

Rhythmic/CHR in Omaha Audience Profile Comparison

Arbitron Summer 2008

KOPW-FM

- Average Age: 31
- Mirrors the Market –
Gender: 48% Male / 52% Female
Largest Audience Cell: P21-34

KQCH-FM

- Average Age: 29
- Skews Female –
Gender: 35% Male / 65% Female
Largest Audience Cell: P12-20

POWER's Audience is More Loyal than KQCH
21% of KOPW's Audience are Exclusive vs.
Only 6% of KQCH's Audience

