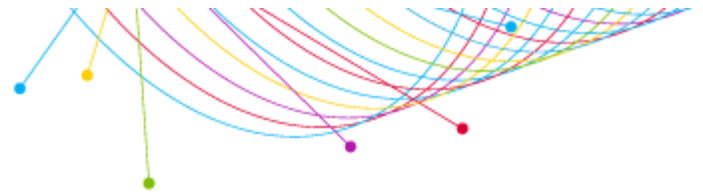


Target Profile

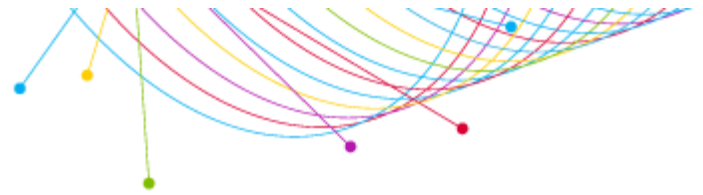
LOUISVILLE (Metro Survey Area)
 SCARBOROUGH R2 2020: SEP19-SEP20
 ADULTS 18+

Users of Personal Banking Services HH Income \$75K+

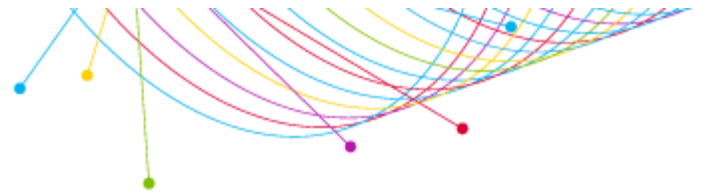
| WHAT I Want to Know About Them | WHO I am Looking At | | |
|---|--|-------------|-------|
| | Target Persons* | % of Target | Index |
| | [[[Financial services HHLd has/use (HHLd): Checking account OR Financial services HHLd has/use (HHLd): Credit card OR Financial services HHLd has/use (HHLd): Debit or ATM card OR Financial services HHLd has/use (HHLd): Home improvement loan or home equity loan OR Financial services HHLd has/use (HHLd): Home mortgage OR Financial services HHLd has/use (HHLd): Mobile banking OR Financial services HHLd has/use (HHLd): Online banking OR Financial services HHLd has/use (HHLd): Online bill paying OR Financial services HHLd has/use (HHLd): Personal loan OR Financial services HHLd has/use (HHLd): Refinanced home mortgage OR Financial services HHLd has/use (HHLd): Savings account) 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) | 79,268 | 20.4% | 126 |
| (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... | 21,967 | 5.6% | 123 |
| Radio Inventory | | | |
| Radio Stations | | | |
| WDJX-FM | 62,447 | 16.1% | 106 |
| WAMZ-FM | 61,312 | 15.8% | 125 |
| WHAS-AM | 56,886 | 14.6% | 112 |
| WNRW-FM | 47,932 | 12.3% | 107 |
| WQMF-FM | 44,484 | 11.4% | 113 |
| WQNU-FM | 42,182 | 10.8% | 114 |
| WAKY-FM | 42,172 | 10.8% | 91 |
| WSFR-FM | 38,442 | 9.9% | 83 |
| WVEZ-FM | 36,486 | 9.4% | 95 |
| WSDF-FM | 35,835 | 9.2% | 142 |
| WGZB-FM | 35,779 | 9.2% | 84 |
| WXMA-FM | 32,062 | 8.2% | 113 |



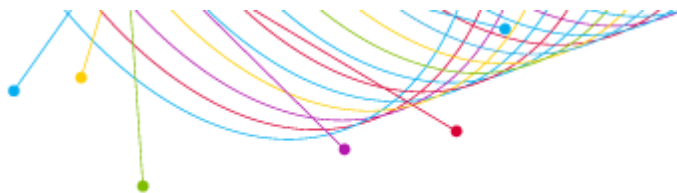
| WHAT I Want to Know About Them | WHO I am Looking At | | | |
|--------------------------------|---|-------------|-------|--|
| | [[[Financial services HHLD has/use (HHLD): Checking account OR Financial services HHLD has/use (HHLD): Credit card OR Financial services HHLD has/use (HHLD): Debit or ATM card OR Financial services HHLD has/use (HHLD): Home improvement loan or home equity loan OR Financial services HHLD has/use (HHLD): Home mortgage OR Financial services HHLD has/use (HHLD): Mobile banking OR Financial services HHLD has/use (HHLD): Online banking OR Financial services HHLD has/use (HHLD): Online bill paying OR Financial services HHLD has/use (HHLD): Personal loan OR Financial services HHLD has/use (HHLD): Refinanced home mortgage OR Financial services HHLD has/use (HHLD): Savings account) AND Household income summaries (HHLD): \$75,000 or more]]] | | | |
| | Target Persons* | % of Target | Index | |
| WAYI-FM | 18,713 | 4.8% | 83 | |
| WJIE-FM | 16,475 | 4.2% | 123 | |
| WKJK-AM | 15,757 | 4.1% | 164 | |
| WLCL-FM | 15,306 | 3.9% | 200 | |
| WMJM-FM | 14,584 | 3.7% | 54 | |
| WRKA-FM | 14,001 | 3.6% | 70 | |
| WTFX-FM | 13,670 | 3.5% | 75 | |
| WKRD-AM | 13,464 | 3.5% | 109 | |
| WHBE-AM | 13,313 | 3.4% | 188 | |
| WGHL-FM | 8,872 | 2.3% | 64 | |
| WGTK-AM | 8,816 | 2.3% | 86 | |
| WULF-FM | 5,071 | 1.3% | 111 | |
| WWWY-FM | 3,819 | 1.0% | 95 | |
| WNAS-FM | 2,929 | 0.8% | 83 | |
| WLOU-AM | 1,857 | 0.5% | 24 | |
| WMPI-FM | 1,733 | 0.4% | 72 | |
| WLVK-FM | 1,057 | 0.3% | 50 | |
| WQXE-FM | 861 | 0.2% | 54 | |
| WFIA-FM | 224 | 0.1% | 8 | |
| WJLR-FM | 38 | 0.0% | 3 | |
| WVLC-FM | 0 | 0.0% | 0 | |
| Television Inventory | | | | |
| Television Stations | | | | |
| WAVE M-F 5p-7p | 53,067 | 13.6% | 107 | |
| WDRB M-F 5p-7p | 48,608 | 12.5% | 93 | |
| WLKY M-F 5p-7p | 47,424 | 12.2% | 71 | |
| WHAS M-F 5p-7p | 43,689 | 11.2% | 88 | |
| WBKI M-F 5p-7p | 7,312 | 1.9% | 48 | |
| ELKY M-F 5p-7p | 3,737 | 1.0% | 73 | |
| WBNA M-F 5p-7p | 3,310 | 0.9% | 247 | |



| WHAT I Want to Know About Them | WHO I am Looking At | | |
|---|--|-------------|-------|
| | <i>Target Persons*</i> | % of Target | Index |
| | [((Financial services HHLD has/use (HHLD): Checking account OR Financial services HHLD has/use (HHLD): Credit card OR Financial services HHLD has/use (HHLD): Debit or ATM card OR Financial services HHLD has/use (HHLD): Home improvement loan or home equity loan OR Financial services HHLD has/use (HHLD): Home mortgage OR Financial services HHLD has/use (HHLD): Mobile banking OR Financial services HHLD has/use (HHLD): Online banking OR Financial services HHLD has/use (HHLD): Online bill paying OR Financial services HHLD has/use (HHLD): Personal loan OR Financial services HHLD has/use (HHLD): Refinanced home mortgage OR Financial services HHLD has/use (HHLD): Savings account) AND Household income summaries (HHLD): \$75,000 or more)] | | |
| YMYO M-F 5p-7p | 1,159 | 0.3% | 13 |
| EDRB M-F 5p-7p | 1,081 | 0.3% | 73 |
| GDRB M-F 5p-7p | 0 | 0.0% | 0 |
| WKMJ M-F 5p-7p | 0 | 0.0% | 0 |
| WKPC M-F 5p-7p | 0 | 0.0% | 0 |
| Newspaper Inventory | | | |
| Newspapers | | | |
| Louisville Courier Journal (Daily) | 89,371 | 23.0% | 101 |
| USA Today (Daily) | 25,486 | 6.6% | 101 |
| New York Times (Daily) | 19,101 | 4.9% | 127 |
| Lexington Herald-Leader (Daily) | 1,088 | 0.3% | 70 |
| Media websites/apps | | | |
| Radio station websites visited/apps used past 30 days | | | |
| WHAS-AM(whas.com) | 17,717 | 4.6% | 163 |
| WDJX-FM(wdix.com) | 12,640 | 3.2% | 118 |
| WNRW-FM(kisslouisville.com) | 8,402 | 2.2% | 131 |
| WAMZ-FM(wamz.com) | 6,817 | 1.8% | 142 |
| WHBE-AM(espnlouisville.com) | 5,360 | 1.4% | 247 |
| WQMF-FM(wqmf.com) | 4,329 | 1.1% | 84 |
| WVEZ-FM(1069play.com) | 3,789 | 1.0% | 103 |
| WKRD-AM(790krd.com) | 3,528 | 0.9% | 101 |
| WLCL-FM(939theville.com) | 2,944 | 0.8% | 247 |
| WRKA-FM(1039theGroove.com) | 2,777 | 0.7% | 130 |
| WKJK-AM(talkradio1080.com) | 2,275 | 0.6% | 156 |
| WGZB-FM(hiphopb965.com) | 2,257 | 0.6% | 29 |
| WJIE-FM(wjie.org) | 1,998 | 0.5% | 95 |
| WQNU-FM(qlouisville.com) | 1,573 | 0.4% | 71 |
| WULF-FM(wolf943.com) | 1,542 | 0.4% | 157 |
| WAKY-FM(wakyradio.com) | 1,349 | 0.3% | 60 |
| WMJM-FM(1013online.com) | 1,176 | 0.3% | 42 |



| WHAT I Want to Know About Them | WHO I am Looking At | | |
|---|--|-------------|-------|
| | <i>Target Persons*</i> | % of Target | Index |
| | [((Financial services HHLD has/use (HHLD): Checking account OR Financial services HHLD has/use (HHLD): Credit card OR Financial services HHLD has/use (HHLD): Debit or ATM card OR Financial services HHLD has/use (HHLD): Home improvement loan or home equity loan OR Financial services HHLD has/use (HHLD): Home mortgage OR Financial services HHLD has/use (HHLD): Mobile banking OR Financial services HHLD has/use (HHLD): Online banking OR Financial services HHLD has/use (HHLD): Online bill paying OR Financial services HHLD has/use (HHLD): Personal loan OR Financial services HHLD has/use (HHLD): Refinanced home mortgage OR Financial services HHLD has/use (HHLD): Savings account) AND Household income summaries (HHLD): \$75,000 or more)] | | |
| WGHL-FM(alt1051.com) | 859 | 0.2% | 42 |
| WSFR-FM(1077theeagle.com) | 571 | 0.1% | 14 |
| WMPI-FM(i1053online.com) | 483 | 0.1% | 82 |
| WTFX-FM(Real931.com) | 483 | 0.1% | 21 |
| WNAS-FM(wnas.org) | 433 | 0.1% | 247 |
| WLOU-AM(wlouam.com) | 388 | 0.1% | 24 |
| WGTK-AM(970wgtk.com) | 5 | 0.0% | 1 |
| WAYI-FM(wayfm.com) | 0 | 0.0% | 0 |
| WFIA-FM(salemradiogroup.com) | 0 | 0.0% | 0 |
| WJLR-FM(klove.com) | 0 | 0.0% | 0 |
| WQXE-FM(wqxe.com) | 0 | 0.0% | 0 |
| WSDF-FM(1005louisville.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 | 15,274 | 3.9% | 73 |
| Louisville Business First | 13,186 | 3.4% | 145 |
| The Voice-Tribune | 4,872 | 1.3% | 95 |
| Magazines average-issue readership | | | |
| Louisville Magazine | 15,396 | 4.0% | 101 |
| Today's Woman | 8,968 | 2.3% | 82 |



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+ | (((Financial services HHLd has/use (HHLd): Checking account OR Financial services HHLd has/use (HHLd): Credit card OR Financial services HHLd has/use (HHLd): Debit or ATM card OR Financial services HHLd has/use (HHLd): Home improvement loan or home equity loan OR Financial services HHLd has/use (HHLd): Home mortgage OR Financial services HHLd has/use (HHLd): Mobile banking OR Financial services HHLd has/use (HHLd): Online banking OR Financial services HHLd has/use (HHLd): Online bill paying OR Financial services HHLd has/use (HHLd): Personal loan OR Financial services HHLd has/use (HHLd): Refinanced home mortgage OR Financial services HHLd has/use (HHLd): Savings account) AND Household income summaries (HHLd): \$75,000 or more]) | 388977 | 566 |

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