

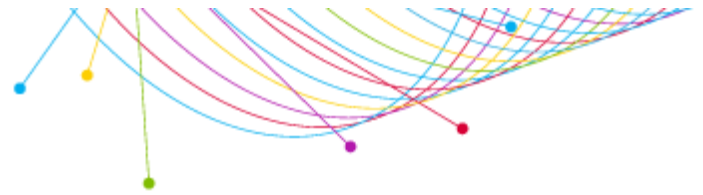
Target Profile

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

Nielsen Louisville Media Report

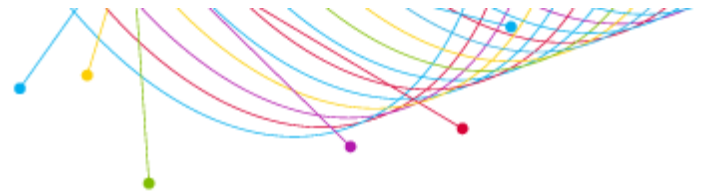
Used Professional Services Past 12 Months/HH Income \$75K+

WHAT I Want to Know About Them	WHO I am Looking At		
	Target Persons*	% of Target	Index
	(((Professional services used by HHLd past 12 months (HHLd): Accountant OR Professional services used by HHLd past 12 months (HHLd): Insurance agent at a local office (not online) OR Professional services used by HHLd past 12 months (HHLd): Stockbroker OR Professional services used by HHLd past 12 months (HHLd): Travel agent OR Professional services used by HHLd past 12 months (HHLd): Other attorney OR Professional services used by HHLd past 12 months (HHLd): Financial planner OR Professional services used by HHLd past 12 months (HHLd): Real estate agent) AND Household income summaries (HHLd): \$75,000 or more])		
Custom Selection			
Add a Custom WHAT			
(Radio Stations: WFPL-FM OR Radio Stations: WFPK-FM OR Radio Stations: WUOL-FM)	48,405	24.7%	153
(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 3...	16,707	8.5%	187
Radio Inventory			
Radio Stations			
WHAS-AM	41,663	21.3%	163
WAKY-FM	26,451	13.5%	114
WDJX-FM	23,868	12.2%	80
WAMZ-FM	22,919	11.7%	93
WSFR-FM	19,199	9.8%	83
WSDF-FM	17,207	8.8%	136
WVEZ-FM	15,577	8.0%	81
WQNU-FM	15,042	7.7%	81
WXMA-FM	14,597	7.5%	102
WNRW-FM	13,610	7.0%	60
WQMF-FM	12,539	6.4%	63
WKJK-AM	11,705	6.0%	241
WKRD-AM	10,020	5.1%	161

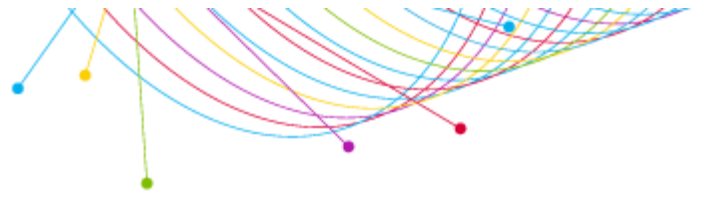


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WHAT I Want to Know About Them	Target Persons*	% of Target	Index	
WHBE-AM	9,262	4.7%		260
WAYI-FM	8,889	4.5%		78
WGZB-FM	8,741	4.5%		41
WLCL-FM	7,251	3.7%		188
WGTK-AM	7,232	3.7%		140
WJIE-FM	6,308	3.2%		94
WMJM-FM	5,402	2.8%		40
WGHL-FM	3,893	2.0%		56
WTFX-FM	3,452	1.8%		38
WWWY-FM	3,015	1.5%		149
WRKA-FM	2,823	1.4%		28
WNAS-FM	1,359	0.7%		77
WLOU-AM	1,096	0.6%		28
WULF-FM	892	0.5%		39
WQXE-FM	861	0.4%		108
WMPI-FM	841	0.4%		69
WFIA-FM	0	0.0%		0
WJLR-FM	0	0.0%		0
WLVK-FM	0	0.0%		0
WVLC-FM	0	0.0%		0

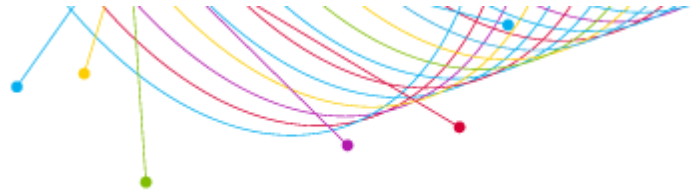
Television Inventory			
Television Stations			
WAVE M-F 5p-7p	29,678	15.2%	118
WHAS M-F 5p-7p	24,245	12.4%	97
WLKY M-F 5p-7p	23,481	12.0%	70
WDRB M-F 5p-7p	19,421	9.9%	74
WBKI M-F 5p-7p	3,829	2.0%	50
ELKY M-F 5p-7p	2,656	1.4%	103
WBNA M-F 5p-7p	2,267	1.2%	336
EDRB M-F 5p-7p	0	0.0%	0
GDRB M-F 5p-7p	0	0.0%	0
WKMJ M-F 5p-7p	0	0.0%	0



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WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WKPC M-F 5p-7p	0	0.0%	0
YMYO M-F 5p-7p	0	0.0%	0
Newspaper Inventory			
Newspapers			
Louisville Courier Journal (Daily)	42,799	21.9%	96
USA Today (Daily)	7,688	3.9%	61
New York Times (Daily)	4,716	2.4%	62
Lexington Herald-Leader (Daily)	0	0.0%	0
Media websites/apps			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	11,436	5.8%	209
WDJX-FM(wdix.com)	7,831	4.0%	145
WHBE-AM(espnlouisville.com)	5,360	2.7%	490
WNRW-FM(kisslouisville.com)	3,956	2.0%	122
WAMZ-FM(wamz.com)	3,031	1.5%	126
WKRD-AM(790krd.com)	2,342	1.2%	133
WKJK-AM(talkradio1080.com)	2,275	1.2%	310
WLCL-FM(939theville.com)	1,856	0.9%	309
WGZB-FM(hiphopb965.com)	1,177	0.6%	30
WGHL-FM(alt1051.com)	859	0.4%	84
WQMF-FM(wqmf.com)	837	0.4%	32
WAKY-FM(wakyradio.com)	654	0.3%	58
WMPI-FM(i1053online.com)	483	0.2%	163
WVEZ-FM(1069play.com)	435	0.2%	23
WLOU-AM(wlouam.com)	388	0.2%	48
WJIE-FM(wjie.org)	358	0.2%	34
WSFR-FM(1077theeagle.com)	309	0.2%	15
WQNU-FM(qlouisville.com)	56	0.0%	5
WMJM-FM(1013online.com)	41	0.0%	3
WRKA-FM(1039theGroove.com)	41	0.0%	4
WGTK-AM(970wgk.com)	5	0.0%	2



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WAYI-FM(wayfm.com)	0	0.0%	0
WFIA-FM(salemradiogroup.com)	0	0.0%	0
WJLR-FM(klove.com)	0	0.0%	0
WNAS-FM(wnas.org)	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
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	11,138	5.7%	105
Louisville Business First	8,134	4.2%	177
The Voice-Tribune	3,265	1.7%	127
Magazines average-issue readership			
Louisville Magazine	10,422	5.3%	136
Today's Woman	8,452	4.3%	153



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+	(((Professional services used by HHLD past 12 months (HHLD): Accountant OR Professional services used by HHLD past 12 months (HHLD): Insurance agent at a local office (not online) OR Professional services used by HHLD past 12 months (HHLD): Stockbroker OR Professional services used by HHLD past 12 months (HHLD): Travel agent OR Professional services used by HHLD past 12 months (HHLD): Other attorney OR Professional services used by HHLD past 12 months (HHLD): Financial planner OR Professional services used by HHLD past 12 months (HHLD): Real estate agent) AND Household income summaries (HHLD): \$75,000 or more])	195782	327

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