

Maximi\$er V10.2 MultiRanker Report Demographic
 LAUREL-HATTIESBURG, MS (Radio) - Spring 2007, Fall 2006

Demos: P 25-54 - HHI \$75K+ Pop: 20600 Intab: 120

Qualitative Selection: none

Geo Area: LAUREL-HATTIESBURG, MS METRO - Std

Stations: RMR Metro Qualified

Dayparts: 1

Ranked By: P 25-54 - HHI \$75K+ - AQH Rating (All Selected Stations)

Station	Daypart	Weeks	ü			
			P 25-54 HHI \$75K+ AQH Rating	P 25-54 HHI \$75K+ AQH Share	P 25-54 HHI \$75K+ AQH Pers (00)	P 25-54 HHI \$75K+ Cume Rating
WKZW-FM	M-Su 6:00AM - 12:00M	1 - 12	1.5	13.0	3	21.8
WBBN-FM	M-Su 6:00AM - 12:00M	1 - 12	1.0	8.7	2	27.7
WNSL-FM	M-Su 6:00AM - 12:00M	1 - 12	1.0	8.7	2	21.8
WUSW-FM	M-Su 6:00AM - 12:00M	1 - 12	1.0	8.7	2	8.3
WXRR-FM	M-Su 6:00AM - 12:00M	1 - 12	1.0	8.7	2	19.4
WZNF-FM	M-Su 6:00AM - 12:00M	1 - 12	1.0	8.7	2	6.8
WFMM-FM	M-Su 6:00AM - 12:00M	1 - 12	0.5	4.3	1	10.2
WHER-FM	M-Su 6:00AM - 12:00M	1 - 12	0.5	4.3	1	9.2
WKXI-FM	M-Su 6:00AM - 12:00M	1 - 12	0.5	4.3	1	2.4
WMJY-FM	M-Su 6:00AM - 12:00M	1 - 12	0.5	4.3	1	7.3
WMXI-FM	M-Su 6:00AM - 12:00M	1 - 12	0.5	4.3	1	7.3
WZKX-FM	M-Su 6:00AM - 12:00M	1 - 12	0.5	4.3	1	12.1
WAML-AM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	0.0
WHLH-FM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	0.0
WJKX-FM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	5.3
WJMG-FM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	2.9
WKNN-FM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	1.0
WMSI-FM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	2.4

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>WORV-AM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	0.0
WXHB-FM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	4.9
WZLD-FM	M-Su 6:00AM - 12:00M	1 - 12	0.0	0.0	0	5.8

> Audience estimates adjusted for actual broadcast schedule:

WORV-AM in Fall 2006. WORV-AM in Spring 2007.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 1 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council (MRC) accredits this service.

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