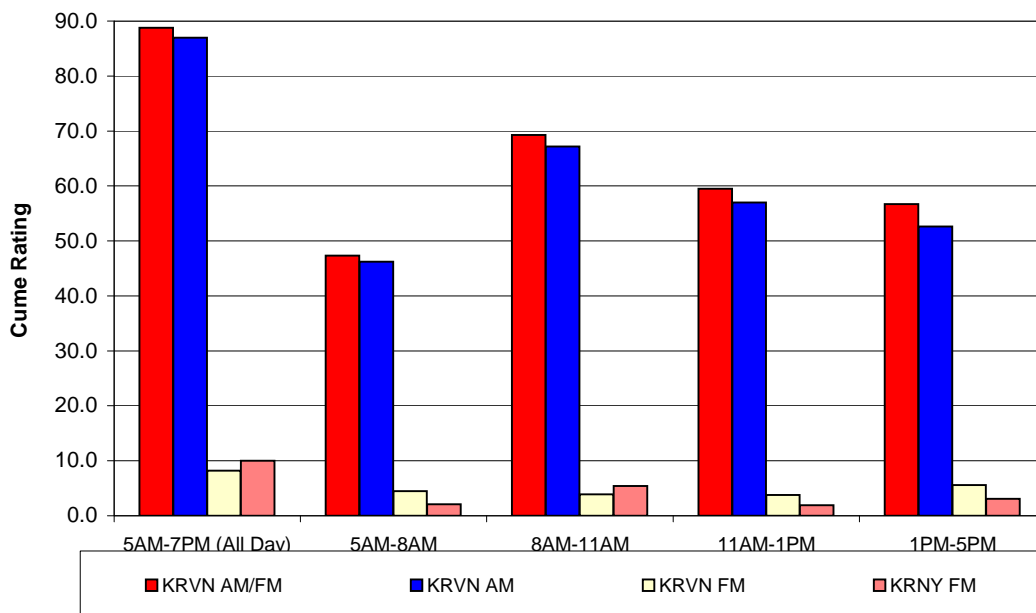




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## 2012 Agricultural Audience Data Kearney Trade Area

Commodity: **ALL SURVEYS**



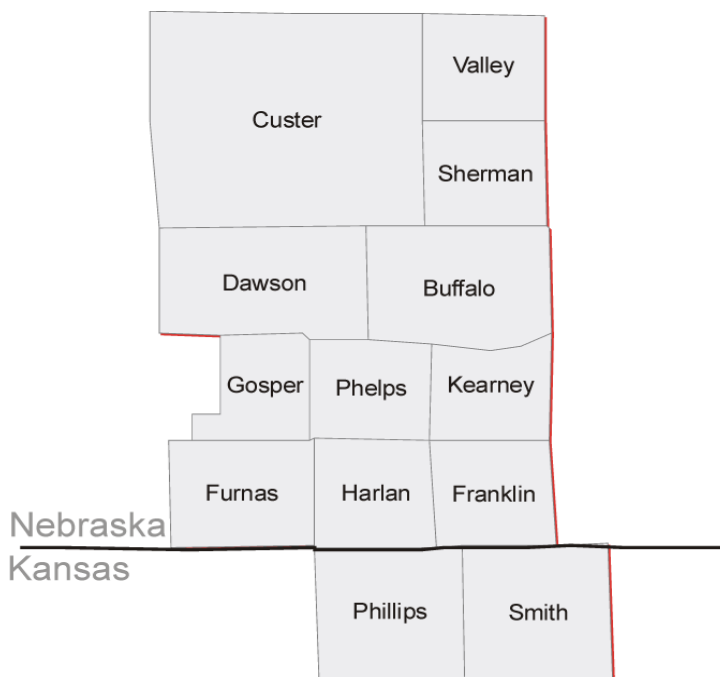
	5AM-7PM (All Day)			5AM-8AM			8AM-11AM			11AM-1PM			1PM-5PM		
	AQH	CUME	SHR	AQH	CUME	SHR	AQH	CUME	SHR	AQH	CUME	SHR	AQH	CUME	SHR
	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG
<b>KRVN AM/FM</b>	<b>60.1</b>	<b>88.8</b>		<b>56.4</b>	<b>47.3</b>		<b>62.8</b>	<b>69.3</b>		<b>63.0</b>	<b>59.5</b>		<b>57.7</b>	<b>56.7</b>	
KRVN AM	58.2	87.0		52.8	46.2		61.9	67.2		60.9	57.0		56.0	52.6	
KRVN FM	5.2	8.2		4.9	4.5		3.3	3.9		5.1	3.8		6.1	5.6	
KRVN FM	2.5	10.0		1.1	2.1		3.3	5.4		1.7	1.9		3.7	3.1	

**AMR DATA** is based on 100 surveys projected to a population of 3,774 farmers & ranchers in the Kearney Trade area. Stations not listed had less than 2.5% 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 2012 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** Buffalo, Custer, Dawson, Franklin, Furnas, Gosper, Harlan, Kearney, Phelps, Sherman, Valley  
**KANSAS** Phillips, Smith



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