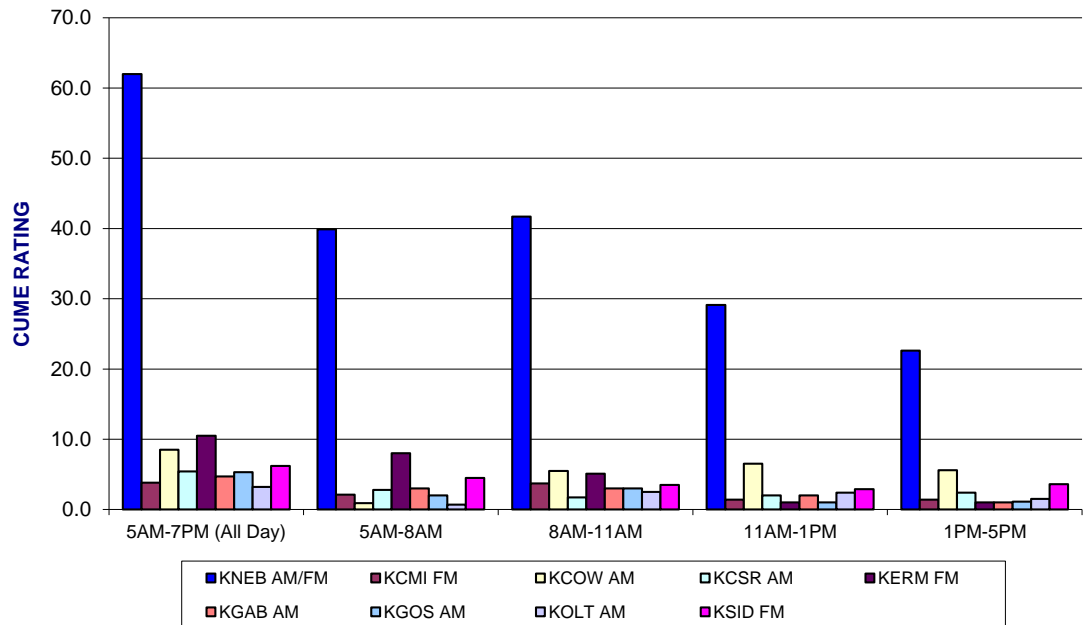




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2016 Agricultural Audience Data KNEB Primary Market Area

Commodity: ALL SURVEYS



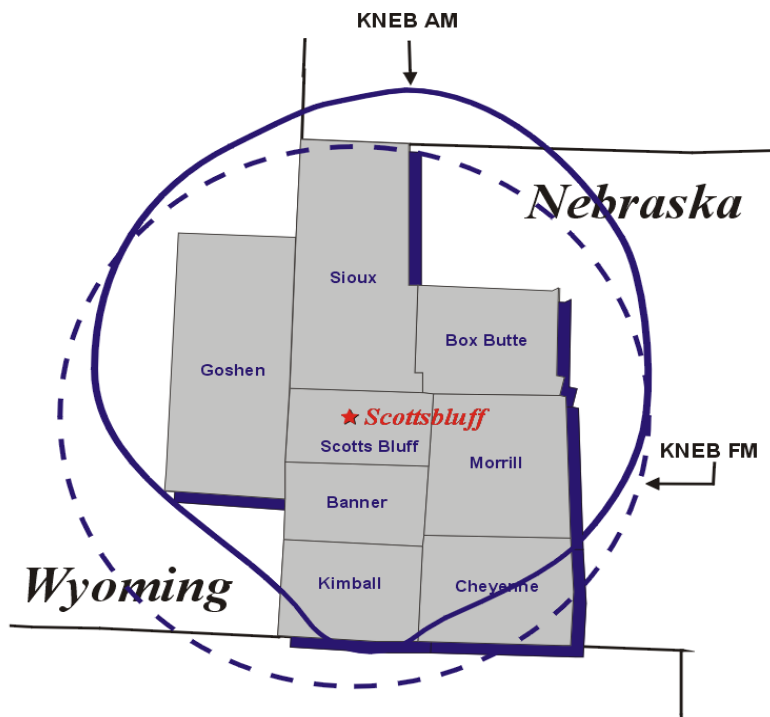
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG
KNEB AM/FM	49.6	62.0	53.7	39.9	52.8	41.7	51.1	29.1	43.1	22.6
KCMI FM	3.5	3.8	3.6	2.1	4.2	3.7	3.6	1.4	3.4	1.4
KCOW AM	6.5	8.5	2.3	0.9	6.5	5.5	9.8	6.5	8.5	5.6
KCSR AM	3.7	5.4	4.5	2.8	2.0	1.7	2.9	2.0	5.5	2.4
KERM FM	4.7	10.5	10.8	8.0	4.4	5.1	1.4	1.0	1.0	1.0
KGAB AM	3.0	4.7	4.4	3.0	4.3	3.0	2.3	2.0	0.5	1.0
KGOS AM	1.7	5.3	1.7	2.0	3.1	3.0	1.4	1.0	0.3	1.1
KOLT AM	2.4	3.2	0.4	0.7	2.4	2.5	4.0	2.4	3.9	1.5
KSID FM	6.8	6.2	5.4	4.5	5.3	3.5	7.0	2.9	9.7	3.6

AMR DATA is based on 162 surveys projected to a population of 1,945 farmers & ranchers in the KNEB primary market area. Listed are leading stations and participating AM/FM combos with at least 3.2% 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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