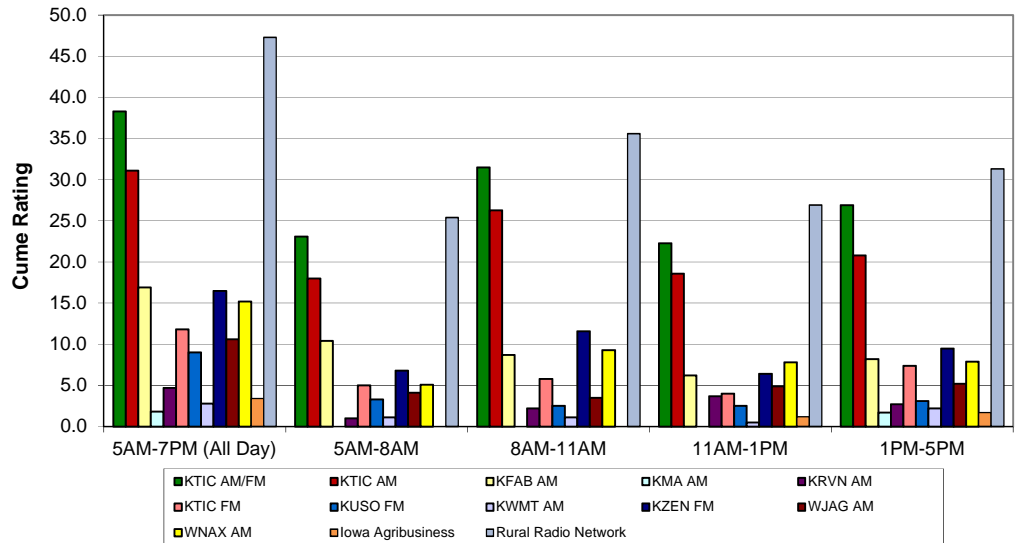




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# 2018 Agricultural Audience Data KTIC Primary Market Area

Commodity: ALL SURVEYS



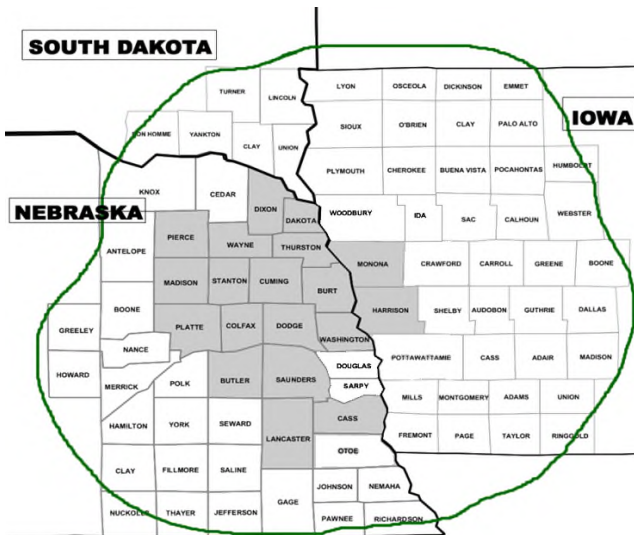
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
<b>KTIC AM/FM</b>	<b>33.2</b>	<b>38.3</b>	<b>32.2</b>	<b>23.1</b>	<b>37.3</b>	<b>31.5</b>	<b>37.8</b>	<b>22.3</b>	<b>32.3</b>	<b>26.9</b>
KTIC AM	27.6	31.1	24.2	18.0	31.6	26.3	33.1	18.6	26.5	20.8
KFAB AM	12.1	16.9	22.6	10.4	9.5	8.7	10.5	6.2	9.9	8.2
KMA AM	0.4	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.7
KRVN AM	3.2	4.7	1.8	1.0	3.8	2.2	5.3	3.7	3.2	2.7
KTIC FM	5.7	11.8	8.0	5.0	5.7	5.8	4.7	4.0	5.8	7.4
KUSO FM	2.1	9.0	2.9	3.3	0.9	2.5	1.7	2.5	1.6	3.1
KWMT AM	1.8	2.8	2.3	1.1	0.7	1.1	0.6	0.5	3.5	2.2
KZEN FM	10.1	16.5	10.8	6.8	11.6	11.6	9.2	6.4	10.0	9.5
WJAG AM	4.6	10.6	5.8	4.1	3.7	3.5	5.1	4.9	5.5	5.2
WNAX AM	7.9	15.2	7.2	5.1	9.3	9.3	11.3	7.8	6.7	7.9
Iowa AgriBusiness Radio	0.5	3.4	0.0	0.0	0.0	0.0	0.3	1.2	1.5	1.7
Rural Radio Network	38.4	47.3	36.4	25.4	41.0	35.6	42.8	26.9	38.9	31.3

**AMR DATA** is based on 305 surveys projected to a population of 8069 farmers & ranchers in the KTIC primary market area. Listed are leading stations with at least 1.3% 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 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).



**NEBRASKA** Burt, Cass, Colfax, Cuming, Dakota, Dixon, Dodge, Lancaster, Madison, Pierce, Platte, Saunders, Stanton, Thurston, Washington, Wayne (Douglas and Sarpy were not surveyed in 2018) **IOWA** Harrison, Monona



**AG MEDIA RESEARCH**

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