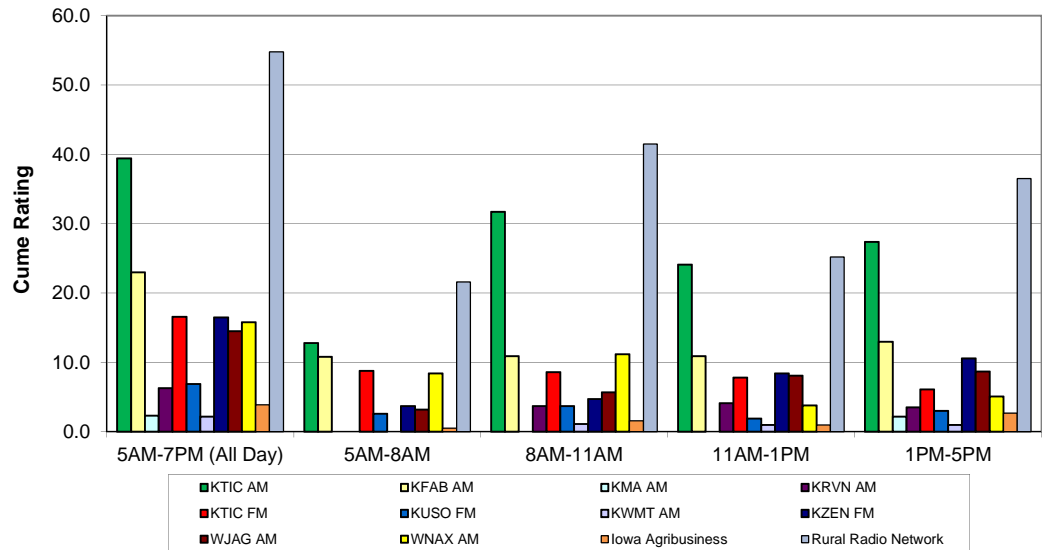




2020 Agricultural Audience Data

KTIC Primary Market Area

Commodity: ALL SURVEYS



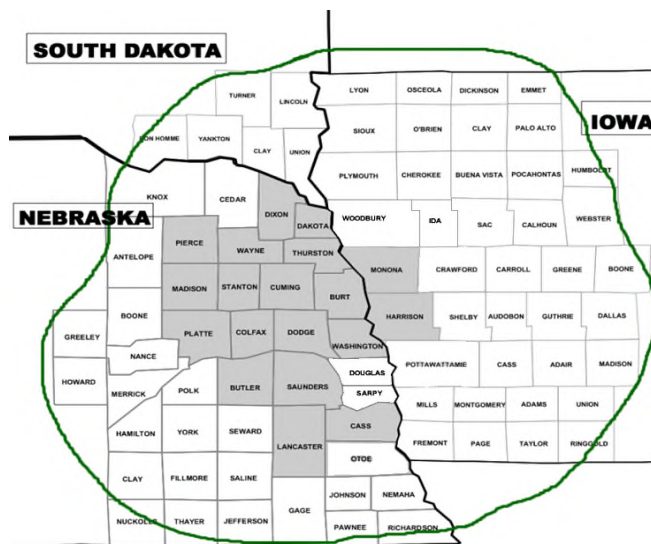
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG
KTIC AM	24.4	39.4	15.4	12.8	29.2	31.7	28.3	24.1	23.7	27.4
KFAB AM	11.6	23.0	18.8	10.8	9.2	10.9	10.4	10.9	10.1	13.0
KMA AM	0.4	2.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.2
KRVN AM	2.1	6.3	0.0	0.0	3.2	3.7	4.8	4.1	1.3	3.5
KTIC FM	6.9	16.6	10.9	8.8	7.0	8.6	6.4	7.8	4.5	6.1
KUSO FM	1.9	6.9	3.1	2.6	2.5	3.7	1.4	1.9	1.5	3.0
KWMT AM	0.6	2.2	0.0	0.0	0.0	1.1	1.4	1.0	0.7	1.0
KZEN FM	6.6	16.5	3.9	3.7	4.6	4.7	10.4	8.4	8.2	10.6
WJAG AM	8.0	14.5	5.4	3.2	6.4	5.7	9.0	8.1	10.6	8.7
WNAX AM	5.5	15.8	10.2	8.4	10.0	11.2	2.7	3.8	2.2	5.1
Iowa AgriBusiness Radio	1.3	3.9	0.5	0.5	1.6	1.6	1.5	1.0	1.4	2.7
Rural Radio Network	34.1	54.8	26.3	21.6	40.4	41.5	39.7	35.2	30.6	36.5

AMR DATA is based on 321 surveys projected to a population of 6281 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 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).



NEBRASKA Burt, Cass, Colfax, Cuming, Dakota, Dixon, Dodge, Lancaster, Madison, Pierce, Platte, Saunders, Stanton, Thurston, Washington, Wayne (Douglas and Sarpy were not surveyed in 2020) **IOWA** Harrison, Monona

