

KKAR Listeners Account for Nearly 9% of Omaha's Retail Purchases That's \$989 Million Dollars Annually! Here's Where They Spend Their Money

<p>New and Used Cars, RV, Motorcycles, Boats, Auto Parts, Tires</p>	<p>Food, Beverage Groceries, C-Stores</p>	<p>Restaurants, Fast Food Service</p>	<p>Furniture Stores, Floor Covering, Electronics, Appliances</p>
<p>Pharmacies, Cosmetics, Optical, Health Food Supplement</p>	<p>Building Materials, Home Centers, Hardware, Nursery and Garden Centers</p>	<p>Family Clothing, Shoes, Jewelry</p>	<p><i>Omaha Consumers Spend \$12B KKAR-AM Listeners make up nearly 9% of total spending</i></p>

Source: Arbitron Retail Spending Power 2007