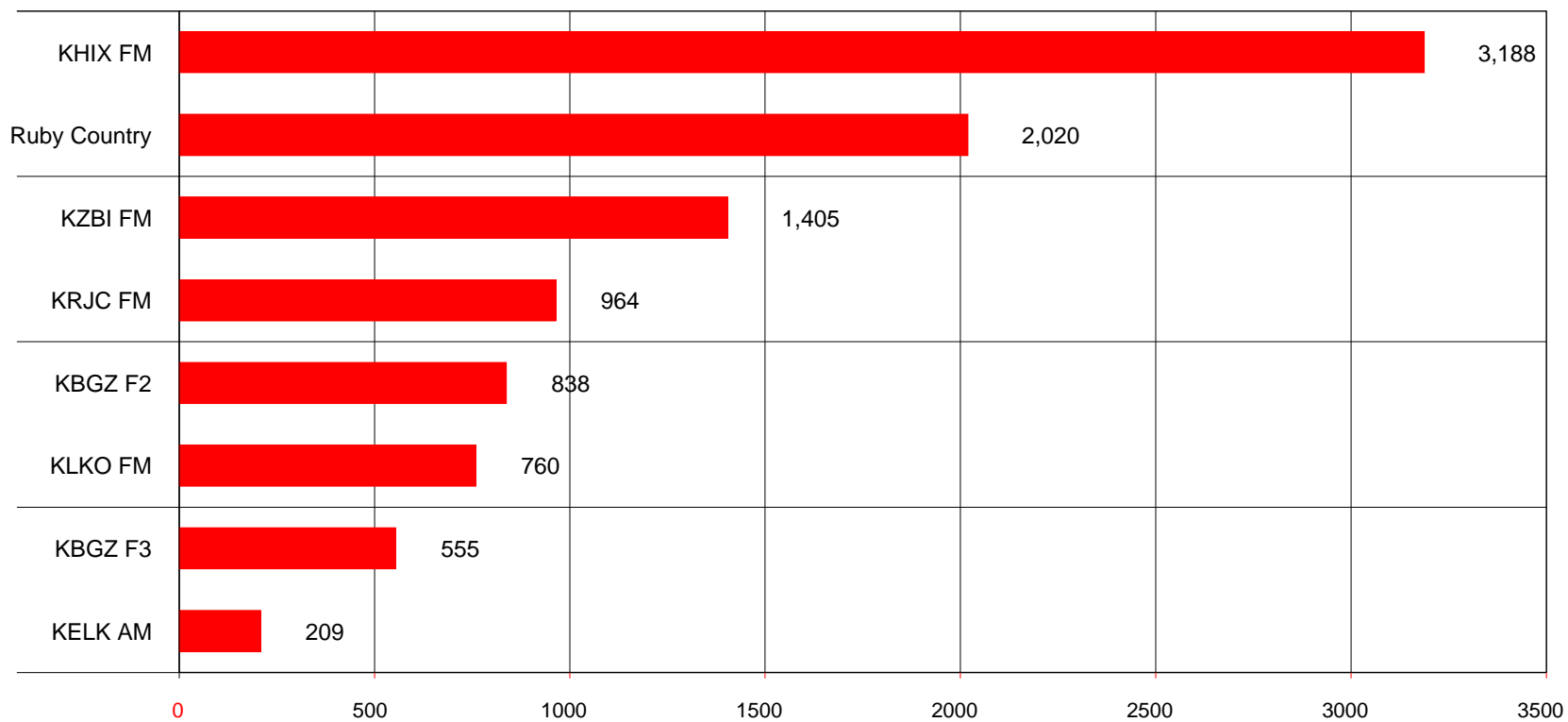


Rank Report: MoSu 6a-Mdnt Weekly Cume

Market: Elko, NV

Demo: F25-54

Pop: 7,600 Sample:51



'Ruby Country' = KBGZ F4, KBGZ FM

Source: Eastlan Fall 2017

	Fa17
% Wght	100.0
Pop (000)	7.6
Sample:	51

Analysis One
 Powered By
 Radius Software
 Ver: 2011.1.0

Rank Report: MoSu 6a-Mdnt Weekly Cume

Market: Elko, NV

Demo: F25-54

Pop: 7,600 Sample:51

Rank	CallLetters	AQH Persons	Weekly Cume	AQH Rtg	Cume Rtg	Turn Over	HrsTnd (000)	TSL (Hrs)	AQH Shr
1	KHIX FM	195	3,188	2.6	41.9	16.3	25	7.7	23.2
2	Ruby Country	115	2,020	1.5	26.6	17.6	14	7.2	13.7
3	KZBI FM	100	1,405	1.3	18.5	14.1	13	9.0	11.9
4	KRJC FM	44	964	.6	12.7	21.9	6	5.8	5.2
5	KBGZ F2	67	838	.9	11.0	12.5	8	10.1	8.0
6	KLKO FM	29	760	.4	10.0	26.2	4	4.8	3.5
7	KBGZ F3	21	555	.3	7.3	26.4	3	4.8	2.5
8	KELK AM	8	209	.1	2.8	26.1	1	4.8	1.0

'Ruby Country' = KBGZ F4, KBGZ FM

Source: Eastlan Fall 2017

		Fa17
	% Wght	100.0
Pop (000)	F25-54	7.6
Sample:	F25-54	51

Generated by: Analysis-One Radio Scheduling System © 2004-2010, 2011 microtherapy inc.
Data: © 2017 Eastlan Ratings. Subject to the limitations and restrictions stated at www.eastlanratings.com

Analysis
Powered By
Radius Software **One**
Ver: 2011.1.0