



The Tyler-Longview Metro

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Tyler-Longview Metro Survey Area Population

406,158

City Populations

Tyler 105,859
Longview 82,859

Total Retail Sales (000s)

\$7,398,217

Income Per Household

\$77,864

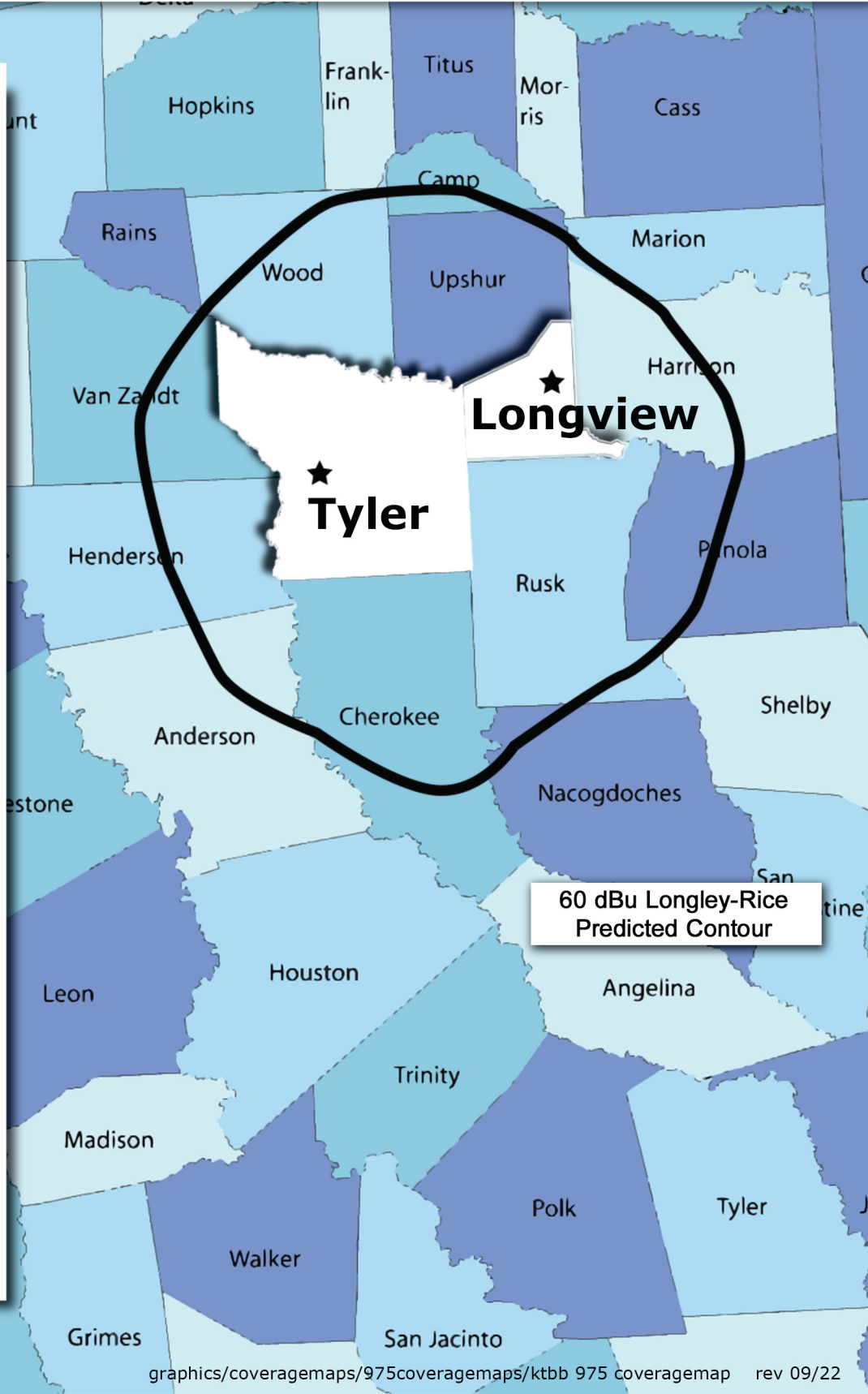
Market Rank*

141st Radio Market in the United States

The Station

97.5 mHz
Class C3
13.0kW-397' HAAT

Source: U.S. Census Bureau &
*Nielsen Audio



60 dBu Longley-Rice Predicted Contour