

LAUREL-HATTIESBURG

FA13/SP13 (AVG) MaxiMiSer METRO Survey Area
Population/Sample: 91,600/407
Using MaxiMiSer METRO
Stations Ranked by Average Persons

M-F 6A-10A					ADULTS 18-49					M-F 10A-3P					ADULTS 18-49					M-F 3P-7P					ADULTS 18-49				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	2,100	2.3%	13.3%	13,100	1 WZLD-FM	1,900	2.1%	13.7%	11,500	1 WZLD-FM	2,200	2.4%	16.8%	13,300	1 WZLD-FM	2,200	2.4%	16.8%	13,300	1 WZLD-FM	2,200	2.4%	16.8%	13,300	1 WZLD-FM	2,200	2.4%	16.8%	13,300
2 WFFX-FM	1,700	1.9%	10.8%	9,300	2 WBBN-FM	1,700	1.9%	12.2%	11,900	2 WBBN-FM	1,700	1.9%	13.0%	13,900	2 WBBN-FM	1,700	1.9%	13.0%	13,900	2 WBBN-FM	1,700	1.9%	13.0%	13,900	2 WBBN-FM	1,700	1.9%	13.0%	13,900
tie WBBN-FM	1,700	1.9%	10.8%	10,300	3 WFFX-FM	1,100	1.2%	7.9%	7,200	3 WNSL-FM	1,300	1.4%	9.9%	14,700	3 WNSL-FM	1,300	1.4%	9.9%	14,700	3 WNSL-FM	1,300	1.4%	9.9%	14,700	3 WNSL-FM	1,300	1.4%	9.9%	14,700
4 WNSL-FM	1,500	1.6%	9.5%	12,500	4 WNSL-FM	1,000	1.1%	7.2%	13,900	4 WZKX-FM	900	1.0%	6.9%	10,300	4 WZKX-FM	900	1.0%	6.9%	10,300	4 WZKX-FM	900	1.0%	6.9%	10,300	4 WZKX-FM	900	1.0%	6.9%	10,300
5 WXRR-FM	1,300	1.4%	8.2%	7,400	5 WMXI-FM	900	1.0%	6.5%	3,400	5 WFFX-FM	800	0.9%	6.1%	8,800	5 WFFX-FM	800	0.9%	6.1%	8,800	5 WFFX-FM	800	0.9%	6.1%	8,800	5 WFFX-FM	800	0.9%	6.1%	8,800
6 WKZW-FM	900	1.0%	5.7%	6,900	6 WXRR-FM	700	0.8%	5.0%	5,800	tie WXRR-FM	800	0.9%	6.1%	7,300	6 WXRR-FM	800	0.9%	6.1%	7,300	6 WXRR-FM	800	0.9%	6.1%	7,300	6 WXRR-FM	800	0.9%	6.1%	7,300
tie WJKX-FM	900	1.0%	5.7%	6,700	7 WKZW-FM	600	0.7%	4.3%	5,700	tie WJMG-FM	800	0.9%	6.1%	3,900	7 WKZW-FM	600	0.7%	4.3%	5,700	7 WKZW-FM	600	0.7%	4.3%	5,700	7 WKZW-FM	600	0.7%	4.3%	5,700
8 WJMG-FM	600	0.7%	3.8%	3,300	tie WZKX-FM	600	0.7%	4.3%	7,000	8 WJKX-FM	500	0.5%	3.8%	5,000	8 WJKX-FM	500	0.5%	3.8%	5,000	8 WJKX-FM	500	0.5%	3.8%	5,000	8 WJKX-FM	500	0.5%	3.8%	5,000
9 WZKX-FM	500	0.5%	3.2%	6,700	9 WJKX-FM	500	0.5%	3.6%	4,900	tie WKZW-FM	500	0.5%	3.8%	7,000	9 WZKX-FM	500	0.5%	3.2%	6,700	9 WZKX-FM	500	0.5%	3.2%	6,700	9 WZKX-FM	500	0.5%	3.2%	6,700
10 WFOR-AM	300	0.3%	1.9%	1,700	10 WJMG-FM	400	0.4%	2.9%	3,100	10 WFOR-AM	200	0.2%	1.5%	1,700	10 WFOR-AM	200	0.2%	1.5%	1,700	10 WFOR-AM	200	0.2%	1.5%	1,700	10 WFOR-AM	200	0.2%	1.5%	1,700
11 WFMM-FM	200	0.2%	1.3%	1,400	11 WLAU-FM	300	0.3%	2.2%	1,200	tie WGDQ-FM	200	0.2%	1.5%	1,300	11 WFMM-FM	200	0.2%	1.3%	1,400	11 WFMM-FM	200	0.2%	1.3%	1,400	11 WFMM-FM	200	0.2%	1.3%	1,400
tie WHLH-FM	200	0.2%	1.3%	1,400	12 WFOR-AM	200	0.2%	1.4%	1,500	tie WMXI-FM	200	0.2%	1.5%	2,000	12 WFOR-AM	200	0.2%	1.4%	1,500	12 WFOR-AM	200	0.2%	1.4%	1,500	12 WFOR-AM	200	0.2%	1.4%	1,500
tie WMXI-FM	200	0.2%	1.3%	1,400	tie WGDQ-FM	200	0.2%	1.4%	1,300	13 WXHB-FM	100	0.1%	0.8%	1,000	13 WXHB-FM	100	0.1%	0.8%	1,000	13 WXHB-FM	100	0.1%	0.8%	1,000	13 WXHB-FM	100	0.1%	0.8%	1,000
14 WLAU-FM	100	0.1%	0.6%	1,200	14 WXHB-FM	100	0.1%	0.7%	1,000	tie WFMM-FM	100	0.1%	0.8%	1,600	14 WLAU-FM	100	0.1%	0.6%	1,200	14 WLAU-FM	100	0.1%	0.6%	1,200	14 WLAU-FM	100	0.1%	0.6%	1,200
tie WXHB-FM	100	0.1%	0.6%	1,100	tie WFMM-FM	100	0.1%	0.7%	1,700	tie WORV-AM	100	0.1%	0.8%	700	14 WLAU-FM	100	0.1%	0.6%	1,200	14 WLAU-FM	100	0.1%	0.6%	1,200	14 WLAU-FM	100	0.1%	0.6%	1,200
tie WORV-AM	100	0.1%	0.6%	900	tie WMJY-FM	100	0.1%	0.7%	600	tie WHLH-FM	100	0.1%	0.8%	1,100	14 WLAU-FM	100	0.1%	0.6%	1,200	14 WLAU-FM	100	0.1%	0.6%	1,200	14 WLAU-FM	100	0.1%	0.6%	1,200
tie WZNF-FM	100	0.1%	0.6%	500	tie WHLH-FM	100	0.1%	0.7%	1,200	17 WKXI-FM	0	0.0%	0.0%	300	17 WKXI-FM	0	0.0%	0.0%	300	17 WKXI-FM	0	0.0%	0.0%	300	17 WKXI-FM	0	0.0%	0.0%	300
tie WGDQ-FM	100	0.1%	0.6%	600	18 WKXI-FM	0	0.0%	0.0%	600	tie WLAU-FM	0	0.0%	0.0%	300	18 WKXI-FM	0	0.0%	0.0%	600	18 WKXI-FM	0	0.0%	0.0%	600	18 WKXI-FM	0	0.0%	0.0%	600
19 WKXI-FM	0	0.0%	0.0%	300	tie WMJY-FM	0	0.0%	0.0%	400	tie WMJY-FM	0	0.0%	0.0%	400	19 WKXI-FM	0	0.0%	0.0%	300	19 WKXI-FM	0	0.0%	0.0%	300	19 WKXI-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	500	tie WORV-AM	0	0.0%	0.0%	400	tie WMSI-FM	0	0.0%	0.0%	200	tie WMJY-FM	0	0.0%	0.0%	400	tie WMJY-FM	0	0.0%	0.0%	400	tie WMJY-FM	0	0.0%	0.0%	400
tie WMSI-FM	0	0.0%	0.0%	400	tie WZNF-FM	0	0.0%	0.0%	300	tie WZNF-FM	0	0.0%	0.0%	200	tie WMSI-FM	0	0.0%	0.0%	200	tie WMSI-FM	0	0.0%	0.0%	200	tie WMSI-FM	0	0.0%	0.0%	200

M-F 7P-12M					ADULTS 18-49					SA 6A-10A					ADULTS 18-49					SA 10A-3P					ADULTS 18-49				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	1,300	1.4%	22.0%	9,700	1 WZLD-FM	1,000	1.1%	14.3%	4,400	1 WZLD-FM	1,600	1.7%	14.3%	5,400	1 WZLD-FM	1,600	1.7%	14.3%	5,400	1 WZLD-FM	1,600	1.7%	14.3%	5,400	1 WZLD-FM	1,600	1.7%	14.3%	5,400
2 WJKX-FM	500	0.5%	8.5%	4,100	2 WFFX-FM	800	0.9%	11.4%	1,400	2 WBBN-FM	1,300	1.4%	11.6%	5,800	2 WBBN-FM	1,300	1.4%	11.6%	5,800	2 WBBN-FM	1,300	1.4%	11.6%	5,800	2 WBBN-FM	1,300	1.4%	11.6%	5,800
3 WZKX-FM	400	0.4%	6.8%	5,200	3 WNSL-FM	700	0.8%	10.0%	3,300	3 WXRR-FM	900	1.0%	8.0%	2,900	3 WXRR-FM	900	1.0%	8.0%	2,900	3 WXRR-FM	900	1.0%	8.0%	2,900	3 WXRR-FM	900	1.0%	8.0%	2,900
tie WNSL-FM	400	0.4%	6.8%	6,800	4 WXRR-FM	600	0.7%	8.6%	1,700	tie WZKX-FM	900	1.0%	8.0%	3,600	4 WXRR-FM	600	0.7%	8.6%	1,700	4 WXRR-FM	600	0.7%	8.6%	1,700	4 WXRR-FM	600	0.7%	8.6%	1,700
tie WJMG-FM	400	0.4%	6.8%	2,300	5 WNSL-FM	800	0.9%	7.1%	3,200	5 WNSL-FM	800	0.9%	7.1%	3,200	5 WNSL-FM	800	0.9%	7.1%	3,200	5 WNSL-FM	800	0.9%	7.1%	3,200	5 WNSL-FM	800	0.9%	7.1%	3,200
tie WBBN-FM	400	0.4%	6.8%	6,200	6 WZKX-FM	400	0.4%	5.7%	1,000	6 WZKX-FM	400	0.4%	5.7%	1,000	6 WZKX-FM	400	0.4%	5.7%	1,000	6 WZKX-FM	400	0.4%	5.7%	1,000	6 WZKX-FM	400	0.4%	5.7%	1,000
7 WFFX-FM	200	0.2%	3.4%	2,500	7 WFFX-FM	200	0.2%	3.4%	2,500	7 WFFX-FM	200	0.2%	3.4%	2,500	7 WFFX-FM	200	0.2%	3.4%	2,500	7 WFFX-FM	200	0.2%	3.4%	2,500	7 WFFX-FM	200	0.2%	3.4%	2,500
tie WXRR-FM	200	0.2%	3.4%	3,200	8 WJMG-FM	400	0.4%	5.7%	700	8 WJMG-FM	400	0.4%	5.7%	700	8 WJMG-FM	400	0.4%	5.7%	700	8 WJMG-FM	400	0.4%	5.7%	700	8 WJMG-FM	400	0.4%	5.7%	700
9 WKZW-FM	100	0.1%	1.7%	2,500	9 WORV-AM	200	0.2%	2.9%	700	9 WORV-AM	400	0.4%	3.6%	900	9 WORV-AM	400	0.4%	3.6%	900	9 WORV-AM	400	0.4%	3.6%	900	9 WORV-AM	400	0.4%	3.6%	900
tie WXHB-FM	100	0.1%	1.7%	600	10 WKZW-FM	100	0.1%	1.4%	600	10 WKZW-FM	200	0.2%	1.8%	1,400	10 WKZW-FM	200	0.2%	1.8%	1,400	10 WKZW-FM	200	0.2%	1.8%	1,400	10 WKZW-FM	200	0.2%	1.8%	1,400
tie WFMM-FM	100	0.1%	1.7%	1,800	11 WFMM-FM	100	0.1%	1.4%	500	11 WFMM-FM	100	0.1%	0.9%	500	11 WFMM-FM	100	0.1%	0.9%	500	11 WFMM-FM	100	0.1%	0.9%	500	11 WFMM-FM	100	0.1%	0.9%	500
tie WFOR-AM	100	0.1%	1.7%	1,400	12 WFMM-FM	0	0.0%	0.0%	200	12 WFMM-FM	100	0.1%	0.9%	900	12 WFMM-FM	100	0.1%	0.9%	900	12 WFMM-FM	100	0.1%	0.9%	900	12 WFMM-FM	100	0.1%	0.9%	900
tie WHLH-FM	100	0.1%	1.7%	1,500	tie WFOR-AM	0	0.0%	0.0%	300	tie WMJY-FM	100	0.1%	0.9%	700	tie WMJY-FM	100	0.1%	0.9%	700	tie WMJY-FM	100	0.1%	0.9%	700	tie WMJY-FM	100	0.1%	0.9%	700
14 WGDQ-FM	0	0.0%	0.0%	200	tie WLAU-FM	0	0.0%	0.0%	200	14 WGDQ-FM	0	0.0%	0.0%	200	14 WGDQ-FM	0	0.0%	0.0%	200	14 WGDQ-FM	0	0.0%	0.0%	200	14 WGDQ-FM	0	0.0%	0.0%	200
tie WKXI-FM	0	0.0%	0.0%	600	tie WXHB-FM	0	0.0%	0.0%	100	tie WMXI-FM	0	0.0%	0.0%	200	tie WMXI-FM	0	0.0%	0.0%	200	tie WMXI-FM	0	0.0%	0.0%	200	tie WMXI-FM	0	0.0%	0.0%	200
tie WMJY-FM	0	0.0%	0.0%	100						tie WMSI-FM	0	0.0%	0.0%	400	tie WMSI-FM	0	0.0%	0.0%	400	tie WMSI-FM	0	0.0%	0.0%	400	tie WMSI-FM	0	0.0%	0.0%	400
tie WMSI-FM	0	0.0%	0.0%	200						tie WORV-AM	0	0.0%	0.0%	300	tie WORV-AM	0	0.0%	0.0%	300	tie WORV-AM	0	0.0%	0.0%	300	tie WORV-AM	0	0.0%	0.0%	300
tie WMXI-FM	0	0.0%	0.0%	400						tie WZNF-FM	0	0.0%	0.0%	200	tie WZNF-FM	0	0.0%	0.0%	200	tie WZNF-FM	0	0.0%	0.0%	200	tie WZNF-FM	0	0.0%	0.0%	200
tie WORV-AM	0	0.0%	0.0%	300																									
tie WZNF-FM	0	0.0%	0.0%	200																									

LAUREL-HATTIESBURG

FA13/SP13 (AVG) Maxi\$er METRO Survey Area
Population/Sample: 91,600/407
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Stations Ranked by Average Persons

SA 3P-7P					ADULTS 18-49					SA 7P-12M					ADULTS 18-49					SU 6A-10A					ADULTS 18-49				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS					
1 WZLD-FM	2,200	2.4%	17.6%	5,100	1 WZLD-FM	1,300	1.4%	18.3%	4,400	1 WZLD-FM	700	0.8%	11.3%	2,600	1 WZLD-FM	700	0.8%	11.3%	2,600	1 WZLD-FM	700	0.8%	11.3%	2,600					
2 WBBN-FM	1,600	1.7%	12.8%	5,000	2 WBBN-FM	600	0.7%	8.5%	2,600	2 WBBN-FM	600	0.7%	9.7%	3,200	2 WBBN-FM	600	0.7%	9.7%	3,200	2 WBBN-FM	600	0.7%	9.7%	3,200					
3 WXHR-FM	1,500	1.6%	12.0%	3,100	tie WNSL-FM	600	0.7%	8.5%	2,500	3 WJKX-FM	500	0.5%	8.1%	2,800	3 WJKX-FM	500	0.5%	8.1%	2,800	3 WJKX-FM	500	0.5%	8.1%	2,800					
4 WZKX-FM	1,400	1.5%	11.2%	3,900	tie WXHR-FM	600	0.7%	8.5%	1,900	4 WJMG-FM	400	0.4%	6.5%	1,000	4 WJMG-FM	400	0.4%	6.5%	1,000	4 WJMG-FM	400	0.4%	6.5%	1,000					
5 WNSL-FM	900	1.0%	7.2%	3,200	5 WZKX-FM	400	0.4%	5.6%	1,900	tie WFFX-FM	400	0.4%	6.5%	1,200	tie WFFX-FM	400	0.4%	6.5%	1,200	tie WFFX-FM	400	0.4%	6.5%	1,200					
tie WJMG-FM	900	1.0%	7.2%	2,300	tie WJMG-FM	400	0.4%	5.6%	1,000	6 WHLH-FM	300	0.3%	4.8%	1,100	6 WHLH-FM	300	0.3%	4.8%	1,100	6 WHLH-FM	300	0.3%	4.8%	1,100					
7 WJKX-FM	300	0.3%	2.4%	1,000	7 WJKX-FM	300	0.3%	4.2%	1,200	tie WXHR-FM	300	0.3%	4.8%	1,100	tie WXHR-FM	300	0.3%	4.8%	1,100	tie WXHR-FM	300	0.3%	4.8%	1,100					
tie WKZW-FM	300	0.3%	2.4%	1,700	8 WFFX-FM	200	0.2%	2.8%	1,000	tie WNSL-FM	300	0.3%	4.8%	1,300	tie WNSL-FM	300	0.3%	4.8%	1,300	tie WNSL-FM	300	0.3%	4.8%	1,300					
9 WFFX-FM	200	0.2%	1.6%	1,000	tie WKZW-FM	200	0.2%	2.8%	800	9 WXHB-FM	200	0.2%	3.2%	1,000	9 WXHB-FM	200	0.2%	3.2%	1,000	9 WXHB-FM	200	0.2%	3.2%	1,000					
tie WMJY-FM	200	0.2%	1.6%	500	10 WFMM-FM	0	0.0%	0.0%	200	tie WKZW-FM	200	0.2%	3.2%	1,400	tie WKZW-FM	200	0.2%	3.2%	1,400	tie WKZW-FM	200	0.2%	3.2%	1,400					
tie WORV-AM	200	0.2%	1.6%	700	tie WLAU-FM	0	0.0%	0.0%	100	tie WORV-AM	200	0.2%	3.2%	300	tie WORV-AM	200	0.2%	3.2%	300	tie WORV-AM	200	0.2%	3.2%	300					
12 WFMM-FM	0	0.0%	0.0%	400	tie WXHB-FM	0	0.0%	0.0%	100	12 WZKX-FM	100	0.1%	1.6%	500	12 WZKX-FM	100	0.1%	1.6%	500	12 WZKX-FM	100	0.1%	1.6%	500					
tie WLAU-FM	0	0.0%	0.0%	100						tie WMSI-FM	100	0.1%	1.6%	200	tie WMSI-FM	100	0.1%	1.6%	200	tie WMSI-FM	100	0.1%	1.6%	200					
tie WMXI-FM	0	0.0%	0.0%	200						tie WFOR-AM	100	0.1%	1.6%	500	tie WFOR-AM	100	0.1%	1.6%	500	tie WFOR-AM	100	0.1%	1.6%	500					
tie WXHB-FM	0	0.0%	0.0%	100						15 WGDQ-FM	0	0.0%	0.0%	300	15 WGDQ-FM	0	0.0%	0.0%	300	15 WGDQ-FM	0	0.0%	0.0%	300					
										tie WMXI-FM	0	0.0%	0.0%	300	tie WMXI-FM	0	0.0%	0.0%	300	tie WMXI-FM	0	0.0%	0.0%	300					

SU 10A-3P					ADULTS 18-49					SU 3P-7P					ADULTS 18-49					SU 7P-12M					ADULTS 18-49				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS					
1 WZLD-FM	1,400	1.5%	15.9%	4,700	1 WZLD-FM	2,000	2.2%	21.5%	4,300	1 WZLD-FM	600	0.7%	15.0%	2,000	1 WZLD-FM	600	0.7%	15.0%	2,000	1 WZLD-FM	600	0.7%	15.0%	2,000					
2 WBBN-FM	1,000	1.1%	11.4%	4,100	2 WBBN-FM	1,100	1.2%	11.8%	4,700	2 WBBN-FM	1,100	1.2%	11.8%	2,100	2 WBBN-FM	1,100	1.2%	11.8%	2,100	2 WBBN-FM	1,100	1.2%	11.8%	2,100					
3 WZKX-FM	700	0.8%	8.0%	3,100	tie WZKX-FM	1,100	1.2%	11.8%	3,400	3 WJKX-FM	300	0.3%	7.5%	800	3 WJKX-FM	300	0.3%	7.5%	800	3 WJKX-FM	300	0.3%	7.5%	800					
tie WJKX-FM	700	0.8%	8.0%	2,000	4 WNSL-FM	800	0.9%	8.6%	3,200	tie WJMG-FM	300	0.3%	7.5%	900	tie WJMG-FM	300	0.3%	7.5%	900	tie WJMG-FM	300	0.3%	7.5%	900					
5 WXHR-FM	600	0.7%	6.8%	2,800	5 WJKX-FM	600	0.7%	6.5%	1,800	tie WKZW-FM	300	0.3%	7.5%	500	tie WKZW-FM	300	0.3%	7.5%	500	tie WKZW-FM	300	0.3%	7.5%	500					
6 WNSL-FM	500	0.5%	5.7%	3,600	6 WKZW-FM	500	0.5%	5.4%	1,700	6 WXHR-FM	200	0.2%	5.0%	700	6 WXHR-FM	200	0.2%	5.0%	700	6 WXHR-FM	200	0.2%	5.0%	700					
7 WFFX-FM	400	0.4%	4.5%	2,000	tie WXHR-FM	500	0.5%	5.4%	1,400	tie WNSL-FM	200	0.2%	5.0%	800	tie WNSL-FM	200	0.2%	5.0%	800	tie WNSL-FM	200	0.2%	5.0%	800					
8 WKZW-FM	300	0.3%	3.4%	2,200	8 WFOR-AM	200	0.2%	2.2%	400	tie WBBN-FM	200	0.2%	5.0%	1,100	tie WBBN-FM	200	0.2%	5.0%	1,100	tie WBBN-FM	200	0.2%	5.0%	1,100					
9 WHLH-FM	200	0.2%	2.3%	1,500	tie WFFX-FM	200	0.2%	2.2%	1,000	9 WFFX-FM	100	0.1%	2.5%	900	9 WFFX-FM	100	0.1%	2.5%	900	9 WFFX-FM	100	0.1%	2.5%	900					
10 WMSI-FM	100	0.1%	1.1%	300	tie WHLH-FM	200	0.2%	2.2%	600	tie WXHB-FM	100	0.1%	2.5%	200	tie WXHB-FM	100	0.1%	2.5%	200	tie WXHB-FM	100	0.1%	2.5%	200					
tie WFOR-AM	100	0.1%	1.1%	700	11 WXHB-FM	100	0.1%	1.1%	200	tie WMSI-FM	100	0.1%	2.5%	300	tie WMSI-FM	100	0.1%	2.5%	300	tie WMSI-FM	100	0.1%	2.5%	300					
tie WORV-AM	100	0.1%	1.1%	400	tie WLAU-FM	100	0.1%	1.1%	100	tie WFOR-AM	100	0.1%	2.5%	300	tie WFOR-AM	100	0.1%	2.5%	300	tie WFOR-AM	100	0.1%	2.5%	300					
tie WJMG-FM	100	0.1%	1.1%	700	tie WMSI-FM	100	0.1%	1.1%	200	13 WHLH-FM	0	0.0%	0.0%	100	13 WHLH-FM	0	0.0%	0.0%	100	13 WHLH-FM	0	0.0%	0.0%	100					
tie WGDQ-FM	100	0.1%	1.1%	500	tie WFMM-FM	100	0.1%	1.1%	200	tie WKXI-FM	0	0.0%	0.0%	200	tie WKXI-FM	0	0.0%	0.0%	200	tie WKXI-FM	0	0.0%	0.0%	200					
15 WKXI-FM	0	0.0%	0.0%	200	tie WMJY-FM	100	0.1%	1.1%	200	tie WFMM-FM	0	0.0%	0.0%	100	tie WFMM-FM	0	0.0%	0.0%	100	tie WFMM-FM	0	0.0%	0.0%	100					
tie WFMM-FM	0	0.0%	0.0%	200	16 WGDQ-FM	0	0.0%	0.0%	100																				
tie WLAU-FM	0	0.0%	0.0%	100																									
tie WXHB-FM	0	0.0%	0.0%	400																									

LAUREL-HATTIESBURG

FA13/SP13 (AVG) MaximiSer METRO Survey Area

Population/Sample: 91,600/407

Using MaximiSer METRO

Stations Ranked by Average Persons

M-F 6A-10A+3P-7P					ADULTS 18-49					M-F 6A-7P					ADULTS 18-49					M-F 6A-12M					ADULTS 18-49				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS					
1 WZLD-FM	2,200	2.4%	15.2%	18,100	1 WZLD-FM	2,100	2.3%	14.8%	18,900	1 WZLD-FM	1,900	2.1%	16.0%	19,600	1 WZLD-FM	1,900	2.1%	16.0%	19,600	1 WZLD-FM	1,900	2.1%	16.0%	19,600					
2 WBBN-FM	1,700	1.9%	11.7%	17,400	2 WBBN-FM	1,700	1.9%	12.0%	18,800	2 WBBN-FM	1,400	1.5%	11.8%	19,200	2 WBBN-FM	1,400	1.5%	11.8%	19,200	2 WBBN-FM	1,400	1.5%	11.8%	19,200					
3 WNSL-FM	1,400	1.5%	9.7%	19,200	3 WNSL-FM	1,300	1.4%	9.2%	22,200	3 WNSL-FM	1,000	1.1%	8.4%	22,800	3 WNSL-FM	1,000	1.1%	8.4%	22,800	3 WNSL-FM	1,000	1.1%	8.4%	22,800					
4 WFFX-FM	1,200	1.3%	8.3%	12,000	4 WFFX-FM	1,200	1.3%	8.5%	13,500	4 WFFX-FM	900	1.0%	7.6%	14,100	4 WFFX-FM	900	1.0%	7.6%	14,100	4 WFFX-FM	900	1.0%	7.6%	14,100					
5 WXRR-FM	1,100	1.2%	7.6%	10,100	5 WXRR-FM	900	1.0%	6.3%	11,500	5 WXRR-FM	700	0.8%	5.9%	12,400	5 WXRR-FM	700	0.8%	5.9%	12,400	5 WXRR-FM	700	0.8%	5.9%	12,400					
6 WZKX-FM	700	0.8%	4.8%	12,100	6 WZKX-FM	700	0.8%	4.9%	14,000	6 WZKX-FM	600	0.7%	5.0%	14,000	6 WZKX-FM	600	0.7%	5.0%	14,000	6 WZKX-FM	600	0.7%	5.0%	14,000					
tie WKZW-FM	700	0.8%	4.8%	10,900	tie WKZW-FM	700	0.8%	4.9%	12,600	tie WKZW-FM	600	0.7%	5.0%	10,900	8 WKZW-FM	500	0.5%	4.2%	13,100	8 WKZW-FM	500	0.5%	4.2%	13,100					
tie WJKX-FM	700	0.8%	4.8%	9,200	8 WJKX-FM	600	0.7%	4.2%	10,300	8 WJKX-FM	600	0.7%	5.0%	10,900	8 WKZW-FM	500	0.5%	4.2%	13,100	8 WKZW-FM	500	0.5%	4.2%	13,100					
tie WJMG-FM	700	0.8%	4.8%	4,200	tie WJMG-FM	600	0.7%	4.2%	4,800	tie WJMG-FM	500	0.5%	4.2%	5,200	11 WJMG-FM	500	0.5%	4.2%	5,200	11 WJMG-FM	500	0.5%	4.2%	5,200					
10 WFOR-AM	300	0.3%	2.1%	1,900	10 WMXI-FM	500	0.5%	3.5%	4,000	10 WMXI-FM	300	0.3%	2.5%	4,000	10 WMXI-FM	300	0.3%	2.5%	4,000	10 WMXI-FM	300	0.3%	2.5%	4,000					
11 WMXI-FM	200	0.2%	1.4%	2,700	11 WFOR-AM	200	0.2%	1.4%	1,900	11 WFOR-AM	200	0.2%	1.7%	1,900	11 WFOR-AM	200	0.2%	1.7%	1,900	11 WFOR-AM	200	0.2%	1.7%	1,900					
12 WXHB-FM	100	0.1%	0.7%	1,700	tie WLAU-FM	200	0.2%	1.4%	1,500	12 WLAU-FM	100	0.1%	0.8%	1,500	12 WLAU-FM	100	0.1%	0.8%	1,500	12 WLAU-FM	100	0.1%	0.8%	1,500					
tie WLAU-FM	100	0.1%	0.7%	1,200	13 WXHB-FM	100	0.1%	0.7%	1,700	tie WXHB-FM	100	0.1%	0.8%	1,800	13 WXHB-FM	100	0.1%	0.8%	1,800	13 WXHB-FM	100	0.1%	0.8%	1,800					
tie WZNF-FM	100	0.1%	0.7%	900	tie WFMM-FM	100	0.1%	0.7%	3,500	tie WFMM-FM	100	0.1%	0.8%	4,500	tie WFMM-FM	100	0.1%	0.8%	4,500	tie WFMM-FM	100	0.1%	0.8%	4,500					
tie WORV-AM	100	0.1%	0.7%	900	tie WGDQ-FM	100	0.1%	0.7%	1,400	tie WGDQ-FM	100	0.1%	0.8%	1,400	tie WGDQ-FM	100	0.1%	0.8%	1,400	tie WGDQ-FM	100	0.1%	0.8%	1,400					
tie WFMM-FM	100	0.1%	0.7%	2,500	tie WHLH-FM	100	0.1%	0.7%	2,200	tie WHLH-FM	100	0.1%	0.8%	3,000	tie WHLH-FM	100	0.1%	0.8%	3,000	tie WHLH-FM	100	0.1%	0.8%	3,000					
tie WHLH-FM	100	0.1%	0.7%	1,900	17 WKXI-FM	0	0.0%	0.0%	1,200	17 WKXI-FM	0	0.0%	0.0%	1,400	17 WKXI-FM	0	0.0%	0.0%	1,400	17 WKXI-FM	0	0.0%	0.0%	1,400					
tie WGDQ-FM	100	0.1%	0.7%	1,400	tie WMJY-FM	0	0.0%	0.0%	1,100	tie WMJY-FM	0	0.0%	0.0%	1,100	tie WMJY-FM	0	0.0%	0.0%	1,100	tie WMJY-FM	0	0.0%	0.0%	1,100					
19 WKXI-FM	0	0.0%	0.0%	600	tie WMSI-FM	0	0.0%	0.0%	600	tie WMSI-FM	0	0.0%	0.0%	600	tie WMSI-FM	0	0.0%	0.0%	600	tie WMSI-FM	0	0.0%	0.0%	600					
tie WMJY-FM	0	0.0%	0.0%	600	tie WORV-AM	0	0.0%	0.0%	900	tie WORV-AM	0	0.0%	0.0%	900	tie WORV-AM	0	0.0%	0.0%	900	tie WORV-AM	0	0.0%	0.0%	900					
tie WMSI-FM	0	0.0%	0.0%	400	tie WZNF-FM	0	0.0%	0.0%	900	tie WZNF-FM	0	0.0%	0.0%	900	tie WZNF-FM	0	0.0%	0.0%	900	tie WZNF-FM	0	0.0%	0.0%	900					

SA-SU 6A-12M					ADULTS 18-49					M-SU 6A-12M					ADULTS 18-49					M-SA 6A-10A					ADULTS 18-49				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS					
1 WZLD-FM	1,300	1.4%	15.9%	11,700	1 WZLD-FM	1,700	1.9%	15.6%	19,800	1 WZLD-FM	2,000	2.2%	13.9%	13,700	1 WZLD-FM	2,000	2.2%	13.9%	13,700	1 WZLD-FM	2,000	2.2%	13.9%	13,700					
2 WBBN-FM	900	1.0%	11.0%	11,900	2 WBBN-FM	1,200	1.3%	11.0%	21,400	2 WBBN-FM	1,500	1.6%	10.4%	9,400	2 WBBN-FM	1,500	1.6%	10.4%	9,400	2 WBBN-FM	1,500	1.6%	10.4%	9,400					
3 WXRR-FM	700	0.8%	8.5%	7,500	3 WNSL-FM	900	1.0%	8.3%	24,000	3 WNSL-FM	1,500	1.6%	10.4%	11,100	3 WNSL-FM	1,500	1.6%	10.4%	11,100	3 WNSL-FM	1,500	1.6%	10.4%	11,100					
tie WZKX-FM	700	0.8%	8.5%	8,500	4 WXRR-FM	700	0.8%	6.4%	14,400	4 WNSL-FM	1,400	1.5%	9.7%	13,100	4 WNSL-FM	1,400	1.5%	9.7%	13,100	4 WNSL-FM	1,400	1.5%	9.7%	13,100					
5 WNSL-FM	600	0.7%	7.3%	11,400	tie WFFX-FM	700	0.8%	6.4%	16,100	5 WXRR-FM	1,200	1.3%	8.3%	8,000	5 WXRR-FM	1,200	1.3%	8.3%	8,000	5 WXRR-FM	1,200	1.3%	8.3%	8,000					
6 WJKX-FM	500	0.5%	6.1%	7,000	6 WZKX-FM	600	0.7%	5.5%	15,200	6 WJKX-FM	800	0.9%	5.6%	7,400	6 WJKX-FM	800	0.9%	5.6%	7,400	6 WJKX-FM	800	0.9%	5.6%	7,400					
7 WFFX-FM	400	0.4%	4.9%	6,700	tie WJKX-FM	600	0.7%	5.5%	12,400	7 WKZW-FM	700	0.8%	4.9%	7,300	7 WKZW-FM	700	0.8%	4.9%	7,300	7 WKZW-FM	700	0.8%	4.9%	7,300					
tie WJMG-FM	400	0.4%	4.9%	3,600	8 WJMG-FM	500	0.5%	4.6%	5,900	8 WJMG-FM	600	0.7%	4.2%	3,300	8 WJMG-FM	600	0.7%	4.2%	3,300	8 WJMG-FM	600	0.7%	4.2%	3,300					
9 WKZW-FM	200	0.2%	2.4%	5,000	9 WKZW-FM	400	0.4%	3.7%	14,200	9 WZKX-FM	500	0.5%	3.5%	6,700	9 WZKX-FM	500	0.5%	3.5%	6,700	9 WZKX-FM	500	0.5%	3.5%	6,700					
10 WXHB-FM	100	0.1%	1.2%	1,100	10 WMXI-FM	300	0.3%	2.8%	4,400	10 WFOR-AM	200	0.2%	1.4%	2,000	10 WFOR-AM	200	0.2%	1.4%	2,000	10 WFOR-AM	200	0.2%	1.4%	2,000					
tie WORV-AM	100	0.1%	1.2%	900	11 WFOR-AM	200	0.2%	1.8%	2,100	11 WMXI-FM	200	0.2%	1.4%	1,400	11 WMXI-FM	200	0.2%	1.4%	1,400	11 WMXI-FM	200	0.2%	1.4%	1,400					
tie WMSI-FM	100	0.1%	1.2%	300	12 WLAU-FM	100	0.1%	0.9%	1,700	12 WXHB-FM	100	0.1%	0.7%	1,300	12 WXHB-FM	100	0.1%	0.7%	1,300	12 WXHB-FM	100	0.1%	0.7%	1,300					
tie WHLH-FM	100	0.1%	1.2%	2,300	tie WXHB-FM	100	0.1%	0.9%	2,200	tie WLAI-FM	100	0.1%	0.7%	1,200	tie WLAI-FM	100	0.1%	0.7%	1,200	tie WLAI-FM	100	0.1%	0.7%	1,200					
tie WFOR-AM	100	0.1%	1.2%	900	tie WORV-AM	100	0.1%	0.9%	1,000	tie WHLH-FM	100	0.1%	0.7%	1,900	tie WHLH-FM	100	0.1%	0.7%	1,900	tie WHLH-FM	100	0.1%	0.7%	1,900					
15 WGDQ-FM	0	0.0%	0.0%	700	tie WFMM-FM	100	0.1%	0.9%	4,800	tie WORV-AM	100	0.1%	0.7%	900	tie WORV-AM	100	0.1%	0.7%	900	tie WORV-AM	100	0.1%	0.7%	900					
tie WKXI-FM	0	0.0%	0.0%	200	tie WHLH-FM	100	0.1%	0.9%	4,000	tie WFMF-FM	100	0.1%	0.7%	1,600	tie WFMF-FM	100	0.1%	0.7%	1,600	tie WFMF-FM	100	0.1%	0.7%	1,600					
tie WFMM-FM	0	0.0%	0.0%	1,200	tie WGDQ-FM	100	0.1%	0.9%	1,700	tie WGDQ-FM	100	0.1%	0.7%	600	tie WGDQ-FM	100	0.1%	0.7%	600	tie WGDQ-FM	100	0.1%	0.7%	600					
tie WLAU-FM	0	0.0%	0.0%	500	18 WKXI-FM	0	0.0%	0.0%	1,400	18 WKXI-FM	0	0.0%	0.0%	300	18 WKXI-FM	0	0.0%	0.0%	300	18 WKXI-FM	0	0.0%	0.0%	300					
tie WMJY-FM	0	0.0%	0.0%	800	tie WMJY-FM	0	0.0%	0.0%	1,500	tie WMJY-FM	0	0.0%	0.0%	500	tie WMJY-FM	0	0.0%	0.0%	500	tie WMJY-FM	0	0.0%	0.0%	500					
tie WMXI-FM	0	0.0%	0.0%	700	tie WMSI-FM	0	0.0%	0.0%	600	tie WMSI-FM	0	0.0%	0.0%	400	tie WMSI-FM	0	0.0%	0.0%	400	tie WMSI-FM	0	0.0%	0.0%	400					
tie WZNF-FM	0	0.0%	0.0%	900	tie WZNF-FM	0	0.0%	0.0%	1,400	tie WZNF-FM	0	0.0%	0.0%	500	tie WZNF-FM	0	0.0%	0.0%	500	tie WZNF-FM	0	0.0%	0.0%	500					