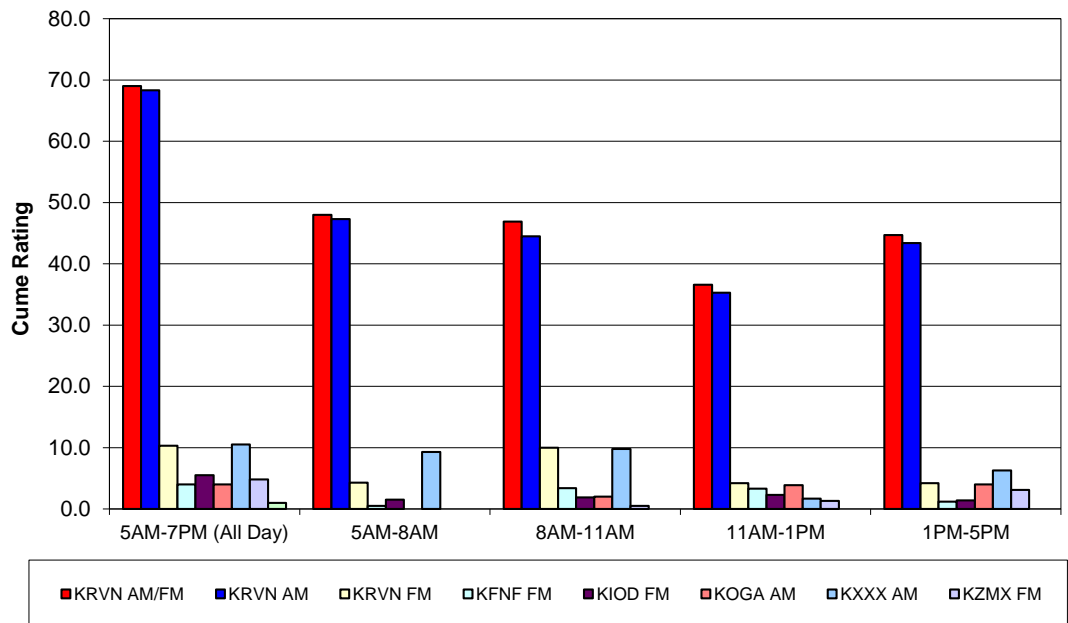




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2016 Agricultural Audience Data McCook Trade Area

Commodity: **ALL SURVEYS**



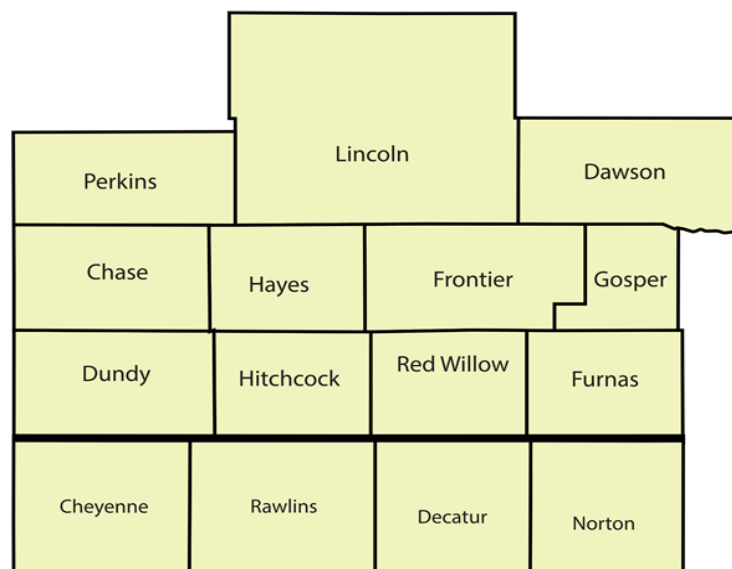
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG
KRVN AM/FM	67.7	69.0	79.6	48.0	67.2	46.9	60.5	36.6	68.3	44.7
KRVN AM	64.5	68.3	79.1	47.3	63.0	44.5	58.7	35.3	64.3	43.4
KRVN FM	7.1	10.3	3.4	4.3	11.6	10.0	5.3	4.2	5.4	4.2
KFNF FM	2.4	4.0	0.5	0.5	4.0	3.4	4.7	3.3	0.1	1.2
KIOD FM	2.4	5.5	2.5	1.5	1.3	1.9	2.5	2.3	3.9	1.4
KOGA AM	2.1	4.0	0.0	0.0	0.4	2.0	5.9	3.9	2.6	4.0
KXXX AM	6.5	10.5	9.4	9.3	8.1	9.8	2.6	1.7	5.0	6.3
KZMX FM	0.6	4.8	0.0	0.0	0.3	0.5	0.8	1.3	1.5	3.1

AMR DATA is based on 119 surveys projected to a population of 3,295 farmers & ranchers in the McCook Trade area. Stations not listed had less than 4.0% 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).



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NEBRASKA Dawson, Chase, Dundy, Frontier, Furnas, Gosper, Hayes, Hitchcock, Lincoln, Perkins, Red Willow
KANSAS Cheyenne, Decatur, Norton, Rawlins