

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings

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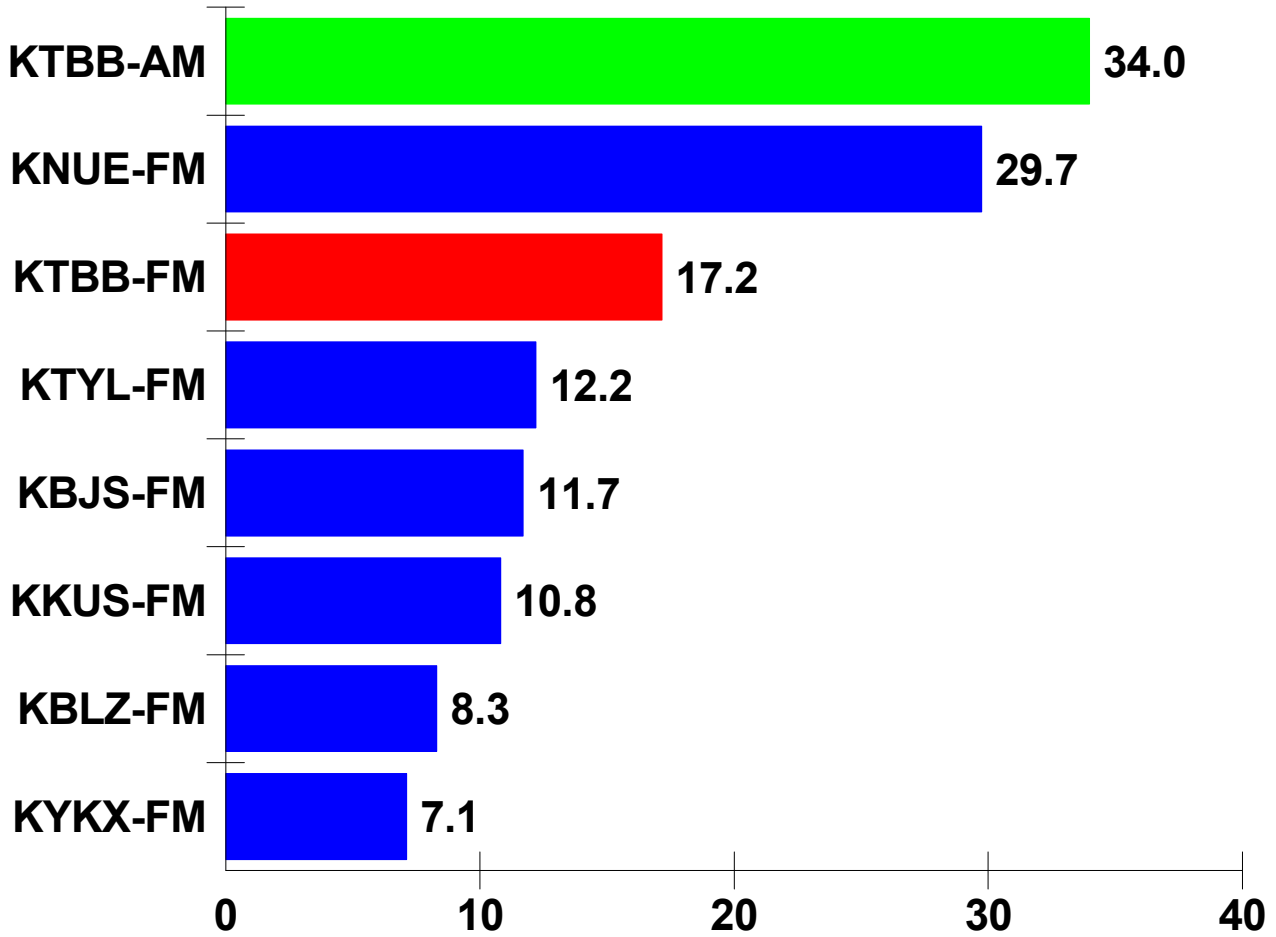
REPORT MARKET: TYLER-LONGVIEW, TX
 REPORT BASE: LIVE IN--SMITH COUNTY
 REPORT PERIOD: FEB-MAR 2012
 TARGET: LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS

BASE POPULATION: 159,205

% IN TARGET: 8.1%

TARGET PERSONS: 12,852

Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-AM	4,367	34.0
2	KNUE-FM	3,822	29.7
3	KTBB-FM	2,205	17.2
4	KTYL-FM	1,568	12.2
5	KBJs-FM	1,504	11.7
6	KKUS-FM	1,389	10.8
7	KBLZ-FM	1,067	8.3
8	KYKX-FM	914	7.1

[RADIO = 7-DAY CUME]

BASED ON 38 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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