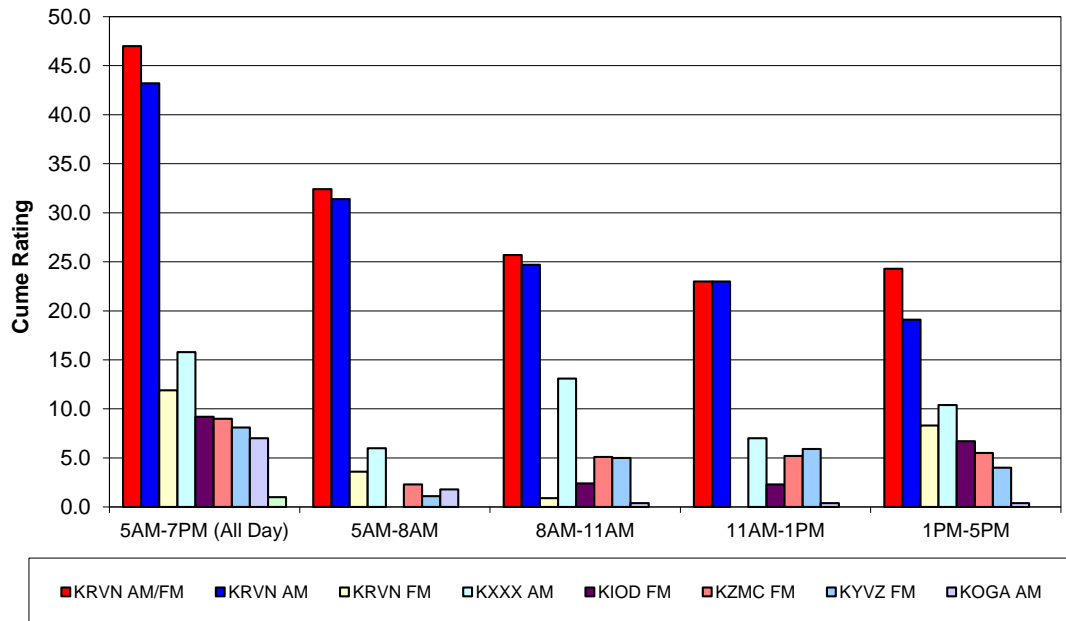




1007 Plum Creek Parkway  
 P.O. Box 880  
 Lexington, NE 68850-0880  
 Phone: (308) 324-2371  
 Fax: (308) 324-5786  
 E-mail: krnam@krvn.com  
 Web Site: www.krvn.com

## 2018 Agricultural Audience Data McCook Trade Area

Commodity: **ALL SURVEYS**



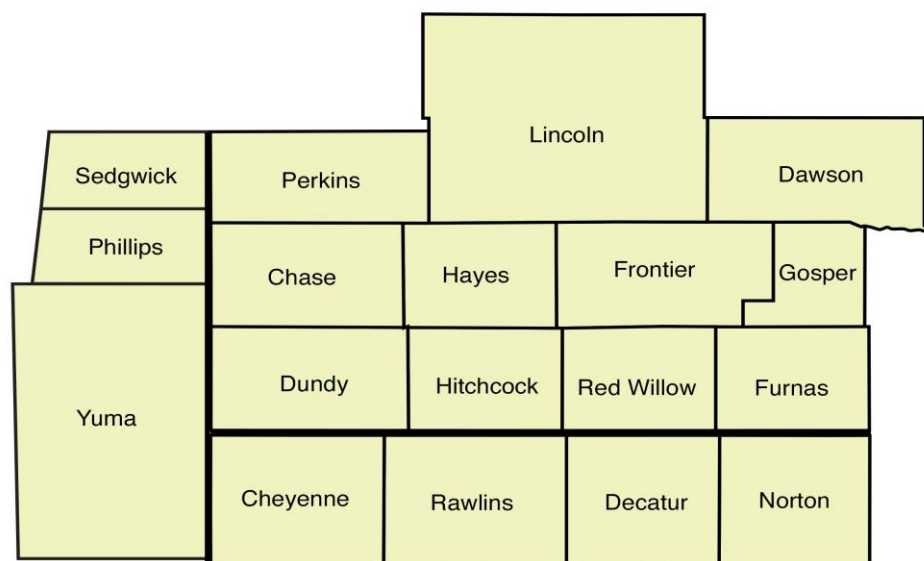
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG
<b>KRVN AM/FM</b>	<b>41.7</b>	<b>47.0</b>	<b>66.7</b>	<b>32.4</b>	<b>37.5</b>	<b>25.7</b>	<b>34.6</b>	<b>23.0</b>	<b>39.1</b>	<b>24.3</b>
KRVN AM	37.7	43.2	65.6	31.4	37.2	24.7	34.6	23.0	31.3	19.1
KRVN FM	5.1	11.9	1.5	3.6	0.3	0.9	0.0	0.0	10.8	8.3
KXXX AM	12.7	15.8	8.6	6.0	13.8	13.1	12.6	7.0	13.2	10.4
KIOD FM	3.7	9.2	0.0	0.0	1.3	2.4	4.4	2.3	6.8	6.7
KZMC FM	7.6	9.0	2.8	2.3	6.8	5.1	7.4	5.2	10.3	5.5
KYVZ FM	3.9	8.1	1.3	1.1	6.0	5.0	6.7	5.9	2.7	4.0
KOGA AM	0.4	7.0	0.2	1.8	0.4	0.4	0.4	0.4	0.4	0.4

**AMR DATA** is based on 167 surveys projected to a population of 4,096 farmers & ranchers in the McCook Trade Area. Stations not listed had less than a 7.0% Cumulative Rating. All data has been weighted by the number of farmer/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** Chase, Dawson, Dundy, Frontier, Furnas, Gosper, Hayes, Hitchcock, Lincoln, Perkins, Red Willow  
**KANSAS** Cheyenne, Decatur, Norton, Rawlins **COLORADO** Phillips, Sedgwick, Yuma,