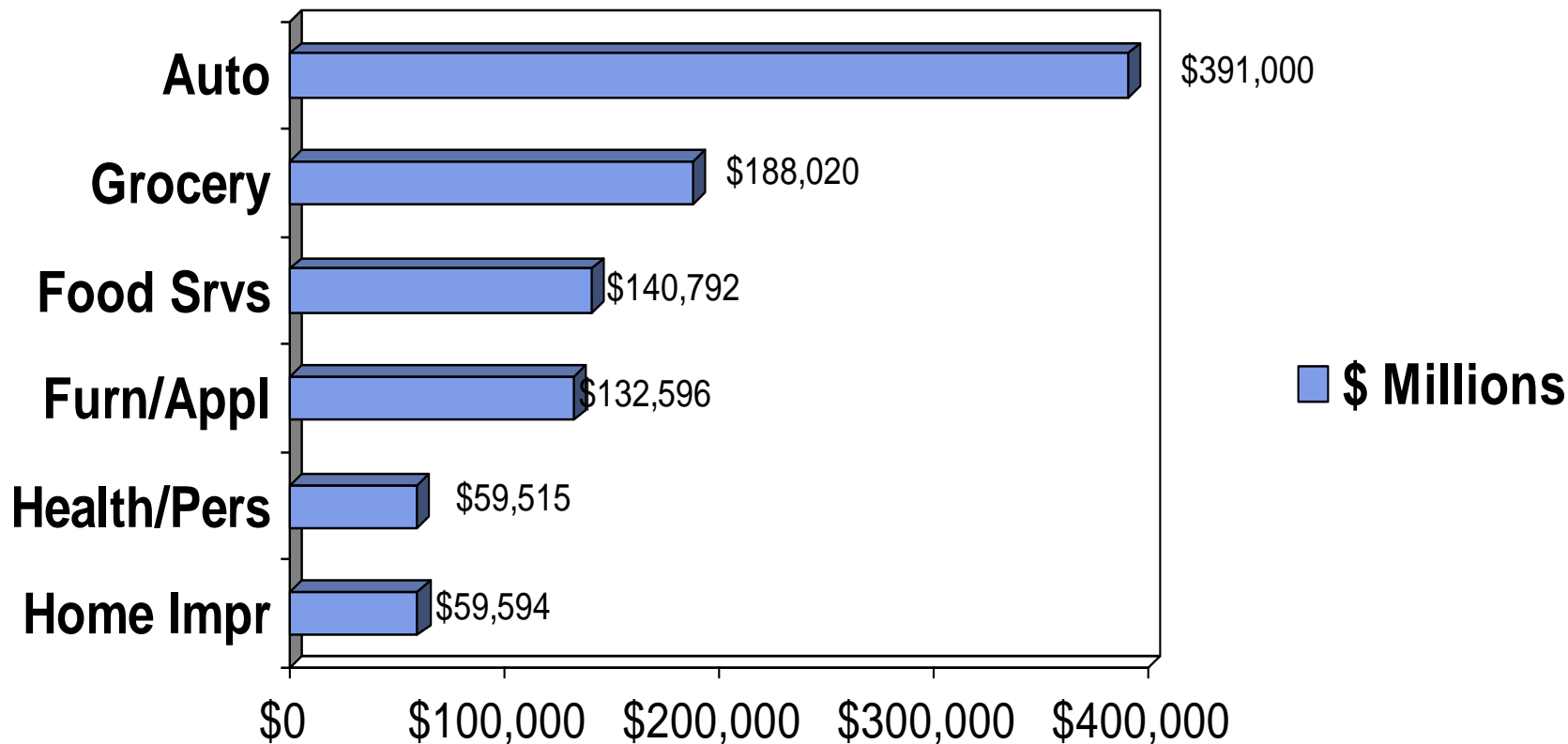
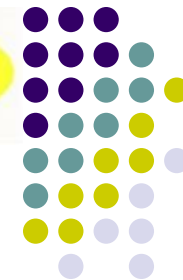


# KQKQ Listeners Spend \$1.7 Billion on Products/Services in Omaha Each Year!



# KQKQ Listeners

## Account for 14% of Omaha's Total Retail Spending Power

### *Here's Where They Spend Their Money*



New and Used Cars, RV, Motorcycles, Boats, Auto Parts, Tires	Food, Beverage Groceries, C-Stores	Restaurants, Fast Food Service	Furniture Stores, Floor Covering, Electronics, Appliances
Pharmacies, Cosmetics, Optical, Health Food Supplement	Building Materials, Home Centers, Hardware, Nursery and Garden Centers	Family Clothing, Shoes, Jewelry	<i>Omaha Consumers Spend \$12B KQKQ-FM Listeners make up nearly 14% of total spending</i>