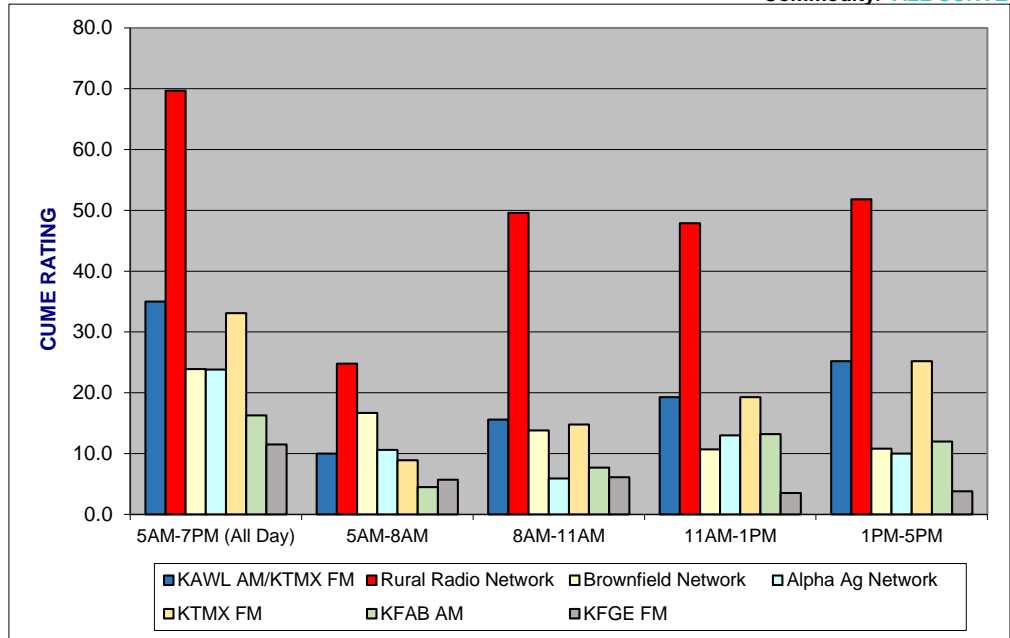


# 2018 Agricultural Audience Data KOOL AM/KTMX FM Primary Market Area



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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
<b>KAWL AM/KTMX FM</b>	<b>17.4</b>	<b>35.0</b>	<b>10.4</b>	<b>10.0</b>	<b>14.7</b>	<b>15.6</b>	<b>17.3</b>	<b>19.3</b>	<b>20.9</b>	<b>25.2</b>
Rural Radio Network	48.6	69.7	34.0	24.8	52.8	49.6	54.9	47.9	51.8	51.8
Brownfield Network	11.8	23.9	20.2	16.7	12.7	13.8	13.9	10.7	9.3	10.8
Alpha Ag Network	9.0	23.8	9.4	10.6	7.1	5.9	10.5	13.0	8.0	10.0
KTMX FM	16.8	33.1	8.9	8.9	13.8	14.8	17.3	19.3	20.9	25.2
KFAB AM	11.7	16.3	12.1	4.5	10.4	7.7	16.1	13.2	10.3	12.0
KFGE FM	5.3	11.5	10.1	5.7	5.6	6.1	2.7	3.5	3.5	3.8

**AMR DATA** is based on 183 surveys projected to a population of 3,043 farmers & ranchers in the KOOL and KTMX primary market area. Listed are leading stations and participating AM/FM combos with at least 11% Cume Ratings. All data has been weighted by the number of farmers/ranchers in the surveyed counties.

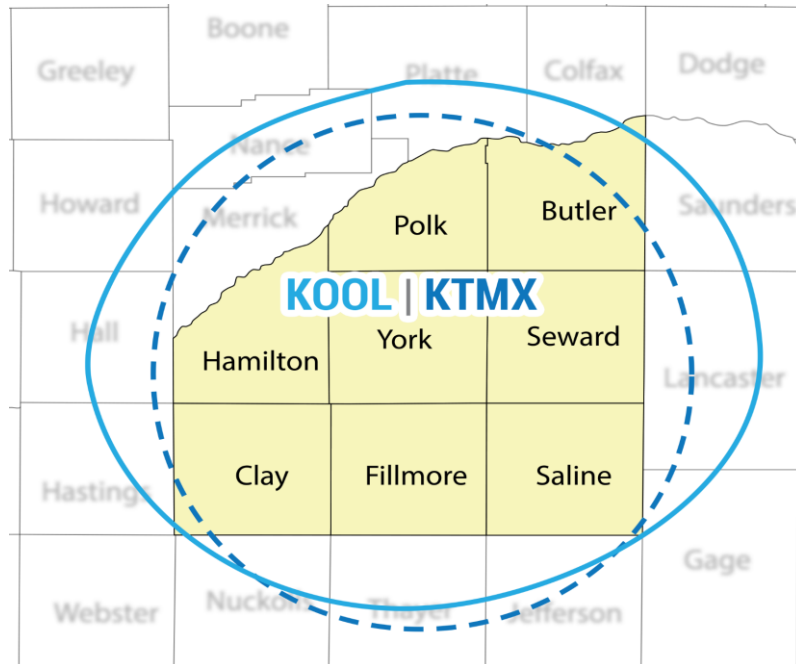
**SURVEY METHOD** was by telephone interview of farmers/ranchers with \$50,000+ in annual sales of agricultural products. Surveys were conducted in Spring 2018 by Ag Media Research.

**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** Butler, Clay, Fillmore, Hamilton, Polk, Saline, Seward, York