

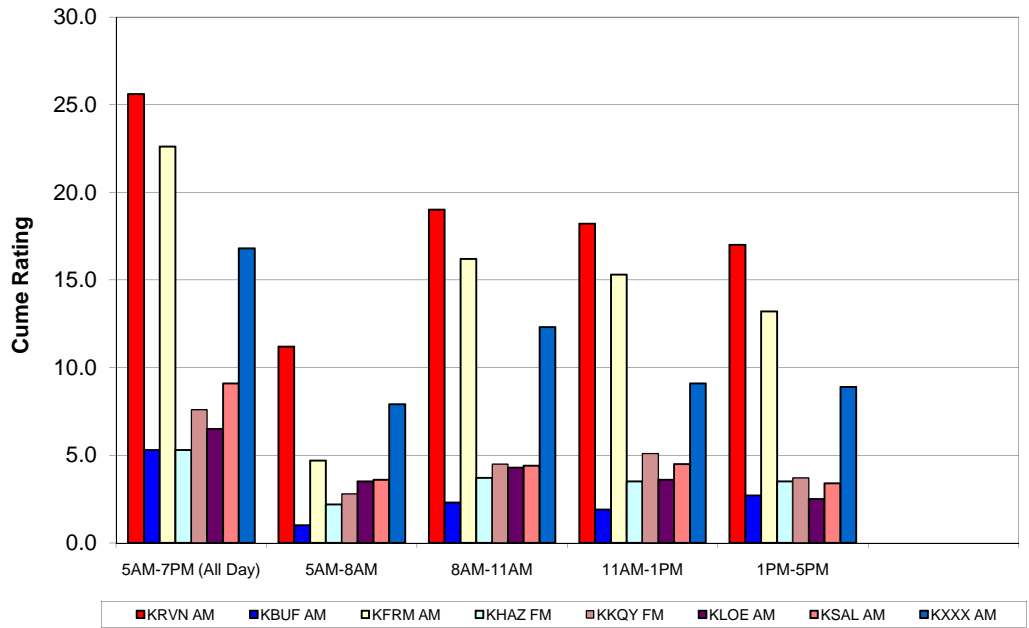


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## 2008 Agricultural Audience Data

### KRVN AM Kansas 36-County Primary Market Area

Commodity: ALL SURVEYS



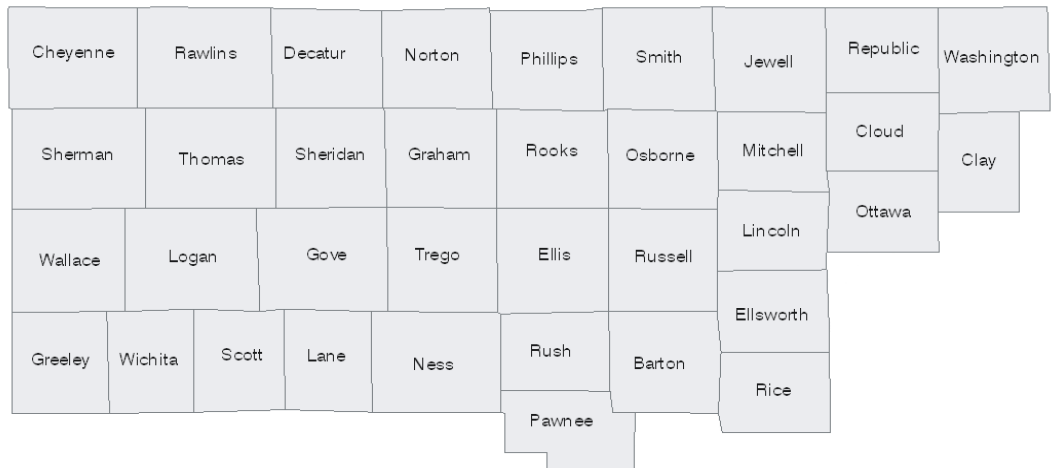
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG	SHR	RTG
<b>KRVN AM</b>	<b>16.3</b>	<b>25.6</b>	<b>17.9</b>	<b>11.2</b>	<b>16.2</b>	<b>19.0</b>	<b>17.6</b>	<b>18.2</b>	<b>16.2</b>	<b>17.0</b>
KBUF AM	2.2	5.3	1.5	1.0	2.3	2.3	1.6	1.9	2.9	2.7
KFRM AM	12.9	22.6	5.7	4.7	16.4	16.2	15.7	15.3	11.6	13.2
KHAZ FM	3.8	5.3	2.9	2.2	4.3	3.7	4.1	3.5	3.8	3.5
KKQY FM	5.7	7.6	3.8	2.8	5.4	4.5	6.4	5.1	6.0	3.7
KLOE AM	2.9	6.5	5.1	3.5	3.0	4.3	3.2	3.6	2.4	2.5
KSAL AM	2.5	9.1	5.7	3.6	1.8	4.4	2.1	4.5	2.6	3.4
KXXX AM	12.0	16.8	12.0	7.9	13.7	12.3	12.6	9.1	10.8	8.9

**AMR DATA** is based on 419 surveys projected to a population of 6,712 farmers & ranchers in KRVN's Kansas primary market area. Stations not listed had less than 5.3% 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 2008 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).



**Kansas** Barton, Cheyenne, Clay, Cloud, Decatur, Ellis, Ellsworth, Gove, Graham, Greeley, Jewell, Lane, Lincoln, Logan, Mitchell, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Rawlins, Republic, Rice, Rooks, Rush, Russell, Scott, Sheridan, Sherman, Smith, Thomas, Trego, Wallace, Washington, Wichita



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