

### LAUREL-HATTIESBURG

FA08/SP08 (AVG) MaximiSer METRO Survey Area  
 Population/Sample: 160,300/1,031  
 Using MaximiSer METRO  
 Stations Ranked by Average Persons

M-F 6A-10A					PERSONS 12+					M-F 10A-3P					PERSONS 12+					M-F 3P-7P					PERSONS 12+				
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 WBBN-FM	4,800	3.0%	18.3%	25,900	1 WBBN-FM	4,300	2.7%	16.7%	26,300	1 WZLD-FM	3,000	1.9%	12.9%	18,600															
2 WKZW-FM	2,300	1.4%	8.7%	14,900	2 WMXI-FM	2,800	1.7%	10.9%	9,700	tie WBBN-FM	3,000	1.9%	12.9%	25,300															
3 WJKX-FM	2,100	1.3%	8.0%	11,200	3 WNSL-FM	2,400	1.5%	9.3%	17,300	3 WNSL-FM	2,000	1.2%	8.6%	17,500															
4 WNSL-FM	1,800	1.1%	6.8%	16,900	4 WZLD-FM	1,900	1.2%	7.4%	13,100	4 WMXI-FM	1,200	0.7%	5.2%	7,400															
5 WZLD-FM	1,700	1.1%	6.5%	14,200	5 WXRR-FM	1,200	0.7%	4.7%	11,200	tie WKZW-FM	1,200	0.7%	5.2%	11,300															
6 WXRR-FM	1,500	0.9%	5.7%	12,600	tie WKZW-FM	1,200	0.7%	4.7%	8,500	6 WXRR-FM	1,100	0.7%	4.7%	11,500															
7 WMXI-FM	1,200	0.7%	4.6%	6,200	7 WJKX-FM	1,100	0.7%	4.3%	8,700	7 WZKX-FM	900	0.6%	3.9%	10,600															
8 WHER-FM	900	0.6%	3.4%	7,500	8 WHER-FM	900	0.6%	3.5%	8,600	tie WJKX-FM	900	0.6%	3.9%	7,500															
9 WFMM-FM	800	0.5%	3.0%	4,300	tie WZKX-FM	900	0.6%	3.5%	8,000	9 WUSW-FM	800	0.5%	3.4%	9,800															
tie WUSW-FM	800	0.5%	3.0%	8,000	10 WORV	700	0.4%	2.7%	1,900	10 WJMG-FM	700	0.4%	3.0%	5,900															
11 WJMG-FM	700	0.4%	2.7%	6,200	11 WUSW-FM	500	0.3%	1.9%	8,300	tie WFMM-FM	700	0.4%	3.0%	6,000															
tie WZKX-FM	700	0.4%	2.7%	7,000	tie WJMG-FM	500	0.3%	1.9%	4,600	tie WHER-FM	700	0.4%	3.0%	5,800															
13 WXHB-FM	400	0.2%	1.5%	3,500	13 WXHB-FM	400	0.2%	1.6%	3,900	13 WORV	600	0.4%	2.6%	1,600															
tie WORV	400	0.2%	1.5%	1,500	tie WFMM-FM	400	0.2%	1.6%	4,000	14 WXHB-FM	400	0.2%	1.7%	4,200															
15 WAML	200	0.1%	0.8%	800	15 WGDQ-FM	200	0.1%	0.8%	1,700	15 WKXI-FM	300	0.2%	1.3%	2,200															
tie WKXI-FM	200	0.1%	0.8%	1,400	tie WAML	200	0.1%	0.8%	700	16 WAML	200	0.1%	0.9%	700															
tie WHLH-FM	200	0.1%	0.8%	1,400	tie WKXI-FM	200	0.1%	0.8%	2,000	17 WHLH-FM	100	0.1%	0.4%	600															
18 WJMI-FM	100	0.1%	0.4%	900	18 WJMI-FM	100	0.1%	0.4%	900	tie WGDQ-FM	100	0.1%	0.4%	1,200															
tie WGDQ-FM	100	0.1%	0.4%	1,100	tie WHLH-FM	100	0.1%	0.4%	800	tie WJMI-FM	100	0.1%	0.4%	600															

M-F 7P-12M					PERSONS 12+					SA 6A-10A					PERSONS 12+					SA 10A-3P					PERSONS 12+				
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	2,300	1.4%	25.6%	16,100	1 WBBN-FM	3,000	1.9%	18.9%	8,100	1 WZLD-FM	3,500	2.2%	15.3%	8,900															
2 WBBN-FM	1,000	0.6%	11.1%	10,600	2 WZLD-FM	1,200	0.7%	7.5%	2,900	2 WBBN-FM	2,900	1.8%	12.7%	10,600															
3 WNSL-FM	700	0.4%	7.8%	8,400	3 WJKX-FM	1,000	0.6%	6.3%	2,300	3 WNSL-FM	1,900	1.2%	8.3%	7,500															
4 WJKX-FM	400	0.2%	4.4%	4,500	4 WHER-FM	900	0.6%	5.7%	2,900	4 WJKX-FM	1,600	1.0%	7.0%	4,100															
tie WXRR-FM	400	0.2%	4.4%	5,200	tie WNSL-FM	900	0.6%	5.7%	2,800	5 WXRR-FM	1,400	0.9%	6.1%	5,600															
tie WJMG-FM	400	0.2%	4.4%	2,900	tie WXRR-FM	900	0.6%	5.7%	3,800	6 WHER-FM	1,000	0.6%	4.4%	3,500															
7 WUSW-FM	300	0.2%	3.3%	4,300	7 WJMG-FM	700	0.4%	4.4%	2,600	tie WJMG-FM	1,000	0.6%	4.4%	2,500															
tie WZKX-FM	300	0.2%	3.3%	3,200	tie WZKX-FM	700	0.4%	4.4%	2,100	8 WKZW-FM	800	0.5%	3.5%	3,100															
9 WJMI-FM	200	0.1%	2.2%	1,500	9 WKZW-FM	500	0.3%	3.1%	1,500	9 WZKX-FM	700	0.4%	3.1%	2,100															
tie WKXI-FM	200	0.1%	2.2%	1,600	10 WFMM-FM	400	0.2%	2.5%	1,000	10 WUSW-FM	600	0.4%	2.6%	3,000															
tie WHER-FM	200	0.1%	2.2%	2,900	11 WXHB-FM	200	0.1%	1.3%	1,100	11 WXHB-FM	300	0.2%	1.3%	1,200															
12 WKZW-FM	100	0.1%	1.1%	3,700	tie WUSW-FM	200	0.1%	1.3%	800	tie WFMM-FM	300	0.2%	1.3%	1,100															
tie WXHB-FM	100	0.1%	1.1%	2,200	tie WORV	200	0.1%	1.3%	300	13 WAML	200	0.1%	0.9%	300															
tie WFMM-FM	100	0.1%	1.1%	1,300	tie WHLH-FM	200	0.1%	1.3%	900	tie WKXI-FM	200	0.1%	0.9%	500															
tie WGDQ-FM	100	0.1%	1.1%	800	15 WKXI-FM	100	0.1%	0.6%	100	tie WMXI-FM	200	0.1%	0.9%	900															
16 WAML	0	0.0%	0.0%	100	tie WAML	100	0.1%	0.6%	200	tie WJMI-FM	200	0.1%	0.9%	500															
tie WHLH-FM	0	0.0%	0.0%	500	tie WGDQ-FM	100	0.1%	0.6%	500	tie WHLH-FM	200	0.1%	0.9%	1,000															
tie WMXI-FM	0	0.0%	0.0%	500	tie WMXI-FM	100	0.1%	0.6%	200	tie WORV	200	0.1%	0.9%	400															
										19 WGDQ-FM	100	0.1%	0.4%	400															

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 Population/Sample: 160,300/1,031  
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 Stations Ranked by Average Persons

SA 3P-7P					SA 7P-12M					SU 6A-10A				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	PERSONS 12+ CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	PERSONS 12+ CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	PERSONS 12+ CUME PERSONS
1 WZLD-FM	2,900	1.8%	15.3%	7,200	1 WZLD-FM	2,600	1.6%	23.2%	5,900	1 WBBN-FM	2,100	1.3%	15.6%	8,500
2 WBBN-FM	2,300	1.4%	12.1%	7,300	2 WXRR-FM	1,100	0.7%	9.8%	3,100	2 WJXX-FM	1,600	1.0%	11.9%	4,000
3 WXRR-FM	1,800	1.1%	9.5%	5,200	3 WUSW-FM	800	0.5%	7.1%	1,900	3 WNSL-FM	700	0.4%	5.2%	2,200
4 WJMG-FM	1,000	0.6%	5.3%	1,700	tie WNSL-FM	800	0.5%	7.1%	2,900	4 WAML	600	0.4%	4.4%	1,200
tie WJXX-FM	1,000	0.6%	5.3%	2,300	tie WBBN-FM	800	0.5%	7.1%	3,500	tie WJMG-FM	600	0.4%	4.4%	2,200
tie WNSL-FM	1,000	0.6%	5.3%	3,300	6 WJXX-FM	600	0.4%	5.4%	1,400	6 WZLD-FM	400	0.2%	3.0%	1,200
7 WHER-FM	800	0.5%	4.2%	3,000	tie WJMG-FM	600	0.4%	5.4%	1,700	tie WXHB-FM	400	0.2%	3.0%	1,700
tie WZKX-FM	800	0.5%	4.2%	2,000	8 WFMM-FM	400	0.2%	3.6%	900	tie WKZW-FM	400	0.2%	3.0%	1,600
9 WUSW-FM	700	0.4%	3.7%	2,900	9 WKZW-FM	300	0.2%	2.7%	1,100	9 WHER-FM	300	0.2%	2.2%	1,100
10 WFMM-FM	500	0.3%	2.6%	1,300	tie WZKX-FM	300	0.2%	2.7%	900	tie WORV	300	0.2%	2.2%	500
11 WKZW-FM	400	0.2%	2.1%	2,000	tie WXHB-FM	300	0.2%	2.7%	900	tie WHLH-FM	300	0.2%	2.2%	900
tie WXHB-FM	400	0.2%	2.1%	1,700	tie WKXI-FM	300	0.2%	2.7%	800	12 WMXI-FM	200	0.1%	1.5%	800
13 WGDQ-FM	200	0.1%	1.1%	600	13 WHER-FM	100	0.1%	0.9%	400	tie WXRR-FM	200	0.1%	1.5%	1,500
tie WKXI-FM	200	0.1%	1.1%	400	tie WJMI-FM	100	0.1%	0.9%	400	14 WKXI-FM	100	0.1%	0.7%	100
tie WAML	200	0.1%	1.1%	200	tie WMXI-FM	100	0.1%	0.9%	300	tie WFMM-FM	100	0.1%	0.7%	200
16 WORV	100	0.1%	0.5%	200	16 WGDQ-FM	0	0.0%	0.0%	100	16 WUSW-FM	0	0.0%	0.0%	100
tie WMXI-FM	100	0.1%	0.5%	200						tie WZKX-FM	0	0.0%	0.0%	500
tie WJMI-FM	100	0.1%	0.5%	400										
19 WHLH-FM	0	0.0%	0.0%	200										

SU 10A-3P					SU 3P-7P					SU 7P-12M				
STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	PERSONS 12+ CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	PERSONS 12+ CUME PERSONS	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	PERSONS 12+ CUME PERSONS
1 WJXX-FM	2,500	1.6%	16.6%	6,600	1 WJXX-FM	1,900	1.2%	15.0%	3,700	1 WZLD-FM	1,400	0.9%	22.2%	4,500
2 WBBN-FM	1,800	1.1%	11.9%	9,800	2 WBBN-FM	1,400	0.9%	11.0%	5,200	2 WBBN-FM	700	0.4%	11.1%	2,000
3 WZLD-FM	1,300	0.8%	8.6%	3,400	3 WZLD-FM	1,300	0.8%	10.2%	3,800	tie WNSL-FM	700	0.4%	11.1%	2,600
4 WNSL-FM	900	0.6%	6.0%	4,800	4 WNSL-FM	900	0.6%	7.1%	3,100	4 WJXX-FM	300	0.2%	4.8%	1,200
5 WXHB-FM	800	0.5%	5.3%	3,100	5 WXRR-FM	700	0.4%	5.5%	2,100	tie WXRR-FM	300	0.2%	4.8%	1,100
6 WHER-FM	600	0.4%	4.0%	2,500	6 WHER-FM	600	0.4%	4.7%	1,700	tie WKXI-FM	300	0.2%	4.8%	700
7 WJMG-FM	500	0.3%	3.3%	2,300	7 WXHB-FM	500	0.3%	3.9%	2,100	tie WJMG-FM	300	0.2%	4.8%	1,300
8 WUSW-FM	400	0.2%	2.6%	1,300	8 WKZW-FM	400	0.2%	3.1%	1,900	8 WUSW-FM	200	0.1%	3.2%	1,300
9 WAML	300	0.2%	2.0%	900	tie WZKX-FM	400	0.2%	3.1%	1,700	9 WHER-FM	100	0.1%	1.6%	500
tie WORV	300	0.2%	2.0%	600	10 WUSW-FM	300	0.2%	2.4%	900	tie WAML	100	0.1%	1.6%	200
tie WKZW-FM	300	0.2%	2.0%	1,600	tie WAML	300	0.2%	2.4%	500	tie WKZW-FM	100	0.1%	1.6%	800
12 WZKX-FM	200	0.1%	1.3%	1,200	12 WJMG-FM	200	0.1%	1.6%	500	tie WXHB-FM	100	0.1%	1.6%	700
tie WHLH-FM	200	0.1%	1.3%	900	13 WORV	100	0.1%	0.8%	500	tie WJMI-FM	100	0.1%	1.6%	300
tie WMXI-FM	200	0.1%	1.3%	800	tie WJMI-FM	100	0.1%	0.8%	300	tie WZKX-FM	100	0.1%	1.6%	700
tie WXRR-FM	200	0.1%	1.3%	1,400	tie WFMM-FM	100	0.1%	0.8%	300	tie WFMM-FM	100	0.1%	1.6%	400
16 WFMM-FM	100	0.1%	0.7%	200	tie WKXI-FM	100	0.1%	0.8%	300					
tie WJMI-FM	100	0.1%	0.7%	500	17 WHLH-FM	0	0.0%	0.0%	200					
tie WKXI-FM	100	0.1%	0.7%	500										
19 WGDQ-FM	0	0.0%	0.0%	100										

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 Stations Ranked by Average Persons

M-F 6A-10A+3P-7P					PERSONS 12+					M-F 6A-7P					PERSONS 12+					M-F 6A-12M					PERSONS 12+				
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 WBBN-FM	3,900	2.4%	15.7%	34,800	1 WBBN-FM	4,100	2.6%	16.3%	39,100	1 WBBN-FM	3,200	2.0%	15.3%	39,700															
2 WZLD-FM	2,300	1.4%	9.3%	22,700	2 WZLD-FM	2,200	1.4%	8.7%	24,600	2 WZLD-FM	2,200	1.4%	10.5%	26,300															
3 WNSL-FM	1,900	1.2%	7.7%	24,700	3 WNSL-FM	2,100	1.3%	8.3%	28,700	3 WNSL-FM	1,700	1.1%	8.1%	28,900															
4 WKZW-FM	1,700	1.1%	6.9%	17,800	4 WMXI-FM	1,800	1.1%	7.1%	11,900	4 WMXI-FM	1,300	0.8%	6.2%	12,100															
5 WJKX-FM	1,500	0.9%	6.0%	14,300	5 WKZW-FM	1,500	0.9%	6.0%	19,100	5 WJKX-FM	1,100	0.7%	5.3%	16,000															
6 WXHR-FM	1,300	0.8%	5.2%	17,100	6 WJKX-FM	1,400	0.9%	5.6%	15,500	tie WKZW-FM	1,100	0.7%	5.3%	19,700															
7 WMXI-FM	1,200	0.7%	4.8%	9,600	7 WXHR-FM	1,300	0.8%	5.2%	18,800	7 WXHR-FM	1,000	0.6%	4.8%	19,700															
8 WFMM-FM	800	0.5%	3.2%	7,700	8 WHER-FM	900	0.6%	3.6%	12,500	8 WHER-FM	700	0.4%	3.3%	12,500															
tie WHER-FM	800	0.5%	3.2%	9,500	tie WZKX-FM	900	0.6%	3.6%	13,800	tie WZKX-FM	700	0.4%	3.3%	13,800															
tie WUSW-FM	800	0.5%	3.2%	12,500	10 WUSW-FM	700	0.4%	2.8%	13,900	10 WUSW-FM	600	0.4%	2.9%	14,300															
tie WZKX-FM	800	0.5%	3.2%	12,700	11 WJMG-FM	600	0.4%	2.4%	9,900	tie WJMG-FM	600	0.4%	2.9%	10,800															
12 WJMG-FM	700	0.4%	2.8%	9,100	tie WORV	600	0.4%	2.4%	2,500	tie WORV	600	0.4%	2.9%	2,500															
13 WORV	500	0.3%	2.0%	2,300	tie WFMM-FM	600	0.4%	2.4%	8,600	13 WFMM-FM	500	0.3%	2.4%	9,000															
14 WXHB-FM	400	0.2%	1.6%	5,000	14 WXHB-FM	400	0.2%	1.6%	5,600	14 WXHB-FM	300	0.2%	1.4%	5,700															
15 WAML	200	0.1%	0.8%	1,000	15 WAML	200	0.1%	0.8%	1,000	15 WKXI-FM	200	0.1%	1.0%	3,500															
tie WKXI-FM	200	0.1%	0.8%	3,000	tie WKXI-FM	200	0.1%	0.8%	3,100	16 WAML	100	0.1%	0.5%	1,000															
tie WHLH-FM	200	0.1%	0.8%	1,500	17 WJMI-FM	100	0.1%	0.4%	1,300	tie WGDQ-FM	100	0.1%	0.5%	2,800															
18 WJMI-FM	100	0.1%	0.4%	1,200	tie WHLH-FM	100	0.1%	0.4%	1,700	tie WJMI-FM	100	0.1%	0.5%	2,100															
tie WGDQ-FM	100	0.1%	0.4%	2,100	tie WGDQ-FM	100	0.1%	0.4%	2,600	tie WHLH-FM	100	0.1%	0.5%	1,800															

  

SA-SU 6A-12M					PERSONS 12+					M-SU 6A-12M					PERSONS 12+					M-SA 6A-10A					PERSONS 12+				
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	1,800	1.1%	12.4%	16,700	1 WBBN-FM	2,800	1.7%	14.7%	42,700	1 WBBN-FM	4,500	2.8%	18.3%	27,300															
tie WBBN-FM	1,800	1.1%	12.4%	22,300	2 WZLD-FM	2,100	1.3%	11.0%	27,800	2 WKZW-FM	2,000	1.2%	8.1%	15,200															
3 WJKX-FM	1,300	0.8%	9.0%	13,200	3 WNSL-FM	1,500	0.9%	7.9%	31,400	3 WJKX-FM	1,900	1.2%	7.7%	11,500															
4 WNSL-FM	1,000	0.6%	6.9%	15,300	4 WJKX-FM	1,100	0.7%	5.8%	20,300	4 WZLD-FM	1,600	1.0%	6.5%	14,800															
5 WXHR-FM	800	0.5%	5.5%	12,300	5 WMXI-FM	1,000	0.6%	5.2%	12,600	tie WNSL-FM	1,600	1.0%	6.5%	17,800															
6 WJMG-FM	600	0.4%	4.1%	7,700	tie WXHR-FM	1,000	0.6%	5.2%	24,200	6 WXHR-FM	1,400	0.9%	5.7%	13,600															
7 WHER-FM	500	0.3%	3.4%	7,200	7 WKZW-FM	900	0.6%	4.7%	21,200	7 WMXI-FM	1,000	0.6%	4.1%	6,200															
8 WKZW-FM	400	0.2%	2.8%	7,900	8 WJMG-FM	600	0.4%	3.1%	14,500	8 WHER-FM	900	0.6%	3.7%	8,000															
tie WUSW-FM	400	0.2%	2.8%	6,400	tie WHER-FM	600	0.4%	3.1%	14,000	9 WJMG-FM	700	0.4%	2.8%	7,700															
tie WZKX-FM	400	0.2%	2.8%	6,100	tie WZKX-FM	600	0.4%	3.1%	14,900	tie WUSW-FM	700	0.4%	2.8%	8,100															
tie WXHB-FM	400	0.2%	2.8%	5,000	11 WUSW-FM	500	0.3%	2.6%	15,300	tie WFMM-FM	700	0.4%	2.8%	4,500															
12 WKXI-FM	200	0.1%	1.4%	1,300	tie WORV	500	0.3%	2.6%	2,900	tie WZKX-FM	700	0.4%	2.8%	7,500															
tie WAML	200	0.1%	1.4%	1,300	13 WFMM-FM	400	0.2%	2.1%	9,900	13 WORV	400	0.2%	1.6%	1,500															
tie WORV	200	0.1%	1.4%	900	14 WXHB-FM	300	0.2%	1.6%	6,900	14 WXHB-FM	300	0.2%	1.2%	3,800															
tie WFMM-FM	200	0.1%	1.4%	3,200	15 WAML	200	0.1%	1.0%	1,700	15 WAML	200	0.1%	0.8%	800															
16 WGDQ-FM	100	0.1%	0.7%	1,400	tie WKXI-FM	200	0.1%	1.0%	3,600	tie WHLH-FM	200	0.1%	0.8%	1,500															
tie WMXI-FM	100	0.1%	0.7%	2,100	17 WGDQ-FM	100	0.1%	0.5%	3,500	tie WKXI-FM	200	0.1%	0.8%	1,500															
tie WHLH-FM	100	0.1%	0.7%	1,500	tie WJMI-FM	100	0.1%	0.5%	3,000	18 WJMI-FM	100	0.1%	0.4%	900															
tie WJMI-FM	100	0.1%	0.7%	1,300	tie WHLH-FM	100	0.1%	0.5%	1,900	tie WGDQ-FM	100	0.1%	0.4%	1,100															