



The Tyler-Longview Metro

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Tyler-Longview Metro Survey Area Population

408,130

City Populations

Tyler 105,995
Longview 81,638

Total Retail Sales (000s)

\$6,361,591

Income Per Household

\$74,149

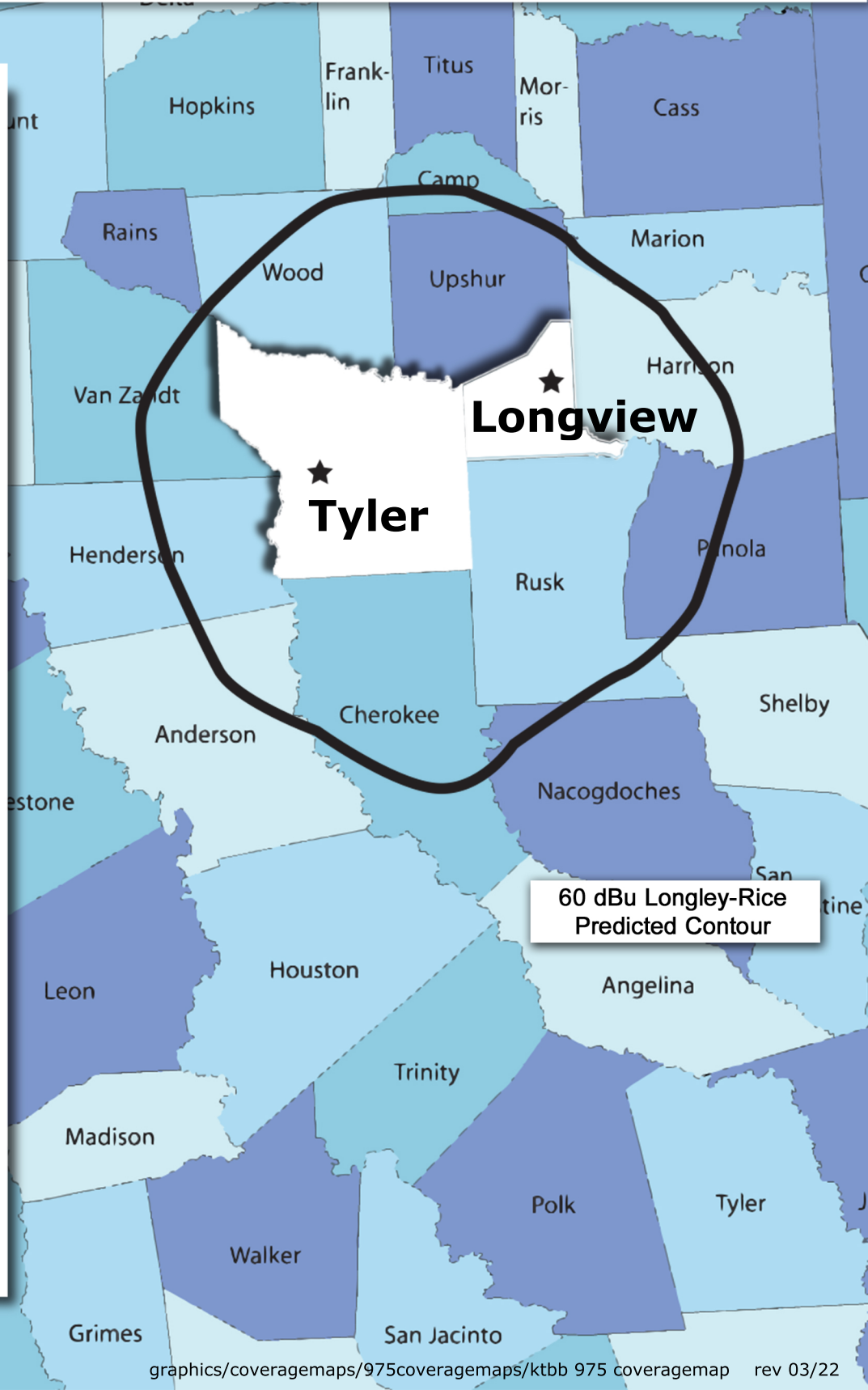
Market Rank*

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



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