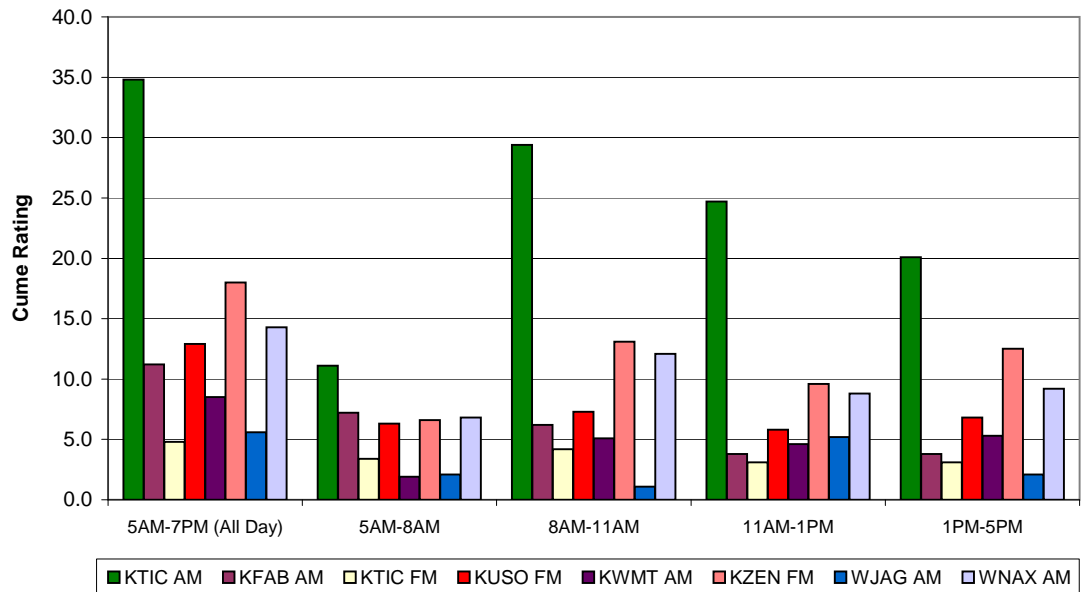




P.O. Box 84  
 West Point, NE 68788  
 (402) 372-5423 - Phone  
 (402) 372-5425 - Fax  
 E-mail: jmauch@kticradio.com  
 Web Site: www.kticradio.com

# 2008 Agricultural Audience Data KTIC Primary Market Area

Commodity: ALL SURVEYS



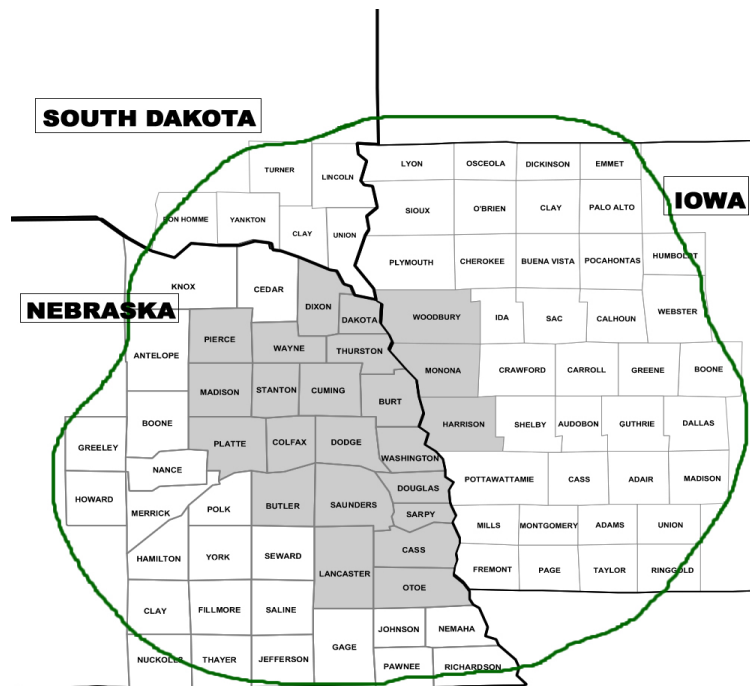
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
<b>KTIC AM</b>	<b>26.4</b>	<b>34.8</b>	<b>18.4</b>	<b>11.1</b>	<b>31.8</b>	<b>29.4</b>	<b>32.8</b>	<b>24.7</b>	<b>22.5</b>	<b>20.1</b>
KFAB AM	5.2	11.2	13.4	7.2	4.9	6.2	3.7	3.8	3.4	3.8
KTIC FM	4.8	5.5	5.2	3.4	4.5	4.2	4.6	3.1	5.2	3.1
KUSO FM	9.7	12.9	9.5	6.3	8.9	7.3	7.9	5.8	11.1	6.8
KWMT AM	4.2	8.5	2.3	1.9	5.0	5.1	6.0	4.6	3.8	5.3
KZEN FM	14.5	18.0	13.2	6.6	15.6	12.1	12.2	9.6	16.7	12.5
WJAG AM	2.2	5.6	3.6	2.1	0.8	1.1	4.5	5.2	1.8	2.1
WNAX AM	12.7	14.3	11.7	6.8	14.7	12.1	12.5	8.8	11.6	9.2

**AMR DATA** is based on 323 surveys projected to a population of 8,041 farmers & ranchers in the KTIC primary market area. Listed are leading stations with at least 5.5% 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 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).

**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** Burt, Butler, Cass, Colfax, Cuming, Dakota, Dixon, Dodge, Douglas, Lancaster, Madison, Pierce, Platte, Otoe, Sarpy, Saunders, Stanton, Thurston, Washington, Wayne **IOWA** Harrison, Ida, Monona, Woodbury



© 2008 Ag Media Research