

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings

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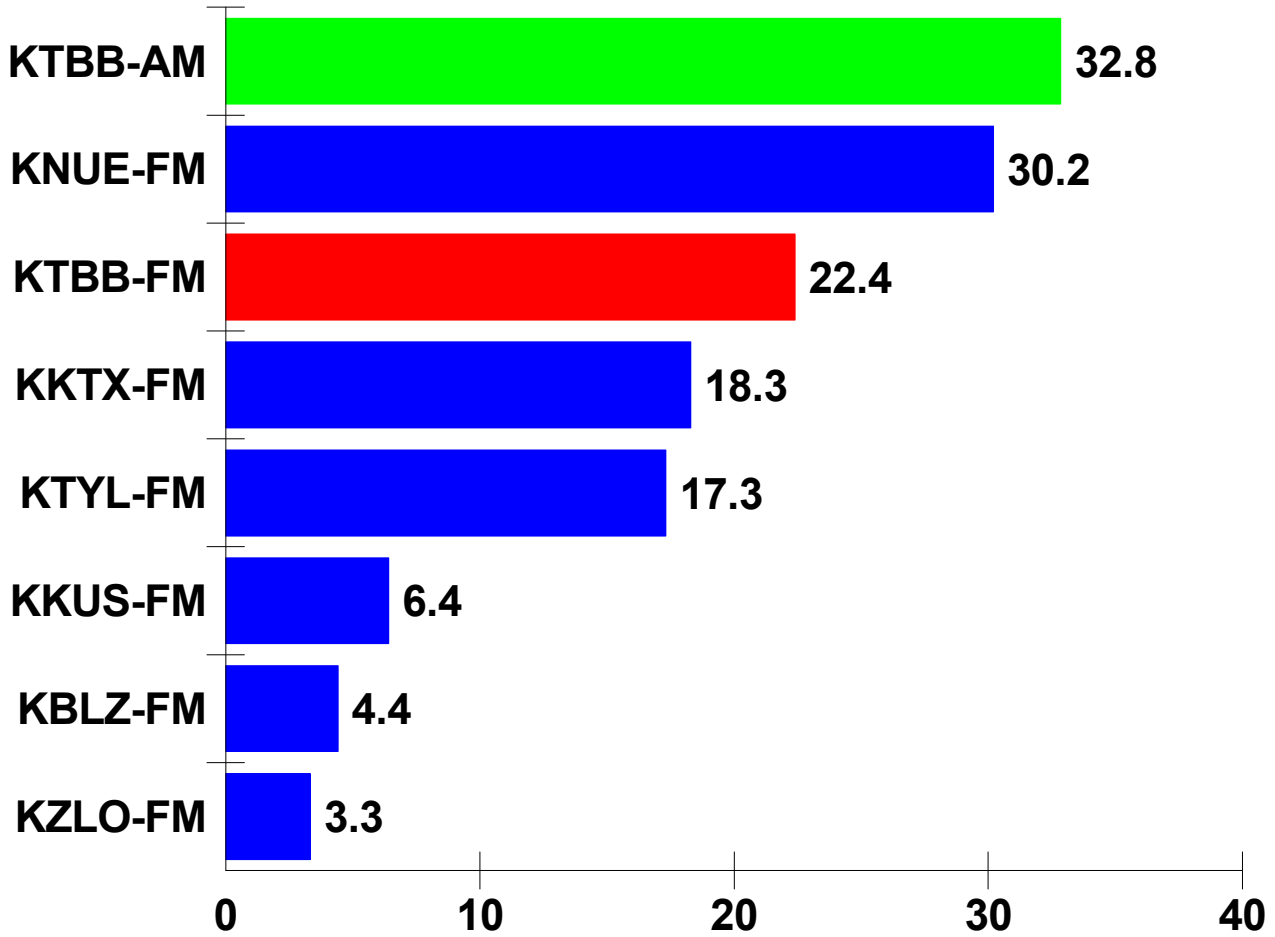
REPORT MARKET: TYLER-LONGVIEW, TX
 REPORT BASE: LIVE IN--SMITH COUNTY
 REPORT PERIOD: FEB-MAR 2012
 TARGET: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

BASE POPULATION: 159,205

% IN TARGET: 6.2%

TARGET PERSONS: 9,844

Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-AM	3,234	32.8
2	KNUE-FM	2,973	30.2
3	KTBB-FM	2,205	22.4
4	KKTX-FM	1,801	18.3
5	KTYL-FM	1,705	17.3
6	KKUS-FM	631	6.4
7	KBLZ-FM	435	4.4
8	KZLO-FM	327	3.3

[RADIO = 7-DAY CUME]

BASED ON 16 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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