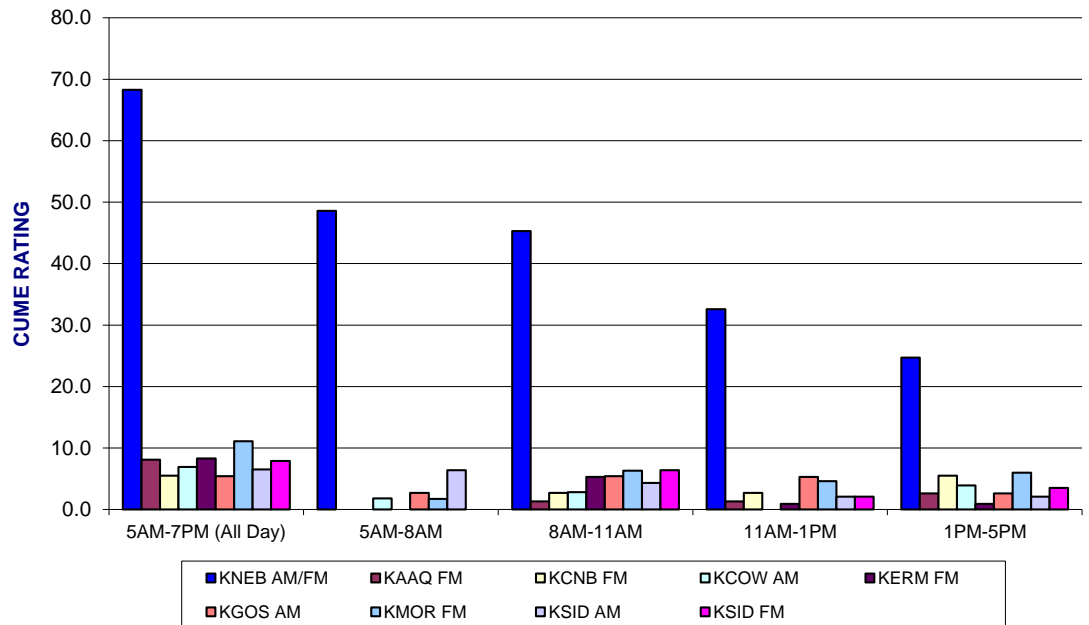




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# 2018 Agricultural Audience Data KNEB Primary Market Area

Commodity: ALL SURVEYS



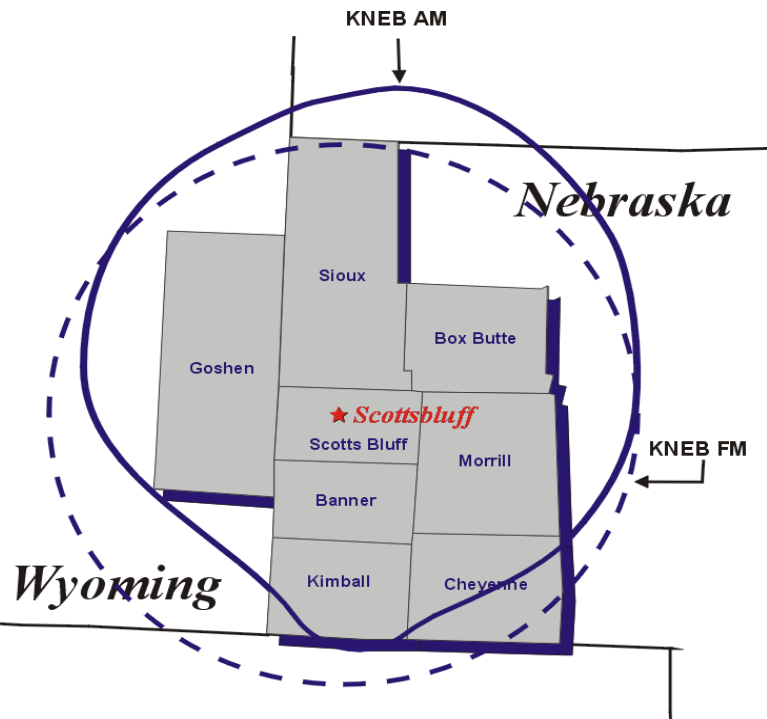
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG
<b>KNEB AM/FM</b>	<b>46.6</b>	<b>68.3</b>	<b>59.6</b>	<b>48.6</b>	<b>47.0</b>	<b>45.3</b>	<b>44.5</b>	<b>32.6</b>	<b>40.9</b>	<b>24.7</b>
AAAQ FM	1.5	8.1	0.0	0.0	0.9	1.3	0.7	1.3	2.5	2.6
KCNB FM	3.4	5.5	0.0	0.0	2.7	2.7	2.9	2.7	4.1	5.5
KCOW AM	2.7	6.9	3.0	1.8	0.9	2.8	0.0	0.0	6.2	3.9
KERM FM	2.5	8.3	0.0	0.0	3.9	5.3	1.9	0.9	2.3	0.9
KGOS AM	2.2	5.4	1.4	2.7	2.2	5.4	3.5	5.3	2.5	2.6
KMOR FM	5.5	11.1	0.9	1.7	5.1	6.3	6.3	4.6	8.7	6.0
KSID AM	4.6	6.5	11.6	6.4	3.6	4.3	2.3	2.1	2.7	2.1
KSID AM	3.6	7.9	0.0	0.0	7.9	6.4	4.5	2.1	2.2	3.5

**AMR DATA** is based on 158 surveys projected to a population of 1969 farmers & ranchers in the KNEB primary market area. Listed are leading stations and participating AM/FM combos with at least 5.4% Cume Ratings. All data has been weighted by the number of farmers/ranchers in the surveyed counties.

**SURVEY METHOD** was by telephone interview of farmers/ranchers with \$50,000+ in annual sales of agricultural products. Surveys were conducted in Spring 2016 by Ag Media Research.

**AQH SHARE** is a station's Average Quarter Hour persons audience expressed as a percent of the farm radio listenership in the selected area (share of audience during an average quarter hour).

**CUME RATING** is a station's total farm audience expressed as a percent of the farm population in the selected area (share of population that tuned in at least once during the daypart).



**NEBRASKA** Banner, Box Butte, Cheyenne, Kimball, Morrill, Scotts Bluff, Sioux **WYOMING** Goshen



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