



KRVN AM/FM - Lexington
KTIC / KWPN - West Point
KNEB AM/FM - Scottsbluff

HOME OFFICE:

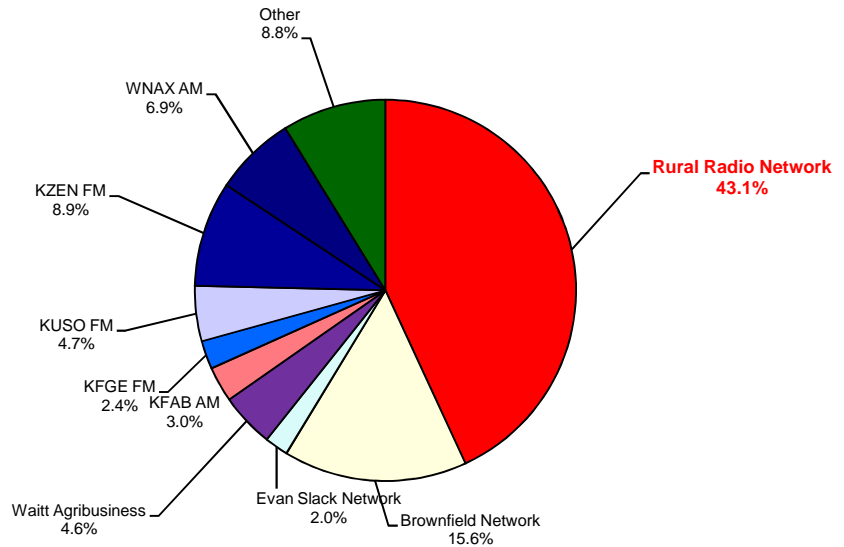
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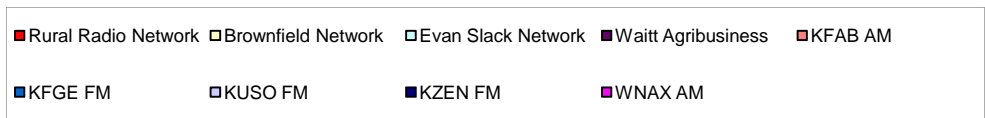
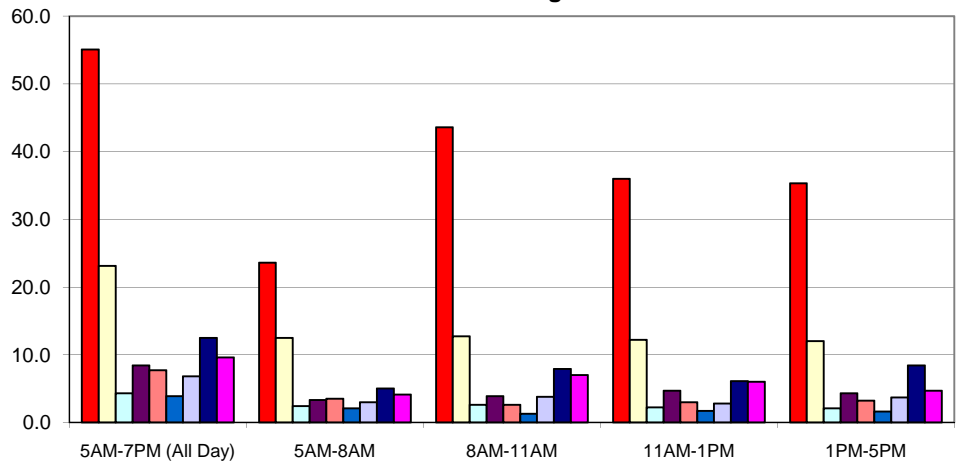
NEBRASKA 2008 AMR DATA

Commodity: **ALL SURVEYS**

Average Quarter Hour Share 5 AM to 7 PM



Cume Rating



AMR DATA is based on 1028 surveys projected to a population of 24,350 farmers & ranchers in Nebraska's 93 counties. Networks and stations not listed had less than 1.5% Average Quarter Hour Share from 5am-7pm. Individual stations were not listed if included as part of a network. 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 2008 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).

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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

	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
Rural Radio Network	43.1	55.1	33.5	23.6	48.6	43.6	47.5	36.0	41.5	35.3
Brownfield Network	15.6	23.1	18.1	12.5	14.5	12.7	16.1	12.2	15.4	12.0
Evan Slack Network	2.0	4.3	2.6	2.4	1.9	2.6	2.1	2.2	2.2	2.1
Waitt Agribusiness	4.6	8.4	4.2	3.3	4.3	3.9	5.3	4.7	4.9	4.3
KFAB AM	3.0	7.7	6.1	3.5	2.1	2.6	3.8	3.0	2.3	3.2
KFGE FM	2.4	3.9	2.3	2.1	1.7	1.3	1.7	1.7	2.6	1.6
KUSO FM	4.7	6.8	4.9	3.0	4.1	3.8	3.9	2.8	5.3	3.7
KZEN FM	8.9	12.5	8.3	5.0	8.8	7.9	8.1	6.1	10.3	8.4
WNAX AM	6.9	9.6	6.3	4.1	8.2	7.0	7.5	6.0	5.9	4.7



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