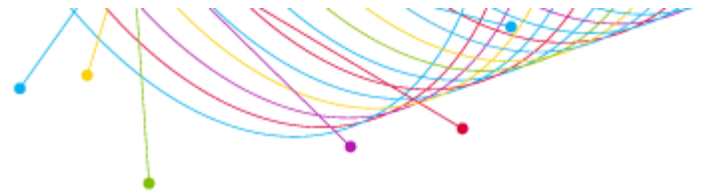


Target Profile

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

Louisville Media Market Report Charitable Donors/Volunteers Past 12 Months

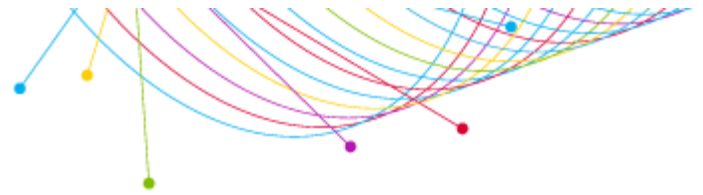
WHAT I Want to Know About Them	WHO I am Looking At		
	[[[Eco-friendly activities done on a regular basis: Donate money or time to environmental causes OR Activities past 12 months: Volunteer work OR Organizations (types) contributed money to past 12 mo (HHL): Arts/cultural OR Organizations (types) contributed 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]]		
	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)	47,041	21.7%	134
(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...	17,355	8.0%	175
Radio Inventory			
Radio Stations			
WHAS-AM	40,057	18.5%	141
WDJX-FM	32,102	14.8%	98
WAMZ-FM	30,650	14.2%	112
WVEZ-FM	23,279	10.7%	109
WAKY-FM	21,525	9.9%	84
WNRW-FM	20,923	9.7%	84
WQMF-FM	20,426	9.4%	93
WSDF-FM	20,343	9.4%	145
WXMA-FM	19,936	9.2%	126
WQNU-FM	19,061	8.8%	93
WSFR-FM	18,457	8.5%	72
WGZB-FM	13,523	6.2%	57
WAYI-FM	11,950	5.5%	95
WHBE-AM	11,423	5.3%	289
WKRD-AM	11,371	5.3%	165



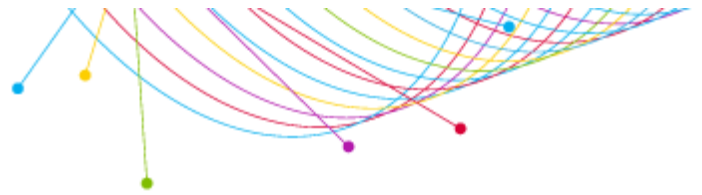
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index
WLCL-FM	10,073	4.7%	236
WJIE-FM	9,456	4.4%	127
WRKA-FM	8,652	4.0%	78
WKJK-AM	8,160	3.8%	152
WTFX-FM	6,642	3.1%	65
WGTK-AM	6,630	3.1%	116
WMJM-FM	6,482	3.0%	43
WGHL-FM	4,640	2.1%	60
WULF-FM	2,763	1.3%	108
WNAS-FM	2,146	1.0%	110
WLOU-AM	1,096	0.5%	26
WLVK-FM	1,034	0.5%	89
WQXE-FM	861	0.4%	98
WMPI-FM	841	0.4%	63
WWWY-FM	709	0.3%	32
WFIA-FM	224	0.1%	14
WJLR-FM	38	0.0%	5
WVLC-FM	0	0.0%	0

Television Inventory			
Television Stations			
WHAS M-F 5p-7p	31,021	14.3%	112
WDRB M-F 5p-7p	30,560	14.1%	105
WLKY M-F 5p-7p	29,323	13.5%	78
WAVE M-F 5p-7p	28,694	13.2%	103
WBKI M-F 5p-7p	5,787	2.7%	68
ELKY M-F 5p-7p	2,656	1.2%	93
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
WKMJ 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

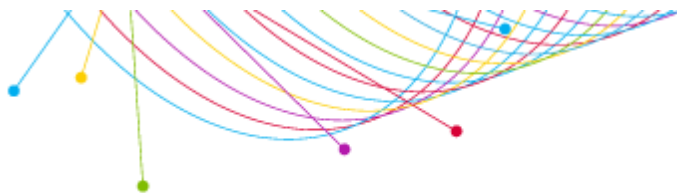
Newspaper Inventory



	WHO I am Looking At		
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WHAT I Want to Know About Them	Target Persons*	% of Target	Index
Newspapers			
Louisville Courier Journal (Daily)	53,123	24.5%	108
USA Today (Daily)	11,517	5.3%	82
New York Times (Daily)	7,397	3.4%	89
Lexington Herald-Leader (Daily)	1,088	0.5%	126
Media websites/apps			
Radio station websites visited/apps used past 30 days			
WHAS-AM(whas.com)	12,187	5.6%	202
WDJX-FM(wdix.com)	8,063	3.7%	135
WNRW-FM(kisslouisville.com)	7,214	3.3%	202
WHBE-AM(espnlouisville.com)	5,360	2.5%	443
WAMZ-FM(wamz.com)	4,055	1.9%	152
WLCL-FM(939theville.com)	2,944	1.4%	443
WRKA-FM(1039theGroove.com)	2,777	1.3%	234
WKJK-AM(talkradio1080.com)	2,275	1.1%	281
WKRD-AM(790krd.com)	2,193	1.0%	113
WJIE-FM(wjie.org)	1,882	0.9%	161
WGZB-FM(hiphopb965.com)	1,660	0.8%	38
WAKY-FM(wakyradio.com)	1,349	0.6%	108
WGHL-FM(alt1051.com)	859	0.4%	76
WQMF-FM(wqmf.com)	837	0.4%	29
WSFR-FM(1077theeagle.com)	571	0.3%	25
WMPI-FM(i1053online.com)	483	0.2%	148
WTFX-FM(Real931.com)	483	0.2%	38
WVEZ-FM(1069play.com)	435	0.2%	21
WNAS-FM(wnas.org)	433	0.2%	443
WLOU-AM(wlouam.com)	388	0.2%	43
WULF-FM(wolf943.com)	106	0.0%	19
WQNU-FM(qlouisville.com)	56	0.0%	5
WMJM-FM(1013online.com)	41	0.0%	3
WGTK-AM(970wgtk.com)	5	0.0%	2
WAYI-FM(wayfm.com)	0	0.0%	0
WFIA-FM(salemradiogroup.com)	0	0.0%	0



	WHO I am Looking At		
	(((Eco-friendly activities done on a regular basis: Donate money or time to environmental causes OR Activities past 12 months: Volunteer work OR 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))		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
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	13,017	6.0%	111
Louisville Business First	7,151	3.3%	141
The Voice-Tribune	3,703	1.7%	130
Magazines average-issue readership			
Louisville Magazine	15,187	7.0%	179
Today's Woman	7,608	3.5%	124



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+	[[Eco-friendly activities done on a regular basis: Donate money or time to environmental causes OR Activities past 12 months: Volunteer work OR Organizations (types) contributed money to past 12 mo (HHLD): Arts/cultural OR Organizations (types) contributed money to past 12 mo (HHLD): Educational/academic OR Organizations (types) contributed money to past 12 mo (HHLD): Healthcare/medical OR Organizations (types) contributed money to past 12 mo (HHLD): Social care/welfare) AND Household income summaries (HHLD): \$75,000 or more]]	216581	352

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