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AMR DATA is based on 1042 surveys projected to a population of 26,425 farmers & ranchers in KRVN's 105-county primary market area. Stations not listed had less than 1.6% 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 2014 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).



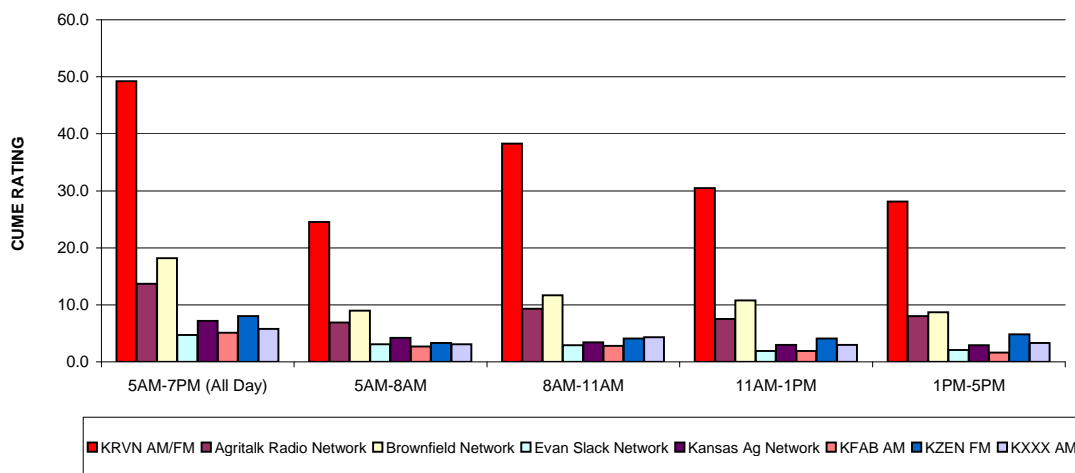
MAP KEY

KRVN 880 AM —————
Daytime predicted coverage 0.5 mV/m contour

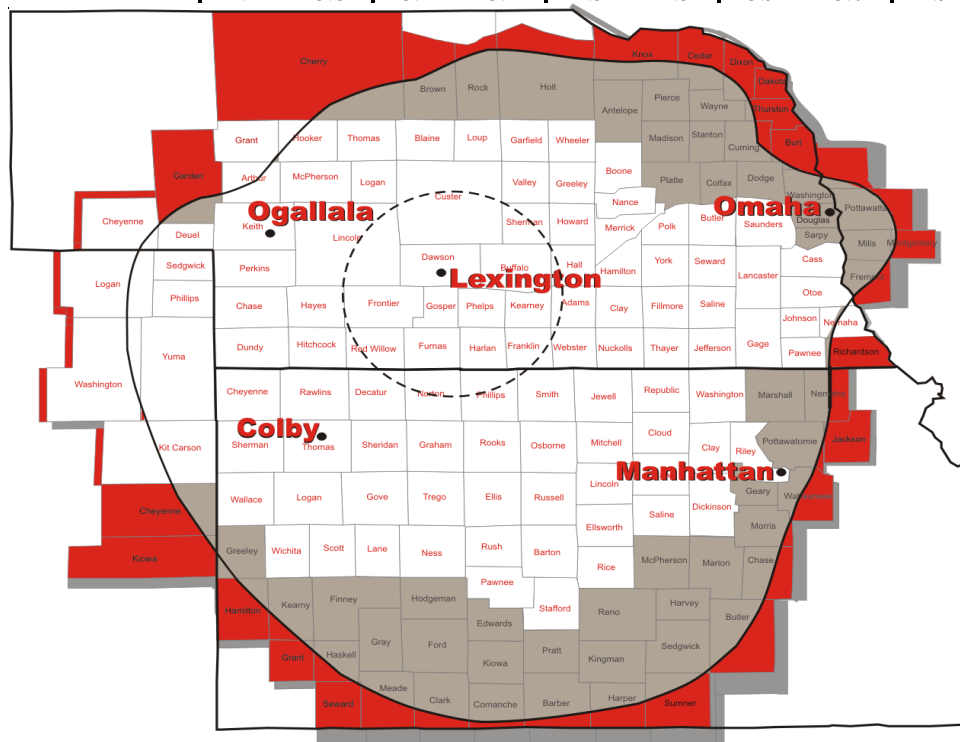
KRVN 93.1 FM - - - - -
Predicted coverage 50 dBu contour

2014 Agricultural Audience Data KRVN AM/FM 105-County 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
KRVN AM/FM	31.9	49.2	29.0	24.5	32.9	38.3	34.1	30.5	31.4	28.1
Agritalk Radio Network	8.9	13.7	8.6	6.9	10.0	9.3	9.0	7.5	8.3	8.0
Brownfield Network	9.8	18.2	10.1	9.0	9.8	11.7	10.8	10.8	8.6	8.7
Evan Slack Network	2.6	4.7	4.0	3.1	3.2	2.9	1.8	1.9	2.3	2.1
Kansas Ag Network	2.9	7.2	5.1	4.2	2.8	3.4	2.0	3.0	2.2	2.9
KFAB AM	2.0	5.1	3.2	2.7	2.1	2.8	1.1	1.9	2.0	1.6
KZEN FM	4.4	8.0	3.5	3.2	3.9	4.1	4.3	4.5	5.4	4.8
KXXX AM	4.2	5.8	3.2	3.1	4.5	4.3	3.9	3.0	4.9	3.3



NEBRASKA Adams, Arthur, Blaine, Boone, Brown, Buffalo, Butler, Cass, Chase, Cheyenne, Clay, Custer, Dawson, Deuel, Dundy, Fillmore, Franklin, Frontier, Furnas, Gage, Garfield, Gosper, Grant, Greeley, Hall, Hamilton, Harlan, Hayes, Hitchcock, Hooker, Howard, Jefferson, Johnson, Kearney, Keith, Lancaster, Lincoln, Logan, Loup, McPherson, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Perkins, Phelps, Polk, Red Willow, Rock, Saline, Saunders, Seward, Sherman, Thayer, Thomas, Valley, Webster, Wheeler, York **KANSAS** Barton, Cheyenne, Clay, Cloud, Decatur, Ellis, Ellsworth, Gove, Graham, Greeley, Jewell, Lane, Lincoln, Logan, Mitchell, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Rawlins, Republic, Rice, Rooks, Rush, Russell, Saline, Scott, Sheridan, Sherman, Smith, Stafford, Thomas, Trego, Wallace, Washington, Wichita **COLORADO** Kit Carson, Logan, Phillips, Sedgwick, Washington, Yuma