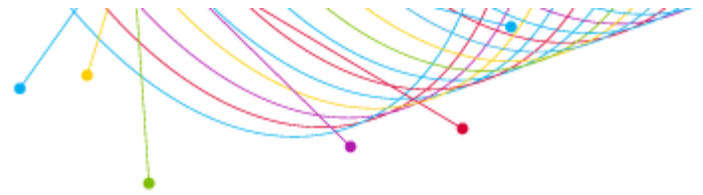


Target Profile

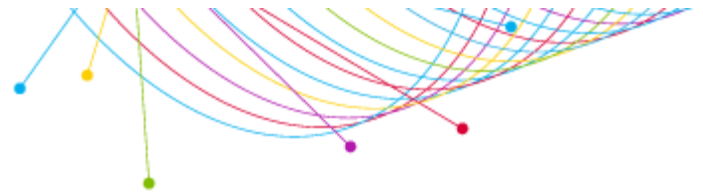
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R2 2020: SEP19-SEP20
 ADULTS 18+

Louisville Media Market
\$250K+ Home Value

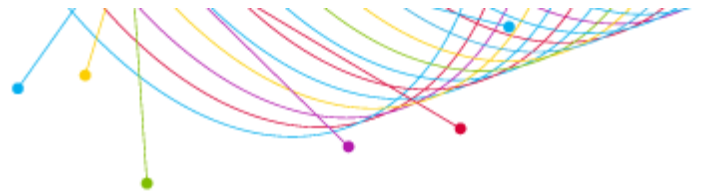
WHAT I Want to Know About Them	WHO I am Looking At		
	Target Persons*	% of Target	Index
	(Market value of owned home (HHL): \$250,000 - \$299,999 OR Market value of owned home (HHL): \$300,000 - \$349,999 OR Market value of owned home (HHL): \$350,000 - \$499,999 OR Market value of owned home (HHL): \$500,000 - \$749,999 OR Market value of owned home (HHL): \$750,000 - \$999,999 OR Market value of owned home (HHL): \$1,000,000 - \$1,999,999 OR Market value of owned home (HHL): \$2,000,000 or more)		
Custom Selection			
Add a Custom WHAT			
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	47,232	21.4%	132
(Radio station websites visited/apps used past 30 days: WFPK-FM(wfpl.org) OR Radio station websites visited/apps used past 30 days: WFPL-FM(wfpl.org) OR Radio station websites visited/apps used past 30 days: WUOL-FM(wuol.org))	12,395	5.6%	123
Radio Inventory			
Radio Stations			
WHAS-AM	41,497	18.8%	144
WAKY-FM	34,925	15.8%	134
WAMZ-FM	29,010	13.2%	105
WDJX-FM	25,830	11.7%	77
WVEZ-FM	22,097	10.0%	102
WQMF-FM	18,990	8.6%	85
WNRW-FM	17,937	8.1%	70
WAYI-FM	17,807	8.1%	139
WSDF-FM	17,203	7.8%	120
WSFR-FM	15,827	7.2%	61
WQNU-FM	15,549	7.1%	74
WXMA-FM	12,930	5.9%	81
WJIE-FM	12,117	5.5%	160
WGZB-FM	9,785	4.4%	41
WRKA-FM	9,507	4.3%	84
WKJK-AM	8,420	3.8%	154



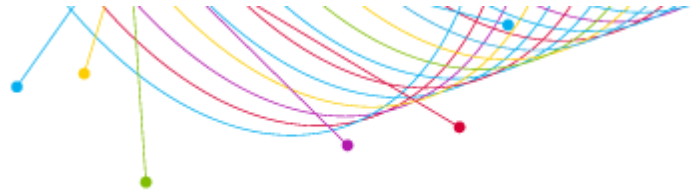
		WHO I am Looking At		
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WGTK-AM	7,888	3.6%	136	
WKRD-AM	6,621	3.0%	94	
WLCL-FM	4,604	2.1%	106	
WGHL-FM	3,956	1.8%	50	
WHBE-AM	2,763	1.3%	69	
WTFX-FM	2,246	1.0%	22	
WNAS-FM	2,142	1.0%	108	
WMJM-FM	2,121	1.0%	14	
WQXE-FM	1,249	0.6%	139	
WFIA-FM	1,180	0.5%	71	
WLOU-AM	1,141	0.5%	26	
WULF-FM	1,128	0.5%	44	
WLVK-FM	1,034	0.5%	87	
WMPI-FM	841	0.4%	62	
WJLR-FM	821	0.4%	104	
WWWY-FM	758	0.3%	33	
WVLC-FM	0	0.0%	0	
Television Inventory				
Television Stations				
WHAS M-F 5p-7p	38,093	17.3%	135	
WAVE M-F 5p-7p	32,808	14.9%	116	
WDRB M-F 5p-7p	30,479	13.8%	103	
WLKY M-F 5p-7p	30,253	13.7%	80	
WBKI M-F 5p-7p	5,817	2.6%	67	
WKPC M-F 5p-7p	1,947	0.9%	139	
WBNA M-F 5p-7p	1,752	0.8%	230	
YMYO M-F 5p-7p	1,522	0.7%	31	
WKMJ M-F 5p-7p	381	0.2%	250	
ELKY M-F 5p-7p	377	0.2%	13	
EDRB M-F 5p-7p	0	0.0%	0	
GDRB M-F 5p-7p	0	0.0%	0	
Newspaper Inventory				
Newspapers				
Louisville Courier Journal (Daily)	58,234	26.4%	117	



	WHO I am Looking At		
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index
USA Today (Daily)	11,424	5.2%	80
New York Times (Daily)	10,561	4.8%	124
Lexington Herald-Leader (Daily)	1,088	0.5%	124
Media websites/apps			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	7,316	3.3%	119
WKRd-AM(790krd.com)	2,777	1.3%	140
WDJX-FM(wdjx.com)	2,128	1.0%	35
WLCL-FM(939theville.com)	2,115	1.0%	313
WAKY-FM(wakyradio.com)	1,616	0.7%	128
WQNU-FM(qlouisville.com)	1,517	0.7%	120
WAMZ-FM(wamz.com)	1,415	0.6%	52
WNRW-FM(kisslouisville.com)	1,322	0.6%	36
WHBE-AM(espnlouisville.com)	1,190	0.5%	97
WRKA-FM(1039theGroove.com)	1,129	0.5%	94
WJIE-FM(wjie.org)	1,034	0.5%	87
WSFR-FM(1077theeagle.com)	571	0.3%	24
WMPI-FM(i1053online.com)	483	0.2%	145
WNAS-FM(wnas.org)	433	0.2%	435
WQMF-FM(wqmf.com)	229	0.1%	8
WGTK-AM(970wgtk.com)	204	0.1%	85
WMJM-FM(1013online.com)	41	0.0%	3
WAYI-FM(wayfm.com)	0	0.0%	0
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WGHL-FM(alt1051.com)	0	0.0%	0
WGZB-FM(hiphopb965.com)	0	0.0%	0
WJLR-FM(klove.com)	0	0.0%	0
WKJK-AM(talkradio1080.com)	0	0.0%	0
WLOU-AM(wlouam.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
WULF-FM(wolf943.com)	0	0.0%	0
WVEZ-FM(1069play.com)	0	0.0%	0



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WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
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				
Louisville Business First	8,545	3.9%	166	
LEO Weekly	8,376	3.8%	70	
The Voice-Tribune	3,510	1.6%	121	
Magazines average-issue readership				
Louisville Magazine	12,250	5.6%	142	
Today's Woman	8,144	3.7%	131	



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+	(Market value of owned home (HHL): \$250,000 - \$299,999 OR Market value of owned home (HHL): \$300,000 - \$349,999 OR Market value of owned home (HHL): \$350,000 - \$499,999 OR Market value of owned home (HHL): \$500,000 - \$749,999 OR Market value of owned home (HHL): \$750,000 - \$999,999 OR Market value of owned home (HHL): \$1,000,000 - \$1,999,999 OR Market value of owned home (HHL): \$2,000,000 or more)	220429	392

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