

# THE MEDIA AUDIT

RANKER REPORT  
Cume Ratings

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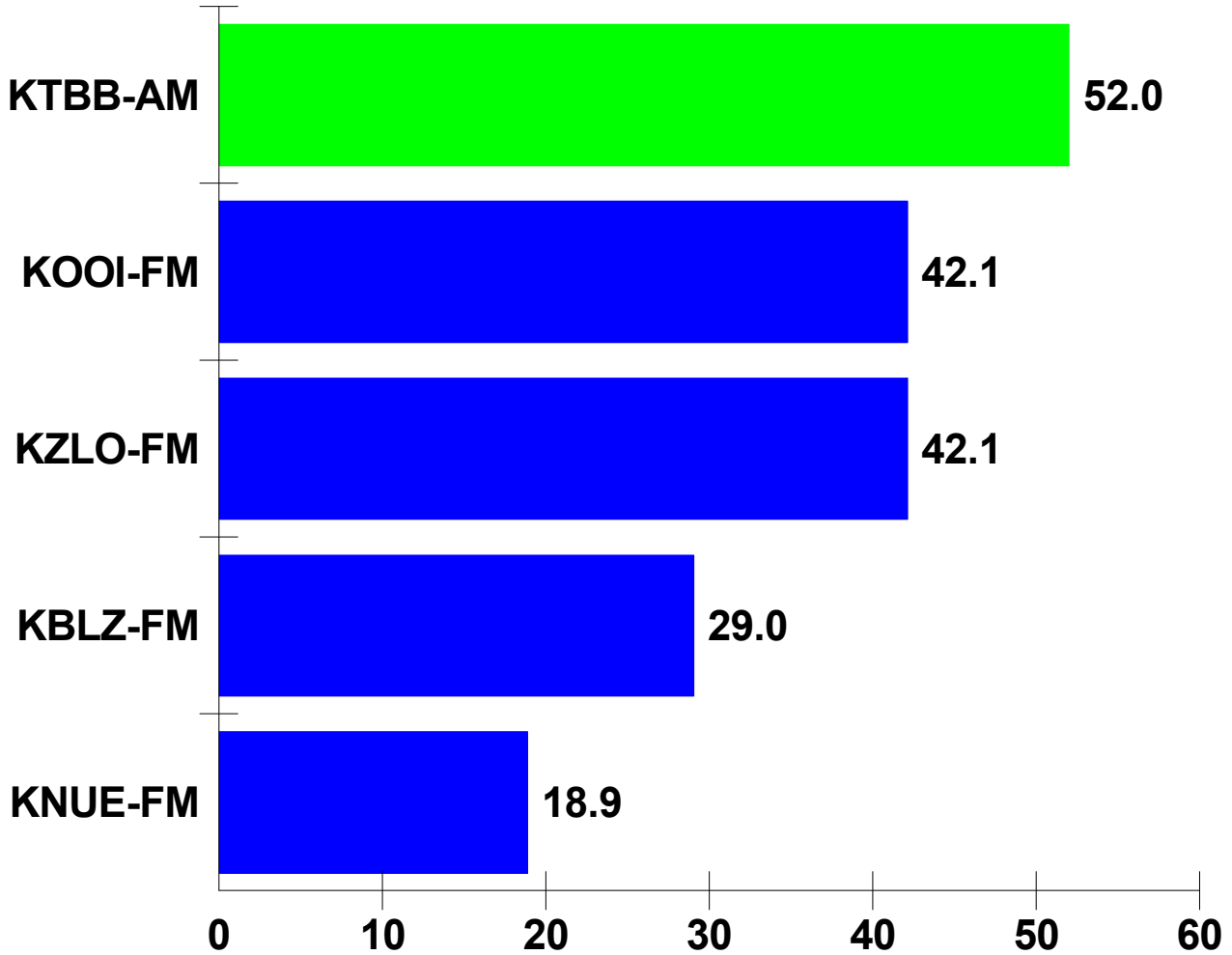
REPORT MARKET: TYLER-LONGVIEW, TX  
 REPORT BASE: LIVE IN--SMITH COUNTY  
 REPORT PERIOD: FEB-MAR 2012  
 TARGET: MARKET VALUE OF HOME--\$1,000,000 PLUS

BASE POPULATION: 159,205

% IN TARGET: 0.9%

TARGET PERSONS: 1,498

## Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-AM	779	52.0
2	KOOI-FM	631	42.1
3	KZLO-FM	631	42.1
4	KBLZ-FM	435	29.0
5	KNUE-FM	283	18.9
6	KKTX-FM	*	*

[ RADIO = 7-DAY CUME ]

BASED ON 4 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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