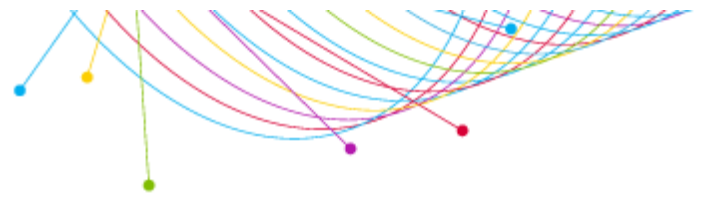
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R2 2020: SEP19-SEP20
 ADULTS 18+

Louisville Media Market Covered by Any Type of Health Insurance

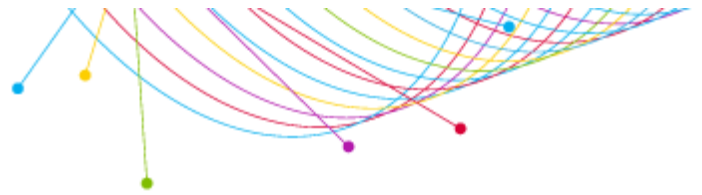
WHAT I Want to Know About Them	WHO I am Looking At		
	Target Persons*	% of Target	Index
Custom Selection			
Add a Custom WHAT			
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	148,302	16.3%	101
(Radio station websites visited/apps used past 30 days: WFPK-FM(wfpk.org) OR Radio station websites visited/apps used past 30 days: WFPL-FM(wfpl.org) OR Radio station websites visited/apps used past 3...	43,904	4.8%	105
Radio Inventory			
Radio Stations			
WDJX-FM	133,664	14.7%	97
WHAS-AM	118,034	13.0%	99
WAMZ-FM	115,176	12.6%	100
WAKY-FM	109,173	12.0%	101
WSFR-FM	108,257	11.9%	100
WNRW-FM	102,583	11.3%	97
WGZB-FM	100,054	11.0%	100
WVEZ-FM	92,072	10.1%	102
WQMF-FM	90,965	10.0%	99
WQNU-FM	84,465	9.3%	98
WXMA-FM	67,183	7.4%	101
WMJM-FM	59,824	6.6%	95
WSDF-FM	58,167	6.4%	99
WAYI-FM	53,570	5.9%	101
WTFX-FM	42,753	4.7%	100
WRKA-FM	42,620	4.7%	91
WJIE-FM	32,550	3.6%	104
WGHL-FM	32,394	3.6%	100
WKRD-AM	27,990	3.1%	96
WGTK-AM	22,768	2.5%	95

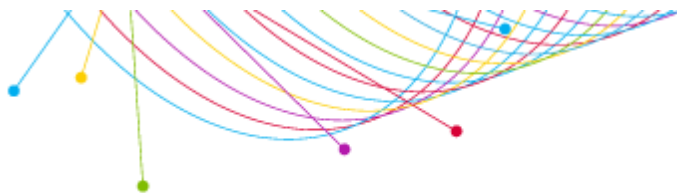


WHO I am Looking At				
Health insurance carrier - All types: Any health insurance				
WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WKJK-AM	22,342	2.5%	99	
WLCL-FM	18,930	2.1%	105	
WHBE-AM	16,867	1.9%	102	
WLOU-AM	15,811	1.7%	88	
WWWY-FM	9,924	1.1%	105	
WULF-FM	7,944	0.9%	74	
WNAS-FM	7,681	0.8%	93	
WFIA-FM	7,202	0.8%	105	
WMPI-FM	5,258	0.6%	93	
WLVK-FM	5,170	0.6%	105	
WJLR-FM	3,413	0.4%	104	
WQXE-FM	2,805	0.3%	76	
WVLC-FM	0	0.0%	0	
Television Inventory				
Television Stations				
WLKY M-F 5p-7p	151,479	16.6%	96	
WDRB M-F 5p-7p	122,868	13.5%	100	
WAVE M-F 5p-7p	116,551	12.8%	100	
WHAS M-F 5p-7p	115,789	12.7%	100	
WBKI M-F 5p-7p	35,610	3.9%	100	
YMYO M-F 5p-7p	20,015	2.2%	99	
ELKY M-F 5p-7p	12,325	1.4%	103	
GDRB M-F 5p-7p	9,317	1.0%	105	
WKPC M-F 5p-7p	5,658	0.6%	98	
EDRB M-F 5p-7p	3,674	0.4%	105	
WBNA M-F 5p-7p	3,310	0.4%	105	
WKMJ M-F 5p-7p	664	0.1%	105	
Newspaper Inventory				
Newspapers				
Louisville Courier Journal (Daily)	201,698	22.1%	98	
USA Today (Daily)	56,448	6.2%	96	
New York Times (Daily)	34,566	3.8%	98	
Lexington Herald-Leader (Daily)	3,834	0.4%	105	
Media websites/apps				
Radio station websites visited/apps used past 30 days				
WDJX-FM(wdjk.com)	26,442	2.9%	105	
WHAS-AM(whas.com)	26,313	2.9%	103	
WGZB-FM(hiphob965.com)	17,988	2.0%	99	



WHO I am Looking At			
Health insurance carrier - All types: Any health insurance			
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WNRW-FM(kisslouisville.com)	15,854	1.7%	105
WAMZ-FM(wamz.com)	11,812	1.3%	105
WQMF-FM(wqmf.com)	11,360	1.2%	94
WVEZ-FM(1069play.com)	9,117	1.0%	105
WKRD-AM(790krd.com)	8,627	0.9%	105
WSFR-FM(1077theeagle.com)	7,375	0.8%	75
WMJM-FM(1013online.com)	6,874	0.8%	105
WTFX-FM(Real931.com)	5,566	0.6%	105
WAKY-FM(wakyradio.com)	5,516	0.6%	105
WQNU-FM(qlouisville.com)	5,501	0.6%	105
WHBE-AM(espnlouisville.com)	5,360	0.6%	105
WRKA-FM(1039theGroove.com)	5,254	0.6%	105
WJIE-FM(wjie.org)	5,193	0.6%	105
WXMA-FM(1023jack.com)	3,929	0.4%	105
WKJK-AM(talkradio1080.com)	3,592	0.4%	105
WGHL-FM(alt1051.com)	3,135	0.3%	66
WLCL-FM(939theville.com)	2,944	0.3%	105
WWWY-FM(1061theriver.com)	1,912	0.2%	105
WLOU-AM(wlouam.com)	1,408	0.2%	37
WGTK-AM(970wgtk.com)	1,035	0.1%	105
WULF-FM(wolf943.com)	981	0.1%	43
WMPI-FM(i1053online.com)	968	0.1%	70
WAYI-FM(wayfm.com)	869	0.1%	105
WFIA-FM(salemradiogroup.com)	826	0.1%	105
WNAS-FM(wnas.org)	433	0.0%	105
WSDF-FM(1005louisville.com)	154	0.0%	105
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	48,722	5.3%	99
Louisville Business First	21,470	2.4%	101
The Voice-Tribune	10,154	1.1%	85
Magazines average-issue readership			
Louisville Magazine	37,594	4.1%	105
Today's Woman	26,090	2.9%	102





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+	Health insurance carrier - All types: Any health insurance	911002	1410

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