

LAUREL-HATTIESBURG

FA08/SP08 (AVG) MaximiSer METRO Survey Area
 Population/Sample: 90,100/433
 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					
1 WBBN-FM	2,500	2.8%	16.6%	14,100	1 WBBN-FM	2,500	2.8%	16.1%	14,800	1 WZLD-FM	2,300	2.6%	16.7%	14,500															
2 WKZW-FM	1,500	1.7%	9.9%	9,700	2 WNSL-FM	2,200	2.4%	14.2%	15,000	2 WBBN-FM	1,800	2.0%	13.0%	14,900															
3 WZLD-FM	1,400	1.6%	9.3%	10,900	3 WZLD-FM	1,700	1.9%	11.0%	11,100	3 WNSL-FM	1,400	1.6%	10.1%	12,700															
tie WNSL-FM	1,400	1.6%	9.3%	12,900	4 WXRR-FM	1,000	1.1%	6.5%	8,300	4 WKZW-FM	800	0.9%	5.8%	7,600															
5 WJKX-FM	1,200	1.3%	7.9%	7,700	5 WMXI-FM	900	1.0%	5.8%	2,600	tie WXRR-FM	800	0.9%	5.8%	8,000															
6 WXRR-FM	1,000	1.1%	6.6%	8,600	6 WJKX-FM	700	0.8%	4.5%	5,600	6 WJMG-FM	600	0.7%	4.3%	4,500															
7 WUSW-FM	700	0.8%	4.6%	5,500	tie WKZW-FM	700	0.8%	4.5%	6,200	7 WJKX-FM	500	0.6%	3.6%	4,500															
8 WJMG-FM	500	0.6%	3.3%	4,700	8 WORV	500	0.6%	3.2%	1,000	tie WZKX-FM	500	0.6%	3.6%	6,700															
tie WZKX-FM	500	0.6%	3.3%	3,900	tie WZKX-FM	500	0.6%	3.2%	5,000	9 WUSW-FM	400	0.4%	2.9%	6,700															
10 WMXI-FM	300	0.3%	2.0%	1,700	10 WUSW-FM	400	0.4%	2.6%	6,900	tie WORV	400	0.4%	2.9%	900															
11 WORV	200	0.2%	1.3%	800	tie WJMG-FM	400	0.4%	2.6%	3,100	tie WMXI-FM	400	0.4%	2.9%	2,100															
tie WHLH-FM	200	0.2%	1.3%	500	12 WHER-FM	200	0.2%	1.3%	3,200	12 WFMM-FM	300	0.3%	2.2%	2,700															
tie WHER-FM	200	0.2%	1.3%	2,400	tie WKXI-FM	200	0.2%	1.3%	1,700	13 WHER-FM	200	0.2%	1.4%	2,200															
14 WKXI-FM	100	0.1%	0.7%	900	14 WJMI-FM	100	0.1%	0.6%	600	14 WHLH-FM	100	0.1%	0.7%	300															
tie WAML	100	0.1%	0.7%	500	tie WGDQ-FM	100	0.1%	0.6%	1,200	tie WGDQ-FM	100	0.1%	0.7%	900															
tie WFMM-FM	100	0.1%	0.7%	1,600	tie WXHB-FM	100	0.1%	0.6%	900	tie WJMI-FM	100	0.1%	0.7%	500															
tie WGDQ-FM	100	0.1%	0.7%	700	tie WFMM-FM	100	0.1%	0.6%	1,400	tie WKXI-FM	100	0.1%	0.7%	1,500															
tie WJMI-FM	100	0.1%	0.7%	800	18 WAML	0	0.0%	0.0%	300	tie WXHB-FM	100	0.1%	0.7%	1,000															
tie WXHB-FM	100	0.1%	0.7%	1,200	tie WHLH-FM	0	0.0%	0.0%	400	19 WAML	0	0.0%	0.0%	300															

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					
1 WZLD-FM	1,700	1.9%	28.3%	12,100	1 WBBN-FM	1,600	1.8%	20.0%	4,300	1 WZLD-FM	3,100	3.4%	21.4%	7,800															
2 WBBN-FM	800	0.9%	13.3%	6,900	2 WZLD-FM	1,000	1.1%	12.5%	2,500	2 WBBN-FM	1,800	2.0%	12.4%	7,000															
3 WXRR-FM	300	0.3%	5.0%	3,900	3 WNSL-FM	600	0.7%	7.5%	1,700	3 WNSL-FM	1,500	1.7%	10.3%	5,900															
tie WNSL-FM	300	0.3%	5.0%	5,500	4 WXRR-FM	500	0.6%	6.3%	2,300	4 WJKX-FM	1,000	1.1%	6.9%	2,300															
tie WJMG-FM	300	0.3%	5.0%	1,800	tie WJMG-FM	500	0.6%	6.3%	1,800	5 WXRR-FM	900	1.0%	6.2%	4,300															
6 WJKX-FM	200	0.2%	3.3%	2,600	6 WJKX-FM	400	0.4%	5.0%	900	6 WJMG-FM	800	0.9%	5.5%	1,500															
tie WJMI-FM	200	0.2%	3.3%	1,500	7 WZKX-FM	300	0.3%	3.8%	1,100	7 WZKX-FM	600	0.7%	4.1%	1,300															
tie WZKX-FM	200	0.2%	3.3%	1,800	tie WKZW-FM	300	0.3%	3.8%	600	8 WUSW-FM	500	0.6%	3.4%	2,500															
tie WKXI-FM	200	0.2%	3.3%	1,100	9 WHER-FM	200	0.2%	2.5%	1,000	9 WKZW-FM	400	0.4%	2.8%	1,700															
10 WKZW-FM	100	0.1%	1.7%	2,700	10 WKXI-FM	100	0.1%	1.3%	100	10 WFMM-FM	200	0.2%	1.4%	700															
tie WHER-FM	100	0.1%	1.7%	1,400	tie WGDQ-FM	100	0.1%	1.3%	400	tie WJMI-FM	200	0.2%	1.4%	500															
tie WUSW-FM	100	0.1%	1.7%	2,200	tie WFMM-FM	100	0.1%	1.3%	300	tie WHER-FM	200	0.2%	1.4%	1,000															
13 WFMM-FM	0	0.0%	0.0%	600	tie WUSW-FM	100	0.1%	1.3%	500	13 WGDQ-FM	100	0.1%	0.7%	200															
tie WHLH-FM	0	0.0%	0.0%	200	14 WHLH-FM	0	0.0%	0.0%	400	tie WAML	100	0.1%	0.7%	100															
tie WGDQ-FM	0	0.0%	0.0%	500	tie WXHB-FM	0	0.0%	0.0%	200	tie WKXI-FM	100	0.1%	0.7%	300															
tie WMXI-FM	0	0.0%	0.0%	100	16 WHLH-FM	0	0.0%	0.0%	300	16 WHLH-FM	0	0.0%	0.0%	300															
tie WXHB-FM	0	0.0%	0.0%	400	tie WXHB-FM	0	0.0%	0.0%	500	tie WXHB-FM	0	0.0%	0.0%	500															

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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	2,400	2.7%	20.3%	5,900	1 WZLD-FM	2,000	2.2%	26.0%	4,500	1 WBBN-FM	1,000	1.1%	13.0%	4,300															
2 WXRR-FM	1,300	1.4%	11.0%	3,900	2 WXRR-FM	700	0.8%	9.1%	2,200	tie WJKX-FM	1,000	1.1%	13.0%	2,500															
3 WBBN-FM	1,000	1.1%	8.5%	3,200	3 WUSW-FM	500	0.6%	6.5%	1,300	3 WNSL-FM	500	0.6%	6.5%	1,500															
4 WJMG-FM	800	0.9%	6.8%	1,300	tie WBBN-FM	500	0.6%	6.5%	2,500	4 WAML	400	0.4%	5.2%	800															
tie WNSL-FM	800	0.9%	6.8%	2,500	5 WJKX-FM	400	0.4%	5.2%	900	tie WJMG-FM	400	0.4%	5.2%	1,500															
6 WJKX-FM	500	0.6%	4.2%	1,400	tie WJMG-FM	400	0.4%	5.2%	1,300	6 WZLD-FM	300	0.3%	3.9%	1,100															
tie WUSW-FM	500	0.6%	4.2%	1,800	tie WNSL-FM	400	0.4%	5.2%	2,200	tie WKZW-FM	300	0.3%	3.9%	700															
tie WZKX-FM	500	0.6%	4.2%	1,100	8 WFMM-FM	300	0.3%	3.9%	700	8 WHLH-FM	200	0.2%	2.6%	400															
9 WFMM-FM	300	0.3%	2.5%	900	9 WKZW-FM	200	0.2%	2.6%	900	tie WORV	200	0.2%	2.6%	300															
10 WKZW-FM	200	0.2%	1.7%	1,200	tie WZKX-FM	200	0.2%	2.6%	400	10 WXRR-FM	100	0.1%	1.3%	1,000															
tie WGDQ-FM	200	0.2%	1.7%	600	tie WXHB-FM	200	0.2%	2.6%	500	11 WHER-FM	0	0.0%	0.0%	100															
tie WHER-FM	200	0.2%	1.7%	1,400	tie WKXI-FM	200	0.2%	2.6%	600	tie WMXI-FM	0	0.0%	0.0%	100															
tie WKXI-FM	200	0.2%	1.7%	300	13 WJMI-FM	100	0.1%	1.3%	400	tie WUSW-FM	0	0.0%	0.0%	100															
14 WJMI-FM	100	0.1%	0.8%	300	14 WHER-FM	0	0.0%	0.0%	200	tie WXHB-FM	0	0.0%	0.0%	500															
tie WXHB-FM	100	0.1%	0.8%	700	tie WMXI-FM	0	0.0%	0.0%	100	tie WZKX-FM	0	0.0%	0.0%	400															

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 WJKX-FM	1,700	1.9%	18.9%	4,200	1 WJKX-FM	1,500	1.7%	20.0%	3,000	1 WZLD-FM	800	0.9%	19.0%	2,800															
2 WZLD-FM	1,000	1.1%	11.1%	2,600	2 WZLD-FM	1,000	1.1%	13.3%	3,000	2 WBBN-FM	600	0.7%	14.3%	1,500															
3 WBBN-FM	700	0.8%	7.8%	5,200	3 WNSL-FM	700	0.8%	9.3%	1,800	3 WKXI-FM	300	0.3%	7.1%	600															
tie WNSL-FM	700	0.8%	7.8%	3,700	4 WXRR-FM	500	0.6%	6.7%	1,500	tie WXRR-FM	300	0.3%	7.1%	800															
5 WJMG-FM	400	0.4%	4.4%	1,700	5 WBBN-FM	400	0.4%	5.3%	1,900	5 WJKX-FM	200	0.2%	4.8%	1,100															
6 WXHB-FM	300	0.3%	3.3%	1,100	6 WKZW-FM	300	0.3%	4.0%	1,300	tie WJMG-FM	200	0.2%	4.8%	1,200															
tie WUSW-FM	300	0.3%	3.3%	1,100	7 WXHB-FM	200	0.2%	2.7%	1,100	tie WNSL-FM	200	0.2%	4.8%	1,200															
8 WORV	200	0.2%	2.2%	500	tie WZKX-FM	200	0.2%	2.7%	1,000	8 WAML	100	0.1%	2.4%	200															
tie WAML	200	0.2%	2.2%	600	tie WUSW-FM	200	0.2%	2.7%	600	tie WKZW-FM	100	0.1%	2.4%	600															
10 WHER-FM	100	0.1%	1.1%	1,000	10 WAML	100	0.1%	1.3%	200	tie WJMI-FM	100	0.1%	2.4%	300															
tie WMXI-FM	100	0.1%	1.1%	200	tie WHER-FM	100	0.1%	1.3%	600	tie WUSW-FM	100	0.1%	2.4%	700															
tie WZKX-FM	100	0.1%	1.1%	400	tie WORV	100	0.1%	1.3%	300	tie WFMM-FM	100	0.1%	2.4%	300															
tie WXRR-FM	100	0.1%	1.1%	800	tie WJMI-FM	100	0.1%	1.3%	300	13 WHER-FM	0	0.0%	0.0%	100															
tie WHLH-FM	100	0.1%	1.1%	300	tie WJMG-FM	100	0.1%	1.3%	200	tie WXHB-FM	0	0.0%	0.0%	500															
tie WKZW-FM	100	0.1%	1.1%	800	15 WKXI-FM	0	0.0%	0.0%	200	tie WZKX-FM	0	0.0%	0.0%	400															
tie WKXI-FM	100	0.1%	1.1%	300																									
tie WJMI-FM	100	0.1%	1.1%	500																									

LAUREL-HATTIESBURG

FA08/SP08 (AVG) Maximeter METRO Survey Area
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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 WBBN-FM	2,200	2.4%	15.2%	20,000	1 WBBN-FM	2,300	2.6%	15.4%	21,700	1 WBBN-FM	1,900	2.1%	15.2%	22,100															
2 WZLD-FM	1,900	2.1%	13.1%	17,400	2 WZLD-FM	1,800	2.0%	12.1%	19,200	2 WZLD-FM	1,800	2.0%	14.4%	20,700															
3 WNSL-FM	1,400	1.6%	9.7%	18,200	3 WNSL-FM	1,700	1.9%	11.4%	21,800	3 WNSL-FM	1,300	1.4%	10.4%	21,800															
4 WKZW-FM	1,100	1.2%	7.6%	11,400	4 WKZW-FM	1,000	1.1%	6.7%	12,000	4 WKZW-FM	700	0.8%	5.6%	12,600															
5 WJKX-FM	900	1.0%	6.2%	9,700	5 WXRR-FM	900	1.0%	6.0%	12,800	tie WXRR-FM	700	0.8%	5.6%	13,300															
tie WXRR-FM	900	1.0%	6.2%	11,500	6 WJKX-FM	800	0.9%	5.4%	10,700	6 WJKX-FM	600	0.7%	4.8%	11,000															
7 WJMG-FM	500	0.6%	3.4%	7,000	7 WMXI-FM	600	0.7%	4.0%	3,500	7 WJMG-FM	400	0.4%	3.2%	8,300															
tie WZKX-FM	500	0.6%	3.4%	7,800	8 WJMG-FM	500	0.6%	3.4%	7,500	tie WZKX-FM	400	0.4%	3.2%	8,500															
tie WUSW-FM	500	0.6%	3.4%	8,800	tie WZKX-FM	500	0.6%	3.4%	8,500	tie WUSW-FM	400	0.4%	3.2%	10,500															
10 WMXI-FM	400	0.4%	2.8%	2,600	tie WUSW-FM	500	0.6%	3.4%	10,100	tie WORV	400	0.4%	3.2%	1,400															
11 WORV	300	0.3%	2.1%	1,300	11 WORV	400	0.4%	2.7%	1,400	tie WMXI-FM	400	0.4%	3.2%	3,500															
12 WHER-FM	200	0.2%	1.4%	3,300	12 WHER-FM	200	0.2%	1.3%	4,800	12 WHER-FM	200	0.2%	1.6%	4,800															
tie WFMM-FM	200	0.2%	1.4%	3,300	tie WFMM-FM	200	0.2%	1.3%	3,600	13 WJMI-FM	100	0.1%	0.8%	1,800															
14 WJMI-FM	100	0.1%	0.7%	1,100	14 WJMI-FM	100	0.1%	0.7%	1,100	tie WKXI-FM	100	0.1%	0.8%	2,500															
tie WHLH-FM	100	0.1%	0.7%	600	tie WGDQ-FM	100	0.1%	0.7%	2,000	tie WHLH-FM	100	0.1%	0.8%	800															
tie WKXI-FM	100	0.1%	0.7%	2,000	tie WHLH-FM	100	0.1%	0.7%	600	tie WFMM-FM	100	0.1%	0.8%	3,900															
tie WGDQ-FM	100	0.1%	0.7%	1,400	tie WKXI-FM	100	0.1%	0.7%	2,100	tie WGDQ-FM	100	0.1%	0.8%	2,000															
tie WXHB-FM	100	0.1%	0.7%	1,400	tie WXHB-FM	100	0.1%	0.7%	1,400	tie WXHB-FM	100	0.1%	0.8%	1,400															
19 WAML	0	0.0%	0.0%	600	19 WAML	0	0.0%	0.0%	600	19 WAML	0	0.0%	0.0%	600															

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	1,500	1.7%	17.0%	13,500	1 WZLD-FM	1,700	1.9%	14.8%	22,100	1 WBBN-FM	2,400	2.7%	17.3%	15,000															
2 WBBN-FM	1,000	1.1%	11.4%	11,800	2 WBBN-FM	1,600	1.8%	13.9%	23,300	2 WZLD-FM	1,400	1.6%	10.1%	11,500															
3 WJKX-FM	800	0.9%	9.1%	8,800	3 WNSL-FM	1,200	1.3%	10.4%	23,900	3 WKZW-FM	1,300	1.4%	9.4%	9,700															
4 WNSL-FM	700	0.8%	8.0%	10,800	4 WJKX-FM	700	0.8%	6.1%	14,200	tie WNSL-FM	1,300	1.4%	9.4%	13,400															
5 WXRR-FM	600	0.7%	6.8%	7,700	tie WXRR-FM	700	0.8%	6.1%	16,000	5 WJKX-FM	1,100	1.2%	7.9%	7,900															
6 WJMG-FM	500	0.6%	5.7%	5,400	6 WKZW-FM	600	0.7%	5.2%	13,500	6 WXRR-FM	900	1.0%	6.5%	9,100															
7 WUSW-FM	300	0.3%	3.4%	4,500	7 WJMG-FM	400	0.4%	3.5%	11,100	7 WUSW-FM	600	0.7%	4.3%	5,700															
8 WZKX-FM	200	0.2%	2.3%	3,000	tie WZKX-FM	400	0.4%	3.5%	8,900	8 WJMG-FM	500	0.6%	3.6%	5,800															
tie WKZW-FM	200	0.2%	2.3%	4,500	tie WUSW-FM	400	0.4%	3.5%	11,300	9 WZKX-FM	400	0.4%	2.9%	4,000															
10 WKXI-FM	100	0.1%	1.1%	900	10 WORV	300	0.3%	2.6%	1,600	10 WMXI-FM	300	0.3%	2.2%	1,700															
tie WAML	100	0.1%	1.1%	800	tie WMXI-FM	300	0.3%	2.6%	3,700	11 WORV	200	0.2%	1.4%	800															
tie WHER-FM	100	0.1%	1.1%	2,600	12 WJMI-FM	100	0.1%	0.9%	2,700	tie WHER-FM	200	0.2%	1.4%	2,400															
tie WJMI-FM	100	0.1%	1.1%	1,200	tie WHER-FM	100	0.1%	0.9%	5,400	13 WHLH-FM	100	0.1%	0.7%	500															
tie WORV	100	0.1%	1.1%	500	tie WKXI-FM	100	0.1%	0.9%	2,600	tie WGDQ-FM	100	0.1%	0.7%	700															
tie WXHB-FM	100	0.1%	1.1%	1,300	tie WHLH-FM	100	0.1%	0.9%	800	tie WKXI-FM	100	0.1%	0.7%	1,000															
tie WFMM-FM	100	0.1%	1.1%	1,500	tie WFMM-FM	100	0.1%	0.9%	4,700	tie WFMM-FM	100	0.1%	0.7%	1,700															
17 WHLH-FM	0	0.0%	0.0%	700	tie WGDQ-FM	100	0.1%	0.9%	2,400	tie WXHB-FM	100	0.1%	0.7%	1,200															
tie WGDQ-FM	0	0.0%	0.0%	1,000	tie WXHB-FM	100	0.1%	0.9%	2,000	18 WAML	0	0.0%	0.0%	500															
tie WMXI-FM	0	0.0%	0.0%	300	19 WAML	0	0.0%	0.0%	1,000	tie WJMI-FM	0	0.0%	0.0%	800															