



# Sports Talk in Omaha

## Audience Profile Comparison

Arbitron Summer 2008

### THE ZONE 1620AM

- Metro 12+ Cume: 44,800
- Men 25-54 Cume: 24,600
- ZONE Average Age: 46
- Market Average Age: 45

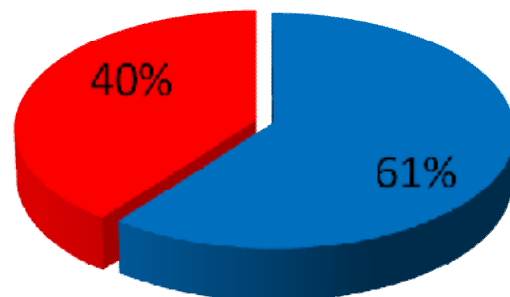
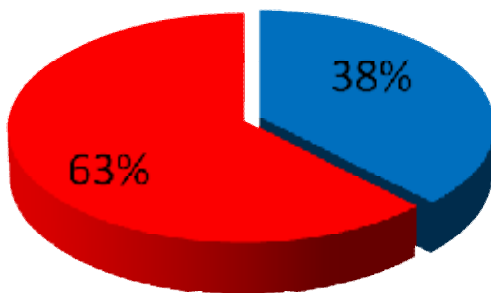
### KXSP-AM

- Metro 12+ Cume: 23,000
- Men 25-54: 12,600
- KXSP Average Age: 50
- Market Average Age: 45

### Duplication Analysis SU08:

**Only 38% of Zone M25-54  
Listeners Tune to KXSP**

**61% of KXSP M25-54  
Listeners Tune to The ZONE**



■ Duplicated  
■ Unduplicated



Omaha Arbitron Summer 2008; M-Su 6a-12m Audience Profile;  
Men 25-54 and Persons 12+ Analysis