

# Sports Talk in Omaha

## Audience Profile Comparison

Arbitron Summer 2008

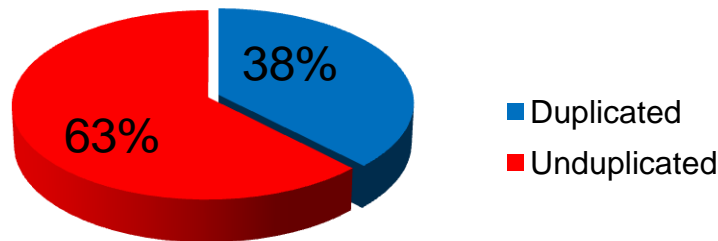
### THE ZONE 1620AM

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

### KXSP-AM

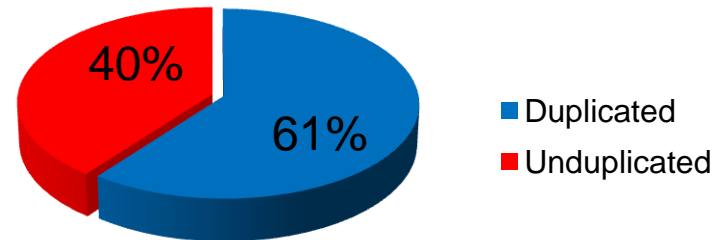
- Metro 12+ Cume: 23,000
- Men 25-54: 12,600
- KXSP Average Age: 50
- Market Average Age: 45

#### Duplication Analysis SU08:



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

#### Duplication Analysis SU08:



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