

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings

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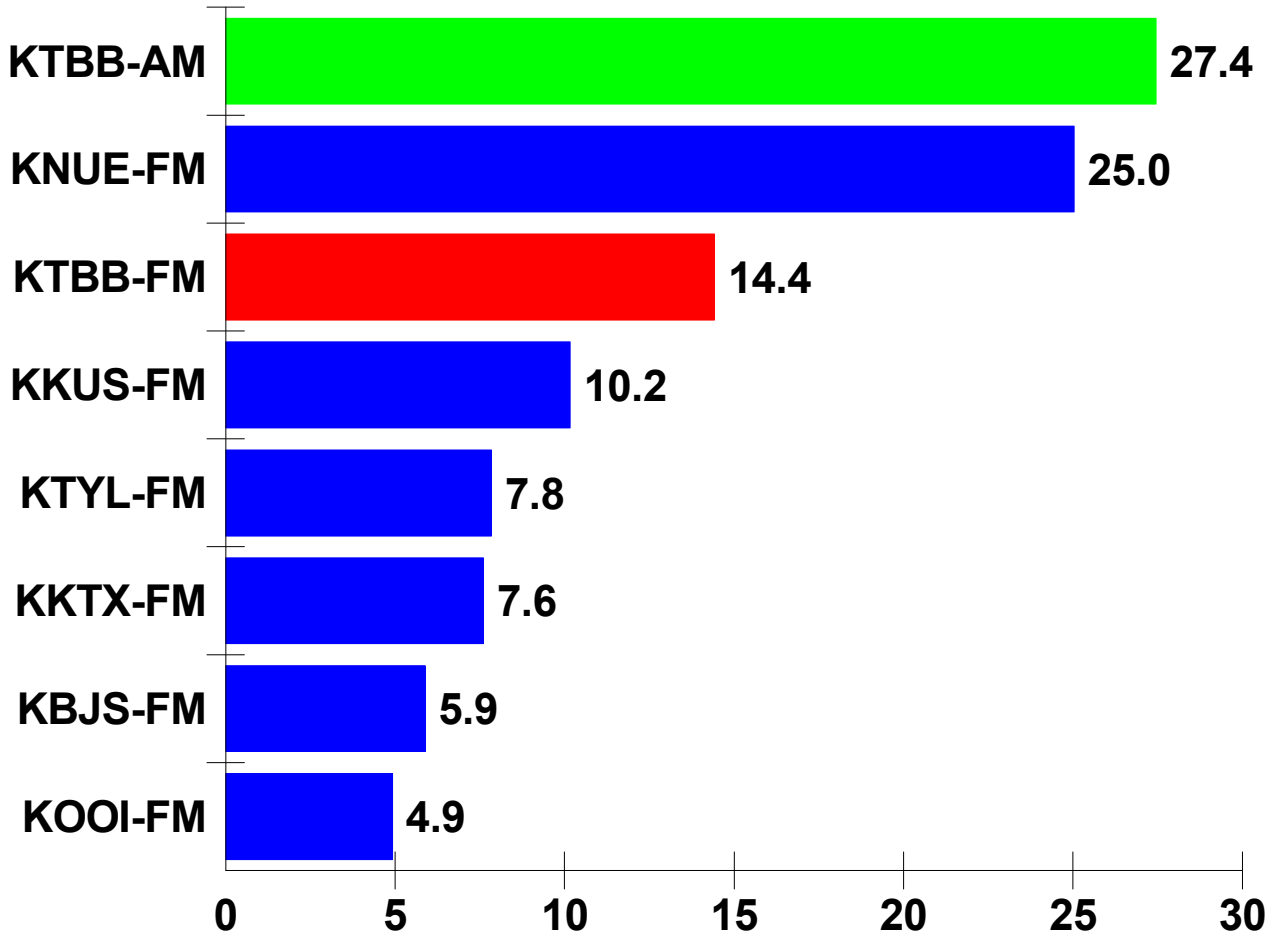
REPORT MARKET: TYLER-LONGVIEW, TX
 REPORT BASE: LIVE IN--SMITH COUNTY
 REPORT PERIOD: FEB-MAR 2012
 TARGET: PAST 4-WKS HARDWARE/BUILDING SUPPLY STORE SHOPPED

BASE POPULATION: 159,205

% IN TARGET: 44.8%

TARGET PERSONS: 71,278

Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-AM	19,566	27.4
2	KNUE-FM	17,842	25.0
3	KTBB-FM	10,277	14.4
4	KKUS-FM	7,240	10.2
5	KTYL-FM	5,589	7.8
6	KKTX-FM	5,419	7.6
7	KBJs-FM	4,191	5.9
8	KOOI-FM	3,504	4.9

[RADIO = 7-DAY CUME]

BASED ON 167 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 344 BASE # OF RESPONDENTS

Information is Subject to All Limitations and Restrictions as Stated in the original Survey.
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