OMAHA-COUNCIL BLUFFS
APRIL/MAY 1967

AVERAGE QUARTER-HOUR Listening Estimates

MONDAY-SUNDAY
6:00AM-MIDNIGHT

AVERAGE PERSONS—TOTAL SURVEY AREA

TOTAL PERS. 12+ (000)	MEN 18-24 (000)	MEN 25-34 (000)	MEN 35-49 (000)	MEN 50-64 (000)	MEN TOTAL (000)	WOMEN 18-24 (000)	WOMEN 25-34 (000)	WOMEN 35-49 (000)	WOMEN 50-64 (000)	WOMEN TOTAL (000)	TEENS 12-17 (000)	STATION CALL LETTERS
3								1	1	3		KBON
36	1	3	5	3	15	1	5	5	5	20	1	KFAB
1			1		1							KFAB FM
24	5	1	1	1	8	5	1	2	1	9	7	KOIL
3		1			1		1		1	2		*KOOO
-1												*KOWH
15			2	1	5		2	2	3	10		*WOW
-1												*WOW FM

AVERAGE PERSONS—METRO SURVEY AREA

TOTAL PERS. 12+ (000)	MEN 18-24 (000)	MEN 25-34 (000)	MEN 35-49 (000)	MEN 50-64 (000)	MEN TOTAL (000)	WOMEN 18-24 (000)	WOMEN 25-34 (000)	WOMEN 35-49 (000)	WOMEN 50-64 (000)	WOMEN TOTAL (000)	TEENS 12-17 (000)	STATION CALL LETTERS
2								1		2		KBON
15		1	2	2	6	1	2	2	3	9		KFAB
-1												KFAB FM
16	3	1	1		5	2	1	2	1	6	5	KOIL
2		1			1		1			1		*KOOO
-1												*KOWH
9			1	1	3		1	2	1	6		*WOW
-1												*WOW FM
TOTAL LISTENING IN METRO SURVEY AREA 44	3	3	4	3	15	3	5	7	5	24	5	

SHARES—METRO SURVEY AREA

TOTAL PERS. 12+ %	MEN 18-24 %	MEN 25-34 %	MEN 35-49 %	MEN 50-64 %	MEN TOTAL %	WOMEN 18-24 %	WOMEN 25-34 %	WOMEN 35-49 %	WOMEN 50-64 %	WOMEN TOTAL %	TEENS 12-17 %	STATION CALL LETTERS
4.5			14.3		8.3							KBON
34.1		33.3	50.0	66.7	40.0	33.3	40.0	28.6	60.0	37.5		KFAB
												KFAB FM
36.4	99.9	33.3	25.0		33.3	66.7	20.0	28.6	20.0	25.0	99.9	KOIL
4.5		33.3			6.7		20.0			4.2		*KOOO
												*KOWH
20.5			25.0	33.3	20.0		20.0	28.6	20.0	25.0		*WOW
												*WOW FM

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule. (+) means AM-FM Combination was not simulcast for complete time period. (‡) means refer to Special Notice on Page 5.