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AMR DATA is based on 585 surveys projected to a population of 26852 farmers & ranchers in KRVN's 64-county primary market area. Stations not listed had less than 4.3% 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 2020 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

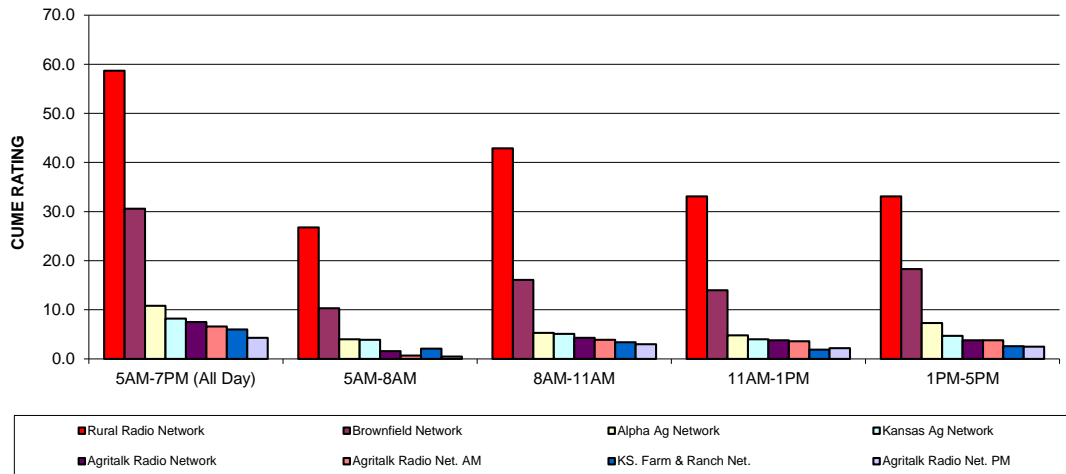
KRVN 880 AM ———
 Daytime predicted coverage 0.5 mV/m contour

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

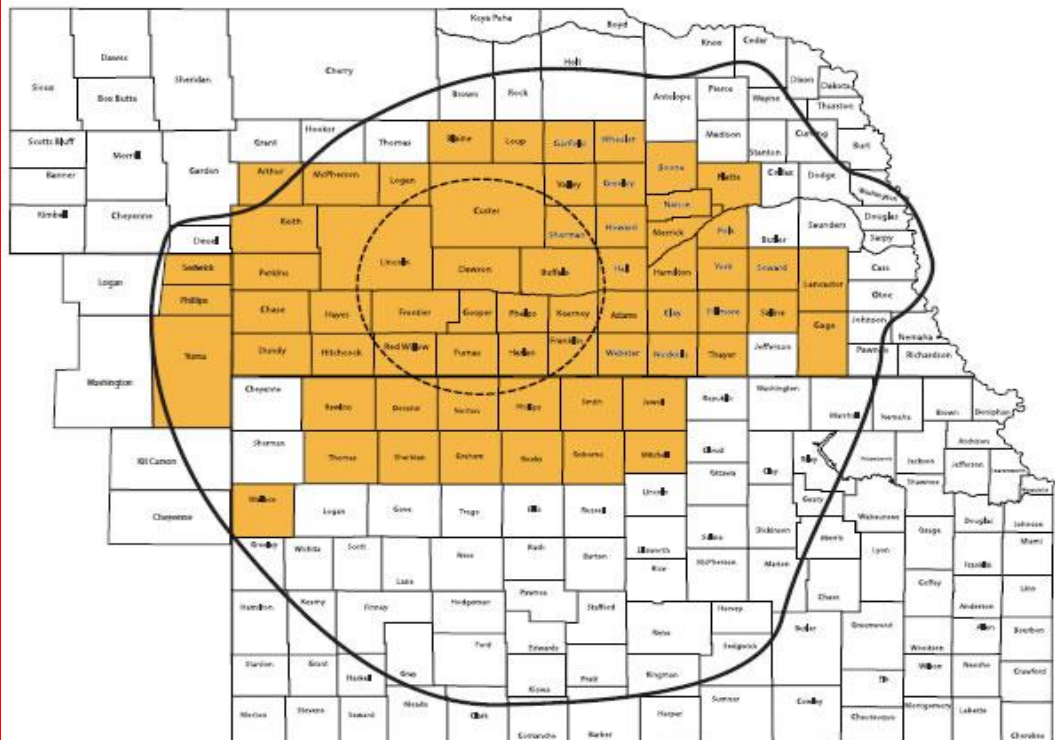
2020 Agricultural Audience Data

KRVN AM/FM 64-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
Rural Radio Network	37.4	58.7	36.7	26.8	43.8	42.9	38.8	33.1	32.8	33.1
Brownfield Network	16.3	30.6	16.6	10.3	15.2	16.1	18.6	14.0	16.8	18.3
Alpha Ag Network	4.7	10.8	3.7	4.0	4.4	5.3	4.0	4.8	5.3	7.3
Kansas Ag Network	4.8	8.2	4.5	3.9	5.7	5.1	5.0	4.0	4.3	4.7
Agritalk Radio Network	3.2	7.5	1.9	1.6	3.6	4.3	3.6	3.8	3.6	3.8
Agritalk Radio Net. AM	2.8	6.6	0.6	0.7	3.0	3.9	3.5	3.6	3.6	3.8
KS. Farm & Ranch Net.	2.3	6.0	3.9	2.1	2.4	3.4	1.7	1.9	2.0	2.6
Agritalk Radio Net. PM	1.8	4.3	0.4	0.5	2.0	3.0	2.5	2.2	2.2	2.5



NEBRASKA Adams, Arthur, Blaine, Boone, Buffalo, Chase, Clay, Custer, Dawson, Dundy, Fillmore, Franklin, Frontier, Furnas, Gage, Garfield, Gosper, Greeley, Hall, Hamilton, Harlan, Hayes, Hitchcock, Howard, Kearney, Keith, Lancaster, Lincoln, Logan, Loup, McPherson, Merrick, Nance, Nuckolls, Perkins, Phelps, Platte, Polk, Red Willow, Saline, Seward, Sherman, Thayer, Valley, Webster, Wheeler, York **KANSAS** Decatur, Graham, Jewell, Mitchell, Norton, Osborne, Phillips, Rawlins, Republic, Rooks, Sheridan, Smith, Thomas, Wallace **COLORADO** Phillips, Sedgwick, Yuma