



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

AMR DATA is based on 653 surveys projected to a population of 26852 farmers & ranchers in KRVN's 64-county primary market area. Stations not listed had less than 3.6% 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 2022 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

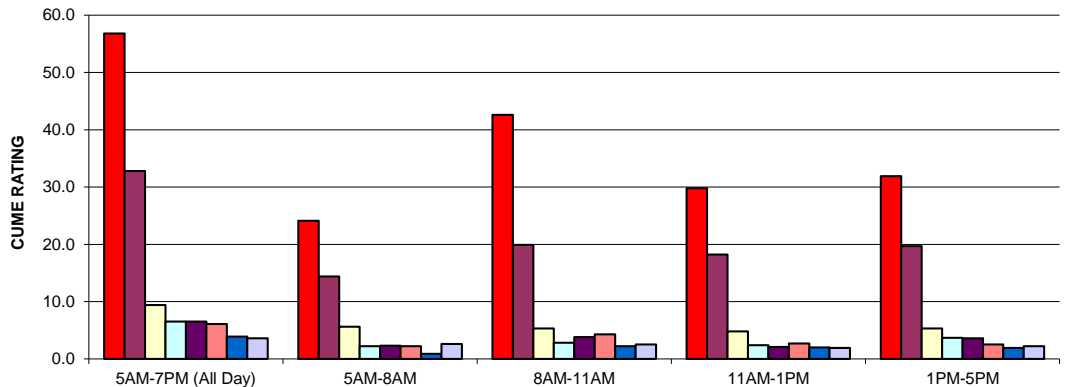
Daytime predicted coverage 0.5 mV/m contour

KRVN 93.1 FM

Predicted coverage 50 dBu contour

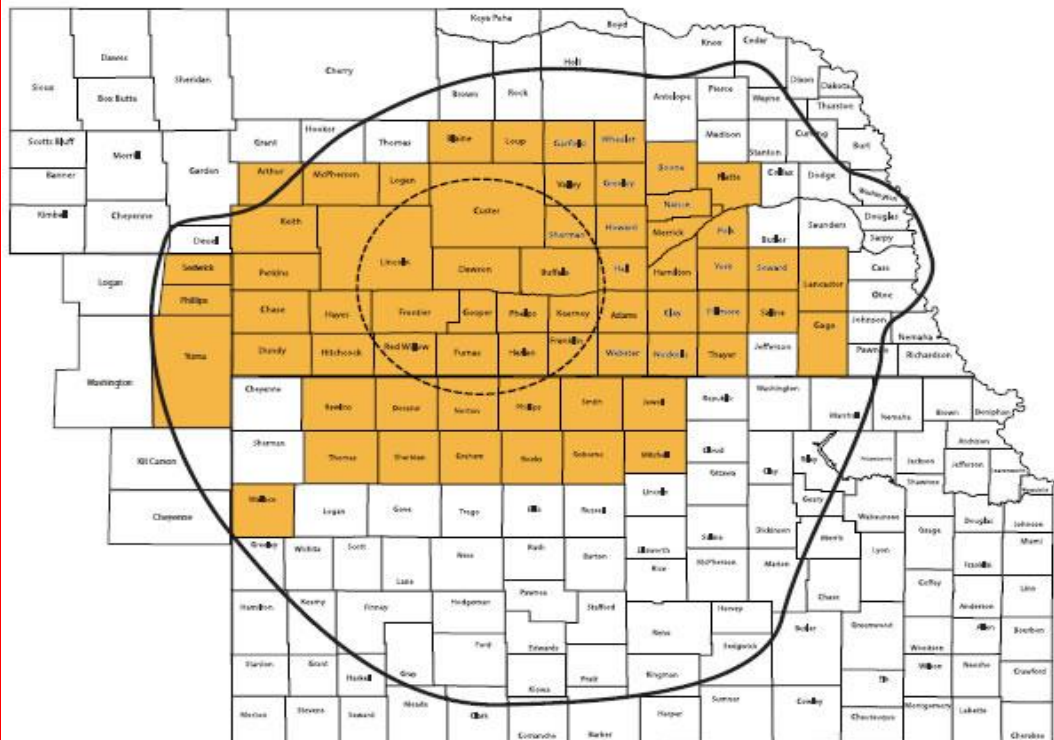
2022 Agricultural Audience Data Rural Radio Network 64-County Primary Market Area

Commodity: ALL SURVEYS



■ Rural Radio Network ■ Brownfield Network ■ Kansas Ag Network ■ Agritalk Radio Network ■ KS. Farm & Ranch Net. ■ Western Ag Network ■ The Ag Network ■ Mid America Ag Network

	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
Rural Radio Network	40.5	56.8	37.6	24.1	46.0	42.6	41.3	29.8	37.8	31.9
Brownfield Network	22.1	32.8	24.1	14.4	19.9	19.9	23.5	18.2	22.5	19.7
Kansas Ag Network	6.3	9.4	5.6	5.6	5.3	5.3	6.7	4.8	7.0	5.3
Agritalk Radio Network	3.3	6.5	4.4	2.2	2.9	2.8	3.4	2.4	3.3	3.7
KS. Farm & Ranch Net.	4.0	6.5	3.2	2.3	3.5	3.8	2.8	2.1	5.1	3.6
Western Ag Network	2.8	6.1	3.7	2.2	3.3	4.3	3.2	2.7	2.0	2.5
The Ag Network	1.8	3.9	1.1	0.9	1.2	2.2	2.8	2.0	2.1	1.9
Mid America Ag Network	2.8	3.6	2.8	2.6	2.8	2.5	2.6	1.9	2.8	2.2



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