

Omaha Market Landscape Report

Fall 2017

Prepared By: Jennifer McCoy
Research Analyst
iHeartMedia
jennifermccoy@iheartmedia.com
720-409-6804



Omaha Market Landscape Report

Fall 2017

Dear Media Professional,

iHeartMedia is pleased to provide you with the “at a glance” guide to the local radio market. This Market Landscape offers extensive information on the metro and radio stations.

We hope this service will assist you and serve as a helpful quick reference guide. If you have any questions regarding this report, as always, please contact your iHeartMedia Account Executive. We will be happy to assist you with any questions you have regarding the Market Landscape or our stations.

Sincerely,
Jennifer McCoy
Research Analyst
iHeartMedia
jennifermccoy@iheartmedia.com
720-409-6804

Omaha Market Landscape Report

Fall 2017

Industry News

KXSP-AM

Jan 02, 2018

KXSP-AM adds syndicated Stephen A. Smith 12n-2pm, replacing Ryen Russillo who ESPN takes off air.

KSRZ-FM

Nov 29, 2017

KSRZ-FM will program Christmas Music through December 25th.

KXSP-AM

Nov 27, 2017

ESPN names Trey Wingo to replace Mike Greenberg as Mike Golic's morning co-host. The new show is named Golic & Wingo and airs 5-9am on KXSP-AM.

Station Summaries

Station Ratings

Fall 2017

Omaha Market Landscape Report

Fall 2017

Station Quick Reference

Station	Frequency	Format	Owner	AQH Persons	Avg Rtg	Avg Shr	Weekly Cume
KBBX-FM	97.7	Mexican Reg.	Flood Communications Limited Liability Company	600	0.1	0.8	12,700
KEZO-FM	92.3	AOR	EW Scripps Co	2,900	0.4	4.0	80,100
KFAB-AM	1110	News/Talk	iHeartMedia	6,100	0.9	8.5	86,500
KFFF-FM	93.3	Classic Country	iHeartMedia	2,000	0.3	2.8	54,000
KGBI-FM	100.7	Contemp. Christian	Salem Media Group Inc	1,800	0.3	2.5	36,900
KGOR-FM	99.9	Classic Hits	iHeartMedia	4,900	0.7	6.8	109,700
KISO-FM	96.1	Pop CHR	iHeartMedia	2,200	0.3	3.1	102,100
KISO-FM HD2	96.1	Classic Rock	iHeartMedia	600	0.1	0.8	19,500
KKCD-FM	105.9	Classic Rock	EW Scripps Co	3,000	0.4	4.2	71,600
KOIL-AM	1290	News/Talk	NRG Media Limited Liability Company	600	0.1	0.8	14,700
KOMJ-AM	1490	Classic Hits	Walnut Radio LLC	700	0.1	1.0	20,900
KOOO-FM	101.9	Classic Rock	NRG Media Limited Liability Company	1,200	0.2	1.7	44,900
KOPW-FM	106.9	Rhythmic CHR	NRG Media Limited Liability Company	3,500	0.5	4.9	75,500
KOZN-AM	1620	All Sports	NRG Media Limited Liability Company	1,800	0.3	2.5	43,500
KQCH-FM	94.1	Pop CHR	EW Scripps Co	3,600	0.5	5.0	139,000
KQKQ-FM	98.5	Hot AC	NRG Media Limited Liability Company	2,800	0.4	3.9	102,500
KSRZ-FM	104.5	Adult Contemp.	EW Scripps Co	3,000	0.4	4.2	84,100
KXKT-FM	103.7	Country	iHeartMedia	7,100	1.0	9.9	127,400
KXSP-AM	590	All Sports	EW Scripps Co	1,200	0.2	1.7	48,200

Omaha Market Landscape Report

Fal17 vs. Fal16

Average Share Comparison

Station	A18-34			A18-49			A25-54			A35-64			A35+		
	LY	TY	+/-	LY	TY	+/-	LY	TY	+/-	LY	TY	+/-	LY	TY	+/-
KBBX-FM	2.1	0.6	-71%	1.6	1.1	-31%	1.3	1.3	+0%	1.0	1.0	+0%	0.8	0.8	+0%
KEZO-FM	6.4	4.1	-36%	6.8	5.0	-26%	7.3	5.1	-30%	5.9	5.1	-14%	4.9	4.1	-16%
KFAB-AM	3.2	4.7	+47%	4.9	5.2	+6%	6.3	5.6	-11%	9.1	7.2	-21%	11.6	10.2	-12%
KFFF-FM	4.8	3.5	-27%	3.4	2.8	-18%	2.4	2.4	+0%	2.7	2.1	-22%	3.4	2.5	-26%
KGBI-FM	2.1	1.2	-43%	2.3	1.9	-17%	2.4	2.1	-13%	2.7	3.1	+15%	2.7	3.1	+15%
KGOR-FM	4.3	4.7	+9%	6.0	4.7	-22%	8.1	5.1	-37%	10.6	7.4	-30%	10.6	7.6	-28%
KISO-FM	4.3	5.8	+35%	4.7	4.1	-13%	4.2	4.0	-5%	3.0	2.1	-30%	2.5	1.8	-28%
KISO-FM HD2	1.6	1.2	-25%	1.6	1.4	-13%	1.3	1.3	+0%	0.7	1.0	+43%	0.6	0.8	+33%
KKCD-FM	3.7	2.9	-22%	3.9	2.2	-44%	5.2	2.9	-44%	5.2	5.4	+4%	4.2	4.9	+17%
KOIL-AM	0.0	0.0	-	0.5	0.0	-100%	0.8	0.3	-63%	1.0	1.0	+0%	1.9	1.2	-37%
KOMJ-AM	1.1	0.0	-100%	0.8	0.3	-63%	0.8	0.3	-63%	0.7	1.0	+43%	0.9	1.4	+56%
KOOO-FM	2.7	0.6	-78%	2.6	1.4	-46%	2.9	1.9	-34%	2.5	2.3	-8%	1.9	2.2	+16%
KOPW-FM	9.6	7.6	-21%	6.0	5.8	-3%	3.4	4.3	+26%	2.7	4.1	+52%	2.3	3.1	+35%
KOZN-AM	0.5	1.7	+240%	2.1	3.0	+43%	3.1	3.5	+13%	3.7	3.1	-16%	3.2	2.7	-16%
KQCH-FM	9.1	9.9	+9%	7.5	7.7	+3%	6.0	6.4	+7%	3.9	3.6	-8%	3.2	2.7	-16%
KQKQ-FM	2.7	4.7	+74%	3.4	5.2	+53%	3.1	4.8	+55%	3.2	3.8	+19%	2.5	3.1	+24%
KSRZ-FM	5.3	3.5	-34%	4.4	5.5	+25%	4.7	5.6	+19%	4.4	4.6	+5%	4.2	3.9	-7%
KXKT-FM	8.0	12.8	+60%	7.5	9.9	+32%	7.1	9.4	+32%	7.9	9.0	+14%	8.2	9.4	+15%
KXSP-AM	1.1	1.7	+55%	1.3	1.4	+8%	1.3	1.9	+46%	1.7	1.5	-12%	1.9	1.8	-5%

Omaha Market Landscape Report

Fall 2017

Audience Comps

Bold cells indicate values higher than market average

Station	Median Age	Gender		Age Cell						
		M12+	F12+	P12-17	A18-24	A25-34	A35-44	A45-54	A55-64	A65+
KBBX-FM	37	62%	38%	3%	1%	19%	52%	13%	11%	0%
KEZO-FM	43	70%	30%	3%	7%	18%	23%	25%	20%	4%
KFAB-AM	57	63%	37%	0%	8%	6%	9%	19%	18%	41%
KFFF-FM	49	55%	45%	5%	15%	15%	4%	24%	11%	25%
KGBI-FM	53	37%	63%	3%	1%	9%	11%	27%	31%	18%
KGOR-FM	53	51%	49%	5%	9%	8%	10%	21%	28%	20%
KISO-FM	30	32%	68%	17%	8%	36%	18%	11%	8%	2%
KISO-FM HD2	45	91%	9%	2%	3%	23%	16%	49%	8%	0%
KKCD-FM	54	70%	30%	1%	12%	5%	6%	28%	35%	14%
KOIL-AM	63	80%	20%	0%	0%	1%	1%	12%	54%	32%
KOMJ-AM	62	53%	47%	0%	2%	2%	2%	6%	50%	39%
KOOO-FM	52	77%	23%	3%	5%	3%	27%	30%	21%	13%
KOPW-FM	33	50%	50%	14%	21%	18%	13%	15%	17%	2%
KOZN-AM	47	79%	21%	1%	1%	17%	27%	29%	9%	16%
KQCH-FM	30	48%	52%	13%	16%	32%	16%	19%	3%	0%
KQKQ-FM	39	37%	63%	13%	8%	21%	29%	14%	11%	5%
KSRZ-FM	41	31%	69%	11%	7%	14%	36%	18%	7%	7%
KXKT-FM	48	33%	67%	3%	8%	23%	10%	16%	22%	18%
KXSP-AM	53	77%	23%	4%	3%	19%	13%	22%	10%	29%
METRO	47	51%	49%	5%	8%	16%	18%	18%	18%	17%

Omaha Market Landscape Report

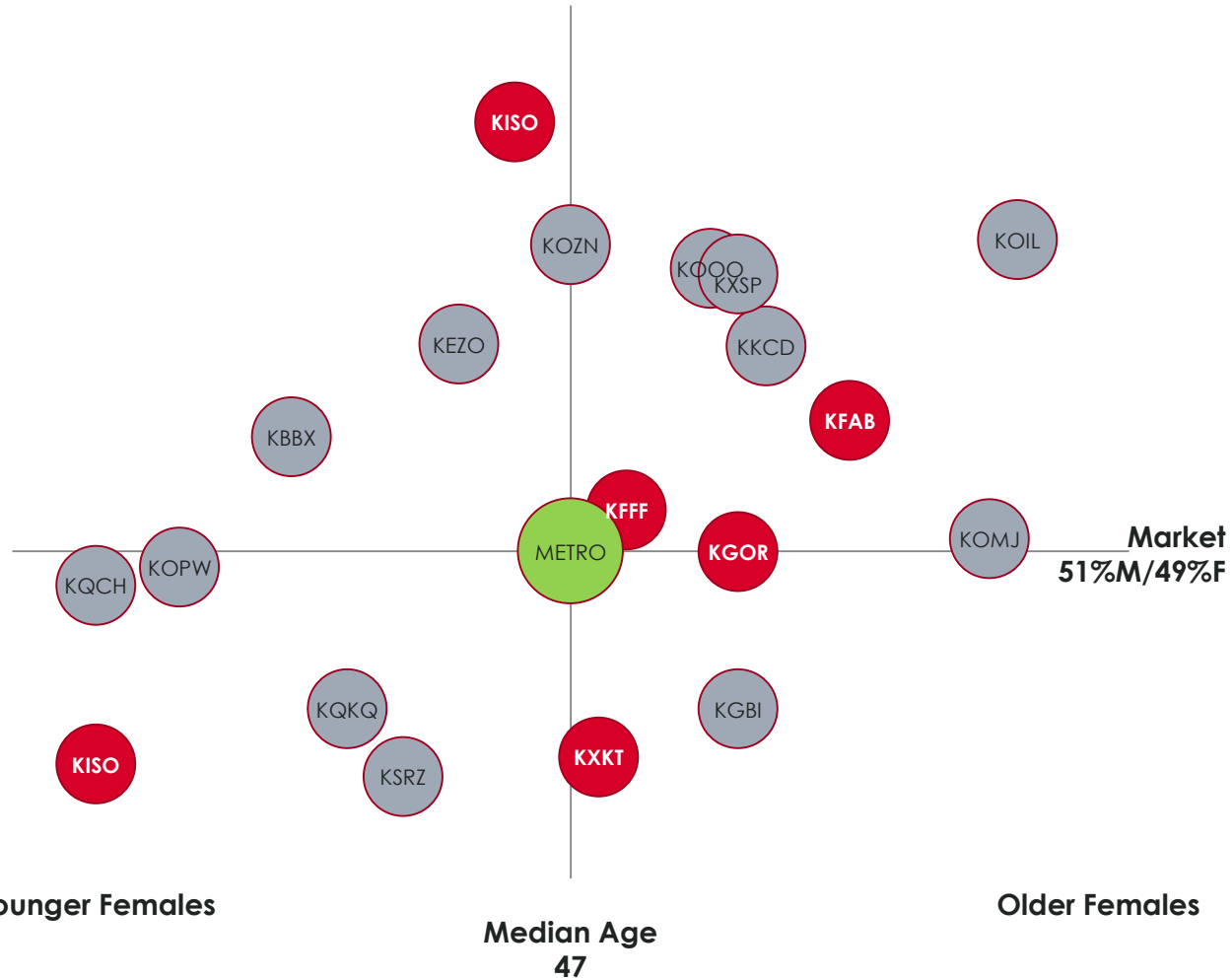
Fall 2017

Gender/Age Skews

Station	Format	Median Age	M	F
KBBX-FM	Mexican Reg.	37	62%	38%
KEZO-FM	AOR	43	70%	30%
KFAB-AM	News/Talk	57	63%	37%
KFFF-FM	Classic Country	49	55%	45%
KGBI-FM	Contemp. Christian	53	37%	63%
KGOR-FM	Classic Hits	53	51%	49%
KISO-FM	Pop CHR	30	32%	68%
KISO-FM HD2	Classic Rock	45	91%	9%
KKCD-FM	Classic Rock	54	70%	30%
KOIL-AM	News/Talk	63	80%	20%
KOMJ-AM	Classic Hits	62	53%	47%
KOOO-FM	Classic Rock	52	77%	23%
KOPW-FM	Rhythmic CHR	33	50%	50%
KOZN-AM	All Sports	47	79%	21%
KQCH-FM	Pop CHR	30	48%	52%
KQKQ-FM	Hot AC	39	37%	63%
KSRZ-FM	Adult Contemp.	41	31%	69%
KXKT-FM	Country	48	33%	67%
KXSP-AM	All Sports	53	77%	23%
METRO		47	51%	49%

Younger Males

Older Males



Omaha Market Landscape Report

Fall 2017

Household Incomes

Bold cells indicate values higher than market average

Station	<\$25,000	\$25,000-50,000	\$50,000-75,000	\$75,000+
KBBX-FM	29%	52%	11%	8%
KEZO-FM	10%	22%	25%	42%
KFAB-AM	9%	26%	20%	45%
KFFF-FM	11%	32%	22%	35%
KGBI-FM	4%	16%	49%	30%
KGOR-FM	18%	27%	16%	39%
KISO-FM	17%	17%	20%	46%
KISO-FM HD2	8%	33%	37%	22%
KKCD-FM	28%	21%	15%	36%
KOIL-AM	0%	18%	40%	41%
KOMJ-AM	13%	27%	17%	43%
KOOO-FM	6%	12%	25%	57%
KOPW-FM	50%	21%	18%	12%
KOZN-AM	1%	11%	25%	63%
KQCH-FM	5%	15%	34%	46%
KQKQ-FM	3%	18%	24%	55%
KSRZ-FM	12%	23%	30%	36%
KXKT-FM	14%	31%	24%	31%
KXSP-AM	5%	20%	28%	48%
METRO	14%	22%	23%	41%

Omaha Market Landscape Report

Fal17 vs. Fal16

Average AQH Rating Comparison

Station	A18-34			A18-49			A25-54			A35-64			A35+		
	LY	TY	+/-	LY	TY	+/-	LY	TY	+/-	x	TY	+/-	LY	TY	+/-
KBBX-FM	0.2 (#11t)	0.0 (#16t)	-100%	0.2 (#13t)	0.1 (#14t)	-50%	0.1 (#15t)	0.1 (#16t)	+0%	0.1 (#16t)	0.1 (#16t)	+0%	0.1 (#17t)	0.1 (#17t)	+0%
KEZO-FM	0.6 (#4)	0.3 (#8t)	-50%	0.7 (#3)	0.5 (#4t)	-29%	0.8 (#2t)	0.6 (#3t)	-25%	0.7 (#4t)	0.6 (#4t)	-14%	0.6 (#4)	0.5 (#5t)	-17%
KFAB-AM	0.3 (#9t)	0.4 (#5t)	+33%	0.5 (#6t)	0.5 (#4t)	+0%	0.7 (#4t)	0.6 (#3t)	-14%	1.1 (#2)	0.9 (#2t)	-18%	1.4 (#1)	1.2 (#1)	-14%
KFFF-FM	0.4 (#6t)	0.3 (#8t)	-25%	0.4 (#9t)	0.3 (#10t)	-25%	0.3 (#10t)	0.3 (#11t)	+0%	0.3 (#11t)	0.2 (#13t)	-33%	0.4 (#7t)	0.3 (#10t)	-25%
KGBI-FM	0.2 (#11t)	0.1 (#12t)	-50%	0.2 (#13t)	0.2 (#12t)	+0%	0.3 (#10t)	0.2 (#13t)	-33%	0.3 (#11t)	0.4 (#9t)	+33%	0.3 (#10t)	0.4 (#7t)	+33%
KGOR-FM	0.4 (#6t)	0.4 (#5t)	+0%	0.6 (#4t)	0.5 (#4t)	-17%	0.9 (#1)	0.6 (#3t)	-33%	1.3 (#1)	0.9 (#2t)	-31%	1.3 (#2)	0.9 (#3)	-31%
KISO-FM	0.4 (#6t)	0.5 (#4)	+25%	0.5 (#6t)	0.4 (#9)	-20%	0.5 (#7t)	0.4 (#9t)	-20%	0.4 (#9t)	0.2 (#13t)	-50%	0.3 (#10t)	0.2 (#14t)	-33%
KISO-FM HD2	0.1 (#15t)	0.1 (#12t)	+0%	0.2 (#13t)	0.1 (#14t)	-50%	0.1 (#15t)	0.1 (#16t)	+0%	0.1 (#16t)	0.1 (#16t)	+0%	0.1 (#17t)	0.1 (#17t)	+0%
KKCD-FM	0.3 (#9t)	0.2 (#11)	-33%	0.4 (#9t)	0.2 (#12t)	-50%	0.6 (#6)	0.3 (#11t)	-50%	0.7 (#4t)	0.6 (#4t)	-14%	0.5 (#5t)	0.6 (#4)	+20%
KOIL-AM	0.0 (#18t)	0.0 (#16t)	-	0.1 (#17t)	0.0 (#18t)	-100%	0.1 (#15t)	0.0 (#18t)	-100%	0.1 (#16t)	0.1 (#16t)	+0%	0.2 (#14t)	0.1 (#17t)	-50%
KOMJ-AM	0.1 (#15t)	0.0 (#16t)	-100%	0.1 (#17t)	0.0 (#18t)	-100%	0.1 (#15t)	0.0 (#18t)	-100%	0.1 (#16t)	0.1 (#16t)	+0%	0.1 (#17t)	0.2 (#14t)	+100%
KOOO-FM	0.2 (#11t)	0.0 (#16t)	-100%	0.3 (#12)	0.1 (#14t)	-67%	0.3 (#10t)	0.2 (#13t)	-33%	0.3 (#11t)	0.3 (#12)	+0%	0.2 (#14t)	0.3 (#10t)	+50%
KOPW-FM	0.9 (#1)	0.6 (#3)	-33%	0.6 (#4t)	0.6 (#3)	+0%	0.4 (#9)	0.5 (#7t)	+25%	0.3 (#11t)	0.5 (#7t)	+67%	0.3 (#10t)	0.4 (#7t)	+33%
KOZN-AM	0.0 (#18t)	0.1 (#12t)	-	0.2 (#13t)	0.3 (#10t)	+50%	0.3 (#10t)	0.4 (#9t)	+33%	0.5 (#7t)	0.4 (#9t)	-20%	0.4 (#7t)	0.3 (#10t)	-25%
KQCH-FM	0.8 (#2)	0.8 (#2)	+0%	0.8 (#1t)	0.8 (#2)	+0%	0.7 (#4t)	0.7 (#2)	+0%	0.5 (#7t)	0.4 (#9t)	-20%	0.4 (#7t)	0.3 (#10t)	-25%
KQKQ-FM	0.2 (#11t)	0.4 (#5t)	+100%	0.4 (#9t)	0.5 (#4t)	+25%	0.3 (#10t)	0.5 (#7t)	+67%	0.4 (#9t)	0.5 (#7t)	+25%	0.3 (#10t)	0.4 (#7t)	+33%
KSRZ-FM	0.5 (#5)	0.3 (#8t)	-40%	0.5 (#6t)	0.5 (#4t)	+0%	0.5 (#7t)	0.6 (#3t)	+20%	0.6 (#6)	0.6 (#4t)	+0%	0.5 (#5t)	0.5 (#5t)	+0%
KXKT-FM	0.7 (#3)	1.1 (#1)	+57%	0.8 (#1t)	1.0 (#1)	+25%	0.8 (#2t)	1.0 (#1)	+25%	1.0 (#3)	1.1 (#1)	+10%	1.0 (#3)	1.1 (#2)	+10%
KXSP-AM	0.1 (#15t)	0.1 (#12t)	+0%	0.1 (#17t)	0.1 (#14t)	+0%	0.1 (#15t)	0.2 (#13t)	+100%	0.2 (#15)	0.2 (#13t)	+0%	0.2 (#14t)	0.2 (#14t)	+0%