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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 3.9% 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**

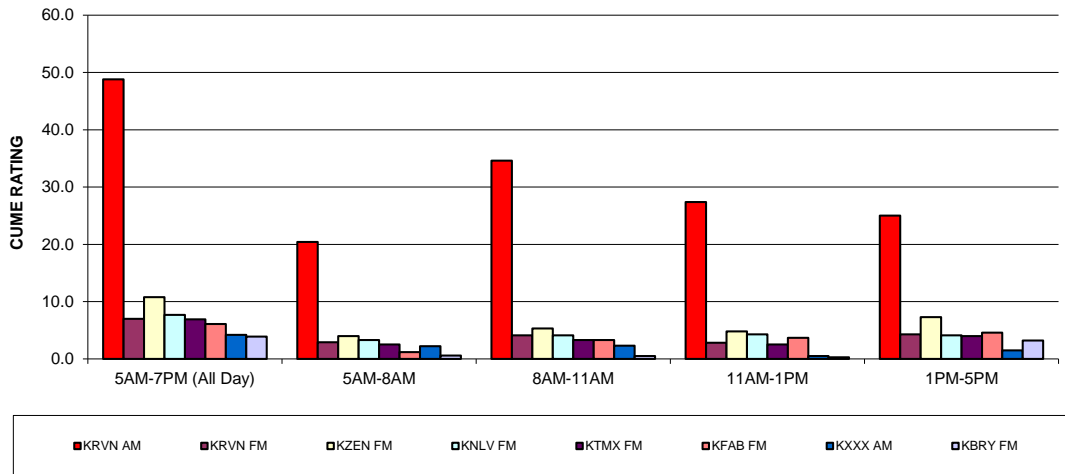
**KRVN 880 AM** ———  
 Daytime predicted coverage 0.5 mV/m contour

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

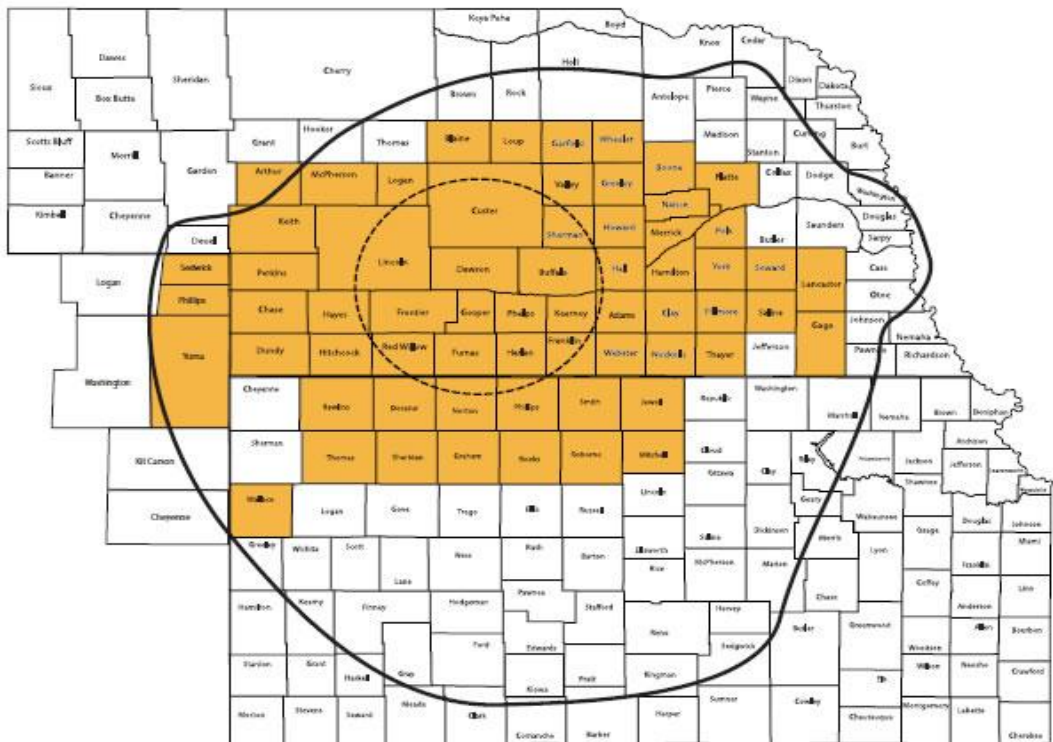
# 2020 Agricultural Audience Data

## KRVN AM/FM 64-County Primary Market Area

Commodity: ALL SURVEYS



	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG
<b>KRVN AM</b>	<b>27.9</b>	<b>48.8</b>	<b>28.5</b>	<b>20.4</b>	<b>33.6</b>	<b>34.6</b>	<b>32.0</b>	<b>27.4</b>	<b>23.4</b>	<b>25.0</b>
<b>KRVN FM</b>	<b>4.1</b>	<b>7.0</b>	<b>4.4</b>	<b>2.9</b>	<b>5.3</b>	<b>4.1</b>	<b>2.7</b>	<b>2.8</b>	<b>3.5</b>	<b>4.3</b>
KZEN FM	4.7	10.8	3.7	4.0	4.4	5.3	4.0	4.8	5.3	7.3
KNLV FM	3.9	7.7	6.3	3.3	3.5	4.1	3.2	4.3	3.5	4.1
KTMX FM	3.3	6.9	3.1	2.5	3.0	3.3	2.9	2.5	3.4	4.0
KFAB FM	3.6	6.1	1.8	1.2	2.5	3.3	4.1	3.7	5.0	4.6
KXXX AM	1.4	4.2	4.8	2.2	1.2	2.3	0.4	0.5	1.0	1.5
KBRY FM	1.8	3.9	0.5	0.6	1.0	0.5	0.6	0.3	3.9	3.2



**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