

2024

Ag Media Research®
Farmer Radio Listening Study

Ratings

KMA AM

- Primary Market Area -



AG MEDIA RESEARCH®
Studies

Post Office Box 1486
Sioux Falls, SD 57101-1486

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INTRODUCTION

The 2024 Ag Media Research® Study was conducted to assist farm broadcasters in evaluating their listening audience.

The farmer radio listening ratings are for the time period of 5:00 AM to 7:00 PM Monday through Friday. These ratings may provide valuable understanding not only to the broadcaster but also to the advertiser. Farmer listening ratings may aid broadcasters in maintaining and increasing their share of the ag advertising dollars on a local as well as a national basis.

METHODOLOGY

The unaided recall method of telephone interviewing was used. Calls were made from random sample lists from reputable suppliers for the counties studied. All respondents were screened that they were active farmers with farm sales over \$50,000 (Class 1+) and that the respondents were the decision makers with regards to farm buying decisions.

Respondents were asked their radio listening from 5:00 AM to 7:00 PM for the day of and the day before by the number of quarter hours for the hour. Responses not listening to radio at all were included in the study and calculations. Since this was an unaided recall study, call letters and other information identifying radio stations were recorded as given by the respondents. Call letters were then checked against a national database. If a station did not appear, attempts were made to verify the call letters.

The counties to be studied are determined by each participating broadcaster. If more than one participant selects a county, the total number of calls made into that county are included in determining the ratings for that county. This allows each participant to benefit from an increased sample size.

The ratings for each county are weighted based on the total population of Class 1 Farmers, according to 2017 United States Census of Agriculture, compared to the total number of interviews in each county.

In order to be listed in a report, a station must be mentioned by at least three different respondents. Even though a station may receive less than three mentions, and is not printed in any reports, it is included in all totals and network ratings if it was a network affiliate.

COMMODITIES DETERMINATION

Once a respondent was qualified as a Class 1+ Farmer, the respondent was asked the following in order to determine qualifying commodities produced by each respondent. Significant production levels vary throughout the United States. Therefore, qualifying levels may seem low for some geographic areas but not for others.

1. During 2023, did you plant more than 100 acres of corn? If yes, more than 250 acres?
2. During 2023, did you plant more than 100 acres of cotton?
3. During 2023, did you plant any rice?
4. During 2023, did you plant more than 100 acres of sorghum?
5. During 2023, did you plant more than 50 acres of soybeans? If yes, more than 250 acres?
6. During 2023, did you plant any sugar beets?
7. During 2023, did you plant any sunflowers?
8. During 2023, did you plant any peanuts?
9. During 2023, did you plant more than 100 acres of wheat?
10. During 2023, did you market more than 25 head of cattle for beef?
11. During 2023, did you milk more than 25 head of dairy cattle?
12. During 2023, did you market more than 200 head of hogs?
13. During 2023, did you harvest more than 50 acres of hay?
14. During 2023, did you or a member of your family own or lease one or more horses?
15. During 2023, did you plant 500 or more acres of all crops?
16. In 2023, do you think your total farm sales exceeded \$100,000?

RATINGS DEFINITIONS

All ratings in this report are based on Class 1+ Farmers. The ratings results of this study are presented as Average Quarter Hour Rating (AQH Rating), Average Quarter Hour Share (AQH Share) and CUME Rating (CUME). The following will help define these terms. Two other terms, necessary to understand and define as well, are Average Quarter Hour Persons (AQH Persons) and CUME Persons.

Average Quarter Hour Persons (AQH Persons)

The average number of persons (Class 1+ Farmers) listening to a particular station or network's affiliates for at least five (5) minutes in a quarter hour within a specific day part.

*Unduplicated AQH Persons for all affiliates mentioned are used for networks.

Average Quarter Hour Rating (AQH Rating)

The AQH Persons (Class 1+ Farmers) expressed as a percentage of the population (All Class 1+ Farmers) being measured

$$\frac{\text{AQH Persons (Class 1+ Farmers)}}{\text{Population (All Class 1+ Farmers)}} \times 100 = \text{AQH Rating}$$

Average Quarter Hour Share (AQH Share)

The AQH Persons (Class 1+ Farmers) expressed as a percentage of the total radio listening by the population (All Class 1+ Farmers) being measured.

$$\frac{\text{AQH Persons (Class 1+ Farmers)}}{\text{Total listening population (Class 1+ Farmers listening to all radio)}} \times 100 = \text{AQH Share}$$

CUME Persons

The total number of different people (Class 1+ Farmers) who listen to a station or network's affiliates for at least five (5) minutes in a day part. Also called the unduplicated audience.

*Unduplicated CUME Persons for all affiliates mentioned are used for networks.

CUME Rating

The CUME Persons (Class 1+ Farmers) expressed as a percentage of the population (All Class 1+ Farmers) being surveyed.

$$\frac{\text{CUME Persons (Class 1+ Farmers)}}{\text{Population (All Class 1+ Farmers)}} \times 100 = \text{CUME Rating}$$

**Ratings represent unduplicated listening to stations and groups of stations including network affiliates. Ratings, however, do not represent listening to specific programs. Network ratings represent farmers listening to all affiliates. Network ratings do not represent listening to specific network programs.

EXPLANATION: ADJUSTED AVERAGE QUARTER HOUR RATING AND CUME RATING

Data in the study was collected for two-day periods of time. It is necessary to adjust to account for ratings over a five-day period. The Average Quarter Hour Rating and CUME Rating require adjustment from two days to five days. In addition to listening habits by the quarter of an hour for two-day periods, respondents were also asked the number of days per week (Monday-Friday) they listened to radio.

All Surveys

State	County	**Not Surveyed
IOWA	ADAMS COUNTY	
IOWA	CASS COUNTY	
IOWA	FREMONT COUNTY	
IOWA	MILLS COUNTY	
IOWA	MONTGOMERY COUNTY	
IOWA	PAGE COUNTY	
IOWA	POTTAWATTAMIE COUNTY	
IOWA	TAYLOR COUNTY	

QUICK REPORT

Reports the Average Quarter Hour Rating (AQH Rating),

Average Quarter Hour Share (AQH Share) and

CUME Rating for the following Monday through Friday time periods:

5:00 AM - 7:00 PM

5:00 AM - 8:00 AM

8:00 AM - 11:00 AM

11:00 AM - 1:00 PM

1:00 PM - 5:00 PM

Commodity:
All Surveys

KMA AM
5 Am - 7 Pm 5 Am- 8 Am 8 Am - 11 Am 11 Am - 1 Pm 1 Pm - 5 Pm
AQH AQH CUME
RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG

Participating Individual Stations															
KFEQ AM	0.1	0.3	1.1	0.1	0.3	0.6	0.2	0.4	1.1	0.0	0.0	0.0	0.2	0.5	0.5
KMA AM	10.9	31.9	54.5	13.2	43.3	32.2	11.7	28.0	30.1	14.5	35.6	26.6	9.5	26.7	31.0
KSOM FM	3.7	10.8	21.0	2.3	7.6	8.3	4.9	11.7	10.6	5.1	12.5	10.9	4.1	11.6	12.0
KTIC AM	2.0	5.9	3.6	1.4	4.6	1.5	2.3	5.6	3.6	2.4	5.8	3.6	2.3	6.5	3.6
KWMT AM	4.4	12.8	24.4	1.9	6.3	7.4	5.9	14.1	13.8	7.3	17.8	14.3	5.4	15.2	14.8
WHO AM	1.6	4.8	12.1	0.4	1.3	0.9	1.7	4.0	3.5	2.1	5.2	5.7	2.3	6.4	8.0
Participating Consolidations															
KMA AM-KMA FM	14.6	42.9	70.7	16.2	52.9	40.1	17.9	42.8	39.5	19.3	47.5	34.5	13.2	37.2	40.2
AGRITALK RADIO NETWORK	15.4	45.2	72.6	16.7	54.6	41.4	18.3	43.9	41.1	20.2	49.8	37.7	14.6	41.2	42.2
AGRITALK RADIO NETWORK - AM	15.4	45.2	72.6	16.7	54.6	41.4	18.3	43.9	41.1	20.2	49.8	37.7	14.6	41.2	42.2
AGRITALK RADIO NETWORK - PM	14.7	43.2	70.7	16.3	53.2	40.7	17.9	43.0	40.1	19.3	47.5	34.5	13.4	37.7	40.2
AOA-AGRICULTURE OF AMERICA	3.7	10.7	22.6	2.4	7.9	8.9	5.0	11.9	11.0	5.0	12.3	10.2	3.9	10.9	13.0
IOWA AGRIBUSINESS RADIO NET.	19.4	56.9	81.0	19.6	64.2	51.1	23.4	56.1	51.7	24.9	61.3	46.8	18.9	53.2	50.8
RURAL RADIO NETWORK	2.0	6.0	4.1	1.4	4.6	1.5	2.4	5.8	4.1	2.4	5.8	3.6	2.4	6.7	4.1
iHEART FARM RADIO (NET.)	1.6	4.8	12.1	0.4	1.3	0.9	1.7	4.0	3.5	2.1	5.2	5.7	2.3	6.4	8.0

Nonparticipating Individual Stations															

Total	34.1	100.0	95.0	30.6	100.0	81.3	41.7	100.	80.9	40.7	100.	76.5	35.5	100.	78.2

Survey based on 199 surveys making a projection of 2623 farms with 4460 operators for this area. Compilations are statistical weights in each state-county. According to the 2012 U.S. Census of Agriculture, there was a national average of 1.51 operators per farm and an average of 1.3 households sharing net farm income per farm. There was also an average of 2.59 persons per principal operator household. Corn belt states surveyed in 2024, other states surveyed in 2023.

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HOURLY REPORT

Reports the Average Quarter Hour Rating (AQH Rating),
Average Quarter Hour Share (AQH Share) and
CUME Rating for the following Monday through Friday time periods:

5:00 AM - 7:00 PM

5:00 AM - 6:00 AM

6:00 AM - 7:00 AM

7:00 AM - 8:00 AM

8:00 AM - 9:00 AM

9:00 AM - 10:00 AM

10:00 AM - 11:00 AM

11:00 AM - 12:00 Noon

12:00 Noon - 1:00 PM

1:00 PM - 2:00 PM

2:00 PM - 3:00 PM

3:00 PM - 4:00 PM

4:00 PM - 5:00 PM

5:00 PM - 6:00 PM

6:00 PM - 7:00 PM

Commodity: KMA AM
 All Surveys 5 Am - 7 Pm 5 Am - 6 Am 6 Am - 7 Am 7 Am - 8 Am 8 Am - 9 Am
 AQH AQH CUME
 RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG

Participating Individual Stations															
KFEQ AM	0.1	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.5	0.0	0.0	0.0
KMA AM	10.9	31.9	54.5	2.8	31.2	4.5	15.7	46.9	24.2	21.2	43.0	30.7	14.0	32.1	21.0
KSOM FM	3.7	10.8	21.0	1.6	18.3	2.7	1.6	4.7	2.8	3.8	7.7	5.5	4.7	10.7	5.8
KTIC AM	2.0	5.9	3.6	1.4	15.7	1.5	1.4	4.2	1.5	1.4	2.9	1.5	2.0	4.6	3.6
KWMT AM	4.4	12.8	24.4	0.2	2.2	0.4	1.5	4.4	2.7	4.1	8.3	5.7	5.0	11.4	7.0
WHO AM	1.6	4.8	12.1	0.0	0.0	0.0	0.4	1.2	0.4	0.8	1.6	0.9	1.5	3.3	2.4
Participating Consolidations															
KMA AM-KMA FM	14.6	42.9	70.7	3.5	38.3	5.2	19.9	59.4	29.1	25.2	51.2	35.5	21.0	48.0	29.3
AGRITALK RADIO NETWORK	15.4	45.2	72.6	3.5	38.3	5.2	20.5	61.2	29.8	26.1	53.0	36.8	21.2	48.5	30.0
AGRITALK RADIO NETWORK - AM	15.4	45.2	72.6	3.5	38.3	5.2	20.5	61.2	29.8	26.1	53.0	36.8	21.2	48.5	30.0
AGRITALK RADIO NETWORK - PM	14.7	43.2	70.7	3.5	38.3	5.2	19.9	59.4	29.1	25.5	51.8	36.1	21.0	48.0	29.3
AOA-AGRICULTURE OF AMERICA	3.7	10.7	22.6	1.6	18.3	2.7	1.6	4.7	2.8	4.0	8.2	6.0	4.7	10.7	5.8
IOWA AGRIBUSINESS RADIO NET.	19.4	56.9	81.0	5.3	58.8	8.4	22.8	68.1	33.6	30.8	62.6	43.6	26.3	60.1	37.1
RURAL RADIO NETWORK	2.0	6.0	4.1	1.4	15.7	1.5	1.4	4.2	1.5	1.4	2.9	1.5	2.0	4.6	3.6
iHEART FARM RADIO (NET.)	1.6	4.8	12.1	0.0	0.0	0.0	0.4	1.2	0.4	0.8	1.6	0.9	1.5	3.3	2.4

Nonparticipating Individual Stations															

Total	34.1	100.0	95.0	9.0	100.0	13.3	33.5	100.	48.4	49.2	100.	71.1	43.7	100.	62.0

Survey based on 199 surveys making a projection of 2623 farms with 4460 operators for this area. Compilations are statistical weights in each state-county. According to the 2012 U.S. Census of Agriculture, there was a national average of 1.51 operators per farm and an average of 1.3 households sharing net farm income per farm. There was also an average of 2.59 persons per principal operator household. Corn belt states surveyed in 2024, other states surveyed in 2023.

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Commodity: KMA AM
 All Surveys 9 Am - 10 Am 10Am-11Am 11Am-12Pm 12Pm- 1Pm 1 Pm - 2 Pm
 AQH AQH CUME
 RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG

Participating Individual Stations														
KFEQ AM	0.3	0.7	0.5	0.2	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMA AM	8.9	22.9	12.2	12.2	28.5	16.8	12.1	29.8	18.8	16.9	41.3	25.1	10.1	25.7
KSOM FM	5.2	13.4	6.6	4.8	11.1	8.0	5.4	13.5	10.0	4.7	11.4	8.3	3.8	9.8
KTIC AM	2.4	6.1	3.6	2.6	6.0	3.6	2.4	5.8	3.6	2.4	5.8	3.6	2.6	6.6
KWMT AM	6.0	15.5	7.5	6.6	15.5	9.1	7.2	17.8	9.5	7.3	17.9	10.4	7.4	18.9
WHO AM	2.0	5.2	3.1	1.6	3.7	2.3	2.5	6.3	5.3	1.7	4.1	2.7	2.6	6.7
Participating Consolidations														
KMA AM-KMA FM	14.4	37.3	18.3	18.2	42.3	24.0	17.7	43.8	25.5	21.0	51.2	32.0	14.8	37.7
AGRITALK RADIO NETWORK	15.2	39.2	19.5	18.6	43.4	24.7	18.4	45.6	27.5	22.0	53.8	34.6	15.8	40.1
AGRITALK RADIO NETWORK - AM	15.2	39.2	19.5	18.6	43.4	24.7	18.4	45.6	27.5	22.0	53.8	34.6	15.8	40.1
AGRITALK RADIO NETWORK - PM	14.7	38.0	18.9	18.2	42.3	24.0	17.7	43.8	25.5	21.0	51.2	32.0	14.8	37.7
AOA-AGRICULTURE OF AMERICA	5.4	14.0	7.2	4.8	11.3	7.8	5.3	13.1	9.3	4.7	11.4	8.3	3.3	8.5
IOWA AGRIBUSINESS RADIO NET.	20.3	52.6	26.9	23.7	55.2	33.3	23.3	57.7	35.7	26.6	64.9	42.9	19.9	50.5
RURAL RADIO NETWORK	2.6	6.7	4.1	2.7	6.3	4.1	2.4	5.8	3.6	2.4	5.8	3.6	2.7	6.9
iHEART FARM RADIO (NET.)	2.0	5.2	3.1	1.6	3.7	2.3	2.5	6.3	5.3	1.7	4.1	2.7	2.6	6.7

Nonparticipating Individual Stations														

Total	38.6	100.0	55.4	42.9	100.0	61.6	40.4	100.	64.4	40.9	100.	64.2	39.3	100.

Survey based on 199 surveys making a projection of 2623 farms with 4460 operators for this area. Compilations are statistical weights in each state-county. According to the 2012 U.S. Census of Agriculture, there was a national average of 1.51 operators per farm and an average of 1.3 households sharing net farm income per farm. There was also an average of 2.59 persons per principal operator household. Corn belt states surveyed in 2024, other states surveyed in 2023.

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Commodity: KMA AM
 All Surveys 2 Pm - 3 Pm 3 Pm - 4 Pm 4 Pm - 5 Pm 5 Pm - 6 Pm 6 Pm - 7 Pm
 AQH AQH CUME
 RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG RTG SHR RTG

Participating Individual Stations														
KFEQ AM	0.2	0.6	0.5	0.0	0.0	0.0	0.5	1.6	0.5	0.0	0.0	0.0	0.0	0.0
KMA AM	12.0	30.7	16.6	8.2	24.3	13.9	7.7	25.6	14.9	6.1	27.4	11.4	4.1	29.0
KSOM FM	3.1	7.9	5.1	4.3	12.7	6.2	5.2	17.3	7.7	2.6	11.8	4.9	0.9	6.0
KTIC AM	2.6	6.7	3.6	2.6	7.7	3.6	1.4	4.7	1.5	1.4	6.3	1.5	1.4	10.0
KWMT AM	8.3	21.3	13.8	4.7	13.9	9.4	1.2	3.9	1.8	0.7	3.2	4.2	0.8	5.3
WHO AM	1.8	4.6	2.5	1.9	5.7	3.4	2.7	9.0	4.3	2.3	10.2	3.8	1.1	7.5
Participating Consolidations														
KMA AM-KMA FM	16.3	42.0	23.5	11.6	34.4	19.1	10.1	33.6	18.9	6.7	30.0	14.2	4.4	30.7
AGRITALK RADIO NETWORK	18.0	46.2	26.6	13.5	40.1	21.7	11.2	37.2	21.1	7.2	32.2	14.7	4.4	30.7
AGRITALK RADIO NETWORK - AM	18.0	46.2	26.6	13.5	40.1	21.7	11.2	37.2	21.1	7.2	32.2	14.7	4.4	30.7
AGRITALK RADIO NETWORK - PM	16.6	42.6	24.0	11.6	34.4	19.1	10.6	35.1	19.4	6.7	30.0	14.2	4.4	30.7
AOA-AGRICULTURE OF AMERICA	3.3	8.5	6.0	3.8	11.2	6.1	5.0	16.8	7.6	2.6	11.8	4.9	0.9	6.0
IOWA AGRIBUSINESS RADIO NET.	21.2	54.4	31.3	18.2	54.0	28.4	16.3	54.3	27.3	10.5	47.3	20.6	6.0	42.3
RURAL RADIO NETWORK	2.8	7.3	4.1	2.6	7.7	3.6	1.4	4.7	1.5	1.4	6.3	1.5	1.4	10.0
iHEART FARM RADIO (NET.)	1.8	4.6	2.5	1.9	5.7	3.4	2.7	9.0	4.3	2.3	10.2	3.8	1.1	7.5

Nonparticipating Individual Stations														

Total	39.0	100.0	56.9	33.7	100.0	51.8	30.0	100.	45.6	22.3	100.	41.5	14.2	100.

Survey based on 199 surveys making a projection of 2623 farms with 4460 operators for this area. Compilations are statistical weights in each state-county. According to the 2012 U.S. Census of Agriculture, there was a national average of 1.51 operators per farm and an average of 1.3 households sharing net farm income per farm. There was also an average of 2.59 persons per principal operator household. Corn belt states surveyed in 2024, other states surveyed in 2023.

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