

TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

SP10/FA09 (AVG) MaximiSer METRO Survey Area

Population/Sample: 53,400/241

Using MaximiSer METRO

Stations Ranked by Average Persons

SA 3P-7P					ADULTS 18-34					SA 7P-12M					ADULTS 18-34					SU 6A-10A					ADULTS 18-34				
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	1,600	3.0%	23.2%	6,300	1 WZLD-FM	1,400	2.6%	36.8%	3,600	1 WJXX-FM	1,300	2.4%	23.6%	3,100															
2 WNSL-FM	900	1.7%	13.0%	3,700	2 WBBN-FM	400	0.7%	10.5%	900	2 WZLD-FM	1,100	2.1%	20.0%	2,100															
3 WJXX-FM	600	1.1%	8.7%	1,500	3 WJXX-FM	300	0.6%	7.9%	1,200	3 WBBN-FM	400	0.7%	7.3%	1,500															
4 WZKX-FM	500	0.9%	7.2%	1,900	tie WNSL-FM	300	0.6%	7.9%	1,500	4 WKXI-FM	200	0.4%	3.6%	300															
5 WBBN-FM	400	0.7%	5.8%	2,200	tie WZKX-FM	300	0.6%	7.9%	500	tie WAML-AM	200	0.4%	3.6%	1,000															
tie WFFX-FM	400	0.7%	5.8%	1,800	6 WHER-FM	200	0.4%	5.3%	1,500	tie WJMG-FM	200	0.4%	3.6%	400															
7 WXHR-FM	300	0.6%	4.3%	700	tie WFFX-FM	200	0.4%	5.3%	1,000	7 WZKX-FM	100	0.2%	1.8%	700															
tie WXHB-FM	300	0.6%	4.3%	800	8 WGDQ-FM	100	0.2%	2.6%	300	tie WFFX-FM	100	0.2%	1.8%	800															
9 WJMG-FM	200	0.4%	2.9%	600	tie WJMG-FM	100	0.2%	2.6%	500	tie WORV-AM	100	0.2%	1.8%	200															
tie WKZW-FM	200	0.4%	2.9%	1,400	10 WHLH-FM	0	0.0%	0.0%	500	tie WXHR-FM	100	0.2%	1.8%	400															
11 WHER-FM	100	0.2%	1.4%	800	tie WKZW-FM	0	0.0%	0.0%	200	tie WGDQ-FM	100	0.2%	1.8%	300															
tie WHLH-FM	100	0.2%	1.4%	200	tie WXHR-FM	0	0.0%	0.0%	200	12 WHLH-FM	0	0.0%	0.0%	400															
13 WGDQ-FM	0	0.0%	0.0%	200						tie WKZW-FM	0	0.0%	0.0%	400															
tie WZNF-FM	0	0.0%	0.0%	200						tie WNSL-FM	0	0.0%	0.0%	500															

SU 10A-3P					ADULTS 18-34					SU 3P-7P					ADULTS 18-34					SU 7P-12M					ADULTS 18-34				
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 WJXX-FM	900	1.7%	14.8%	3,200	1 WZLD-FM	1,000	1.9%	21.3%	2,800	1 WZLD-FM	700	1.3%	28.0%	2,500															
2 WZLD-FM	800	1.5%	13.1%	3,600	2 WNSL-FM	600	1.1%	12.8%	1,800	2 WJXX-FM	400	0.7%	16.0%	1,300															
3 WBBN-FM	600	1.1%	9.8%	2,200	3 WJXX-FM	500	0.9%	10.6%	1,000	3 WNSL-FM	300	0.6%	12.0%	1,700															
tie WFFX-FM	600	1.1%	9.8%	1,600	tie WFFX-FM	500	0.9%	10.6%	1,100	4 WBBN-FM	200	0.4%	8.0%	1,700															
5 WNSL-FM	400	0.7%	6.6%	1,300	5 WBBN-FM	300	0.6%	6.4%	1,300	5 WORV-AM	100	0.2%	4.0%	200															
6 WXHR-FM	300	0.6%	4.9%	1,000	6 WZKX-FM	200	0.4%	4.3%	800	tie WJMG-FM	100	0.2%	4.0%	200															
7 WAML-AM	200	0.4%	3.3%	600	7 WORV-AM	100	0.2%	2.1%	200	tie WZKX-FM	100	0.2%	4.0%	500															
8 WHLH-FM	100	0.2%	1.6%	600	tie WXHR-FM	100	0.2%	2.1%	200	tie WKZW-FM	100	0.2%	4.0%	500															
tie WGDQ-FM	100	0.2%	1.6%	300	tie WJMG-FM	100	0.2%	2.1%	200	tie WFFX-FM	100	0.2%	4.0%	600															
tie WJMG-FM	100	0.2%	1.6%	200	tie WGDQ-FM	100	0.2%	2.1%	400	10 WHLH-FM	0	0.0%	0.0%	300															
tie WXHB-FM	100	0.2%	1.6%	300	tie WHER-FM	100	0.2%	2.1%	700	tie WFOR-AM	0	0.0%	0.0%	300															
tie WZKX-FM	100	0.2%	1.6%	1,100	12 WKZW-FM	0	0.0%	0.0%	200	tie WXHR-FM	0	0.0%	0.0%	300															
tie WORV-AM	100	0.2%	1.6%	200																									
tie WKZW-FM	100	0.2%	1.6%	600																									
tie WHER-FM	100	0.2%	1.6%	1,400																									

M-F 6A-10A+3P-7P					ADULTS 18-34					M-F 6A-7P					ADULTS 18-34					M-F 6A-12M					ADULTS 18-34				
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	1,600	3.0%	19.8%	16,800	1 WZLD-FM	1,500	2.8%	17.6%	17,700	1 WZLD-FM	1,400	2.6%	19.7%	18,800															
2 WBBN-FM	1,000	1.9%	12.3%	9,400	2 WBBN-FM	1,000	1.9%	11.8%	10,500	2 WBBN-FM	900	1.7%	12.7%	11,000															
tie WNSL-FM	1,000	1.9%	12.3%	12,700	tie WNSL-FM	1,000	1.9%	11.8%	14,600	3 WNSL-FM	800	1.5%	11.3%	15,000															
4 WFFX-FM	800	1.5%	9.9%	7,600	4 WFFX-FM	900	1.7%	10.6%	7,900	4 WFFX-FM	700	1.3%	9.9%	8,600															
5 WXHR-FM	600	1.1%	7.4%	6,800	5 WXHR-FM	800	1.5%	9.4%	7,800	5 WXHR-FM	600	1.1%	8.5%	7,800															
6 WJXX-FM	500	0.9%	6.2%	4,500	6 WJXX-FM	500	0.9%	5.9%	6,000	6 WJXX-FM	400	0.7%	5.6%	7,500															
7 WZKX-FM	300	0.6%	3.7%	5,700	tie WMXI-FM	500	0.9%	5.9%	2,300	7 WZKX-FM	300	0.6%	4.2%	6,300															
tie WMXI-FM	300	0.6%	3.7%	1,900	8 WZKX-FM	300	0.6%	3.5%	6,300	tie WMXI-FM	300	0.6%	4.2%	2,300															
tie WKZW-FM	300	0.6%	3.7%	3,800	9 WKZW-FM	200	0.4%	2.4%	4,300	9 WKZW-FM	200	0.4%	2.8%	4,500															
10 WHER-FM	200	0.4%	2.5%	3,100	tie WHER-FM	200	0.4%	2.4%	3,500	tie WHER-FM	200	0.4%	2.8%	3,800															
11 WKXI-FM	100	0.2%	1.2%	900	11 WFOR-AM	100	0.2%	1.2%	500	11 WGDQ-FM	100	0.2%	1.4%	800															
tie WJMG-FM	100	0.2%	1.2%	2,800	tie WGDQ-FM	100	0.2%	1.2%	800	tie WJMG-FM	100	0.2%	1.4%	3,500															
tie WGDQ-FM	100	0.2%	1.2%	700	tie WJMG-FM	100	0.2%	1.2%	3,300	13 WHLH-FM	0	0.0%	0.0%	1,300															
14 WHLH-FM	0	0.0%	0.0%	1,100	14 WHLH-FM	0	0.0%	0.0%	1,300	tie WKXI-FM	0	0.0%	0.0%	900															
tie WFMM-FM	0	0.0%	0.0%	500	tie WKXI-FM	0	0.0%	0.0%	900	tie WFMM-FM	0	0.0%	0.0%	800															
tie WFOR-AM	0	0.0%	0.0%	200	tie WFMM-FM	0	0.0%	0.0%	800	tie WFOR-AM	0	0.0%	0.0%	500															
tie WORV-AM	0	0.0%	0.0%	400	tie WORV-AM	0	0.0%	0.0%	400	tie WORV-AM	0	0.0%	0.0%	400															
tie WXHB-FM	0	0.0%	0.0%	1,000	tie WXHB-FM	0	0.0%	0.0%	1,000	tie WXHB-FM	0	0.0%	0.0%	1,000															
tie WZNF-FM	0	0.0%	0.0%	1,100	tie WZNF-FM	0	0.0%	0.0%	1,300	tie WZNF-FM	0	0.0%	0.0%	1,300															

Note: Call Letter Changes: WUSW-FM changed to WFFX-FM during or prior to SPRING 2010 ARBITRON

TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

SP10/FA09 (AVG) Maximi\$er METRO Survey Area

Population/Sample: 53,400/241

Using Maximi\$er METRO

Stations Ranked by Average Persons

SA-SU 6A-12M					ADULTS 18-34					M-SU 6A-12M					ADULTS 18-34					M-SA 6A-10A					ADULTS 18-34				
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	1,200	2.2%	22.6%	13,500	1 WZLD-FM	1,400	2.6%	21.2%	19,300	1 WZLD-FM	1,300	2.4%	17.8%	12,000															
2 WBBN-FM	600	1.1%	11.3%	5,500	2 WBBN-FM	800	1.5%	12.1%	11,800	2 WBBN-FM	1,000	1.9%	13.7%	6,800															
tie WJKX-FM	600	1.1%	11.3%	7,700	3 WNSL-FM	700	1.3%	10.6%	16,000	3 WNSL-FM	800	1.5%	11.0%	9,300															
4 WNSL-FM	400	0.7%	7.5%	7,600	4 WFFX-FM	600	1.1%	9.1%	8,800	4 WFFX-FM	700	1.3%	9.6%	5,200															
5 WFFX-FM	300	0.6%	5.7%	4,300	5 WJKX-FM	500	0.9%	7.6%	11,600	5 WJKX-FM	600	1.1%	8.2%	4,400															
6 WXHR-FM	200	0.4%	3.8%	2,600	tie WXHR-FM	500	0.9%	7.6%	8,200	6 WXHR-FM	500	0.9%	6.8%	5,200															
tie WZKX-FM	200	0.4%	3.8%	3,900	7 WZKX-FM	300	0.6%	4.5%	7,400	7 WZKX-FM	300	0.6%	4.1%	3,200															
8 WORV-AM	100	0.2%	1.9%	200	8 WMXI-FM	200	0.4%	3.0%	2,300	tie WKZW-FM	300	0.6%	4.1%	2,700															
tie WKZW-FM	100	0.2%	1.9%	2,000	9 WKZW-FM	100	0.2%	1.5%	5,500	9 WMXI-FM	200	0.4%	2.7%	1,500															
tie WJMG-FM	100	0.2%	1.9%	1,100	tie WJMG-FM	100	0.2%	1.5%	4,200	10 WHLH-FM	100	0.2%	1.4%	900															
tie WGDQ-FM	100	0.2%	1.9%	800	tie WGDQ-FM	100	0.2%	1.5%	1,100	tie WFOR-AM	100	0.2%	1.4%	200															
tie WHER-FM	100	0.2%	1.9%	2,800	tie WHER-FM	100	0.2%	1.5%	4,500	tie WGDQ-FM	100	0.2%	1.4%	500															
13 WAML-AM	0	0.0%	0.0%	1,000	13 WAML-AM	0	0.0%	0.0%	1,000	tie WJMG-FM	100	0.2%	1.4%	1,800															
tie WHLH-FM	0	0.0%	0.0%	1,500	tie WHLH-FM	0	0.0%	0.0%	1,700	tie WKXI-FM	100	0.2%	1.4%	900															
tie WKXI-FM	0	0.0%	0.0%	500	tie WKXI-FM	0	0.0%	0.0%	1,200	tie WHER-FM	100	0.2%	1.4%	1,900															
tie WFMM-FM	0	0.0%	0.0%	1,000	tie WFMM-FM	0	0.0%	0.0%	1,300	16 WFMM-FM	0	0.0%	0.0%	800															
tie WFOR-AM	0	0.0%	0.0%	300	tie WFOR-AM	0	0.0%	0.0%	500	tie WORV-AM	0	0.0%	0.0%	200															
tie WXHB-FM	0	0.0%	0.0%	800	tie WORV-AM	0	0.0%	0.0%	700	tie WXHB-FM	0	0.0%	0.0%	700															
tie WZNF-FM	0	0.0%	0.0%	200	tie WXHB-FM	0	0.0%	0.0%	1,700	tie WZNF-FM	0	0.0%	0.0%	900															
					tie WZNF-FM	0	0.0%	0.0%	1,500																				

Note: Call Letter Changes: WUSW-FM changed to WFFX-FM during or prior to SPRING 2010 ARBITRON