

TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

SP10/FA09 (AVG) MaximiSer METRO Survey Area

Population/Sample: 90,500/451

Using MaximiSer METRO

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	1,800	2.0%	16.5%	7,200	1 WZLD-FM	1,600	1.8%	29.6%	4,200	1 WJKX-FM	2,300	2.5%	25.3%	5,300															
2 WBBN-FM	1,400	1.5%	12.8%	5,100	2 WBBN-FM	700	0.8%	13.0%	2,100	2 WZLD-FM	1,400	1.5%	15.4%	2,800															
3 WNSL-FM	1,100	1.2%	10.1%	4,300	3 WZKX-FM	500	0.6%	9.3%	1,100	3 WBBN-FM	1,000	1.1%	11.0%	3,400															
4 WJKX-FM	900	1.0%	8.3%	2,300	4 WJKX-FM	400	0.4%	7.4%	1,400	4 WJMG-FM	500	0.6%	5.5%	800															
5 WZKX-FM	800	0.9%	7.3%	2,800	5 WNSL-FM	300	0.3%	5.6%	2,000	5 WFFX-FM	200	0.2%	2.2%	1,200															
6 WFFX-FM	700	0.8%	6.4%	2,400	6 WJMG-FM	200	0.2%	3.7%	700	tie WNSL-FM	200	0.2%	2.2%	800															
7 WXHR-FM	400	0.4%	3.7%	1,000	tie WHER-FM	200	0.2%	3.7%	1,900	tie WKXI-FM	200	0.2%	2.2%	300															
tie WJMG-FM	400	0.4%	3.7%	1,000	tie WFFX-FM	200	0.2%	3.7%	1,000	tie WAML-AM	200	0.2%	2.2%	1,000															
9 WXHB-FM	300	0.3%	2.8%	900	9 WXHR-FM	100	0.1%	1.9%	500	9 WZKX-FM	100	0.1%	1.1%	1,000															
10 WKZW-FM	200	0.2%	1.8%	1,900	tie WZNF-FM	100	0.1%	1.9%	300	tie WXHR-FM	100	0.1%	1.1%	700															
tie WZNF-FM	200	0.2%	1.8%	700	tie WGDQ-FM	100	0.1%	1.9%	300	tie WHLH-FM	100	0.1%	1.1%	600															
12 WORV-AM	100	0.1%	0.9%	300	12 WAML-AM	0	0.0%	0.0%	300	tie WORV-AM	100	0.1%	1.1%	200															
tie WHER-FM	100	0.1%	0.9%	1,000	tie WHLH-FM	0	0.0%	0.0%	500	tie WGDQ-FM	100	0.1%	1.1%	300															
tie WHLH-FM	100	0.1%	0.9%	300	tie WKXI-FM	0	0.0%	0.0%	200	14 WKZW-FM	0	0.0%	0.0%	400															
15 WAML-AM	0	0.0%	0.0%	300	tie WKZW-FM	0	0.0%	0.0%	300	tie WFMM-FM	0	0.0%	0.0%	200															
tie WKXI-FM	0	0.0%	0.0%	200						tie WXHB-FM	0	0.0%	0.0%	300															
tie WGDQ-FM	0	0.0%	0.0%	200						tie WZNF-FM	0	0.0%	0.0%	200															
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 WJKX-FM	1,300	1.4%	13.4%	4,200	1 WZLD-FM	1,300	1.4%	17.8%	3,500	1 WZLD-FM	1,100	1.2%	28.2%	3,400															
2 WZLD-FM	1,200	1.3%	12.4%	4,500	2 WJKX-FM	800	0.9%	11.0%	1,600	2 WJKX-FM	500	0.6%	12.8%	1,700															
3 WBBN-FM	1,000	1.1%	10.3%	3,700	3 WBBN-FM	700	0.8%	9.6%	2,800	3 WBBN-FM	400	0.4%	10.3%	2,500															
4 WNSL-FM	700	0.8%	7.2%	2,400	tie WNSL-FM	700	0.8%	9.6%	2,200	4 WNSL-FM	300	0.3%	7.7%	1,900															
tie WFFX-FM	700	0.8%	7.2%	1,800	tie WFFX-FM	700	0.8%	9.6%	1,900	5 WJMG-FM	200	0.2%	5.1%	600															
6 WXHR-FM	400	0.4%	4.1%	1,700	6 WZKX-FM	300	0.3%	4.1%	1,000	tie WZKX-FM	200	0.2%	5.1%	1,100															
tie WJMG-FM	400	0.4%	4.1%	600	tie WJMG-FM	300	0.3%	4.1%	400	7 WORV-AM	100	0.1%	2.6%	200															
8 WXHB-FM	200	0.2%	2.1%	700	8 WHER-FM	200	0.2%	2.7%	1,300	tie WMXI-FM	100	0.1%	2.6%	300															
tie WAML-AM	200	0.2%	2.1%	800	9 WKZW-FM	100	0.1%	1.4%	700	tie WKZW-FM	100	0.1%	2.6%	600															
tie WZKX-FM	200	0.2%	2.1%	1,300	tie WORV-AM	100	0.1%	1.4%	200	tie WFFX-FM	100	0.1%	2.6%	600															
tie WHER-FM	200	0.2%	2.1%	1,700	tie WXHR-FM	100	0.1%	1.4%	400	11 WHLH-FM	0	0.0%	0.0%	400															
12 WHLH-FM	100	0.1%	1.0%	900	tie WZNF-FM	100	0.1%	1.4%	500	tie WFOR-AM	0	0.0%	0.0%	300															
tie WZNF-FM	100	0.1%	1.0%	500	tie WGDQ-FM	100	0.1%	1.4%	400	tie WHER-FM	0	0.0%	0.0%	500															
tie WGDQ-FM	100	0.1%	1.0%	300						tie WXHR-FM	0	0.0%	0.0%	400															
tie WORV-AM	100	0.1%	1.0%	200						tie WZNF-FM	0	0.0%	0.0%	200															
tie WKZW-FM	100	0.1%	1.0%	1,000																									

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) MaximiSer METRO Survey Area

Population/Sample: 90,500/451

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 WBBN-FM	2,400	2.7%	16.1%	18,600	1 WBBN-FM	2,300	2.5%	15.4%	20,400	1 WBBN-FM	1,900	2.1%	15.6%	20,900															
2 WZLD-FM	1,900	2.1%	12.8%	19,900	2 WZLD-FM	1,700	1.9%	11.4%	21,400	2 WZLD-FM	1,700	1.9%	13.9%	22,600															
3 WNSL-FM	1,500	1.7%	10.1%	17,300	3 WNSL-FM	1,500	1.7%	10.1%	20,100	3 WNSL-FM	1,200	1.3%	9.8%	20,400															
4 WFFX-FM	1,100	1.2%	7.4%	10,100	4 WFFX-FM	1,200	1.3%	8.1%	10,600	4 WFFX-FM	900	1.0%	7.4%	11,200															
5 WXR-FM	900	1.0%	6.0%	11,000	5 WXR-FM	1,100	1.2%	7.4%	12,400	5 WJXX-FM	800	0.9%	6.6%	12,000															
tie WJXX-FM	900	1.0%	6.0%	8,500	6 WJXX-FM	900	1.0%	6.0%	10,300	tie WXR-FM	800	0.9%	6.6%	12,700															
7 WKZW-FM	800	0.9%	5.4%	8,700	tie WMXI-FM	900	1.0%	6.0%	6,700	7 WMXI-FM	700	0.8%	5.7%	6,700															
8 WMXI-FM	700	0.8%	4.7%	6,100	8 WKZW-FM	700	0.8%	4.7%	9,800	8 WKZW-FM	500	0.6%	4.1%	10,100															
9 WZKX-FM	500	0.6%	3.4%	8,300	9 WZKX-FM	400	0.4%	2.7%	9,100	9 WZKX-FM	400	0.4%	3.3%	9,300															
10 WJMG-FM	400	0.4%	2.7%	4,900	tie WJMG-FM	400	0.4%	2.7%	5,600	10 WJMG-FM	300	0.3%	2.5%	6,200															
tie WHER-FM	400	0.4%	2.7%	5,100	tie WHER-FM	400	0.4%	2.7%	5,700	tie WHER-FM	300	0.3%	2.5%	6,000															
12 WFMM-FM	200	0.2%	1.3%	2,300	12 WFMM-FM	200	0.2%	1.3%	2,700	12 WXHB-FM	100	0.1%	0.8%	1,800															
13 WXHB-FM	100	0.1%	0.7%	1,800	13 WFOR-AM	100	0.1%	0.7%	800	tie WZNF-FM	100	0.1%	0.8%	3,000															
tie WGDQ-FM	100	0.1%	0.7%	800	tie WXHB-FM	100	0.1%	0.7%	1,800	tie WFMM-FM	100	0.1%	0.8%	2,700															
tie WKXI-FM	100	0.1%	0.7%	1,300	tie WKXI-FM	100	0.1%	0.7%	1,300	tie WKXI-FM	100	0.1%	0.8%	1,300															
tie WHLH-FM	100	0.1%	0.7%	1,900	tie WZNF-FM	100	0.1%	0.7%	3,000	tie WGDQ-FM	100	0.1%	0.8%	1,200															
tie WZNF-FM	100	0.1%	0.7%	2,600	tie WGDQ-FM	100	0.1%	0.7%	1,200	17 WAML-AM	0	0.0%	0.0%	400															
18 WAML-AM	0	0.0%	0.0%	400	18 WHLH-FM	100	0.1%	0.7%	2,100	tie WHLH-FM	0	0.0%	0.0%	2,100															
tie WFOR-AM	0	0.0%	0.0%	400	19 WAML-AM	0	0.0%	0.0%	400	tie WFOR-AM	0	0.0%	0.0%	800															
tie WORV-AM	0	0.0%	0.0%	1,000	tie WORV-AM	0	0.0%	0.0%	1,100	tie WORV-AM	0	0.0%	0.0%	1,100															

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%	17.6%	15,800	1 WBBN-FM	1,700	1.9%	15.2%	22,300	1 WBBN-FM	2,400	2.7%	16.7%	14,700															
2 WBBN-FM	1,100	1.2%	12.9%	11,800	2 WZLD-FM	1,600	1.8%	14.3%	23,600	2 WZLD-FM	1,500	1.7%	10.4%	14,300															
3 WJXX-FM	1,000	1.1%	11.8%	11,000	3 WNSL-FM	1,000	1.1%	8.9%	21,700	3 WNSL-FM	1,400	1.5%	9.7%	12,100															
4 WNSL-FM	700	0.8%	8.2%	10,300	4 WJXX-FM	900	1.0%	8.0%	16,500	4 WFFX-FM	1,100	1.2%	7.6%	7,000															
5 WFFX-FM	500	0.6%	5.9%	5,600	5 WFFX-FM	800	0.9%	7.1%	11,600	5 WJXX-FM	1,000	1.1%	6.9%	7,200															
6 WJMG-FM	400	0.4%	4.7%	1,800	6 WXR-FM	700	0.8%	6.3%	14,100	6 WKZW-FM	900	1.0%	6.3%	6,800															
7 WZKX-FM	300	0.3%	3.5%	6,700	7 WMXI-FM	500	0.6%	4.5%	6,800	7 WXR-FM	800	0.9%	5.6%	8,500															
tie WXR-FM	300	0.3%	3.5%	5,400	8 WZKX-FM	400	0.4%	3.6%	11,500	8 WMXI-FM	700	0.8%	4.9%	4,200															
9 WHER-FM	200	0.2%	2.4%	4,500	tie WKZW-FM	400	0.4%	3.6%	11,300	9 WZKX-FM	400	0.4%	2.8%	5,200															
10 WKZW-FM	100	0.1%	1.2%	3,600	10 WJMG-FM	300	0.3%	2.7%	7,100	tie WJMG-FM	400	0.4%	2.8%	2,900															
tie WHLH-FM	100	0.1%	1.2%	2,000	tie WHER-FM	300	0.3%	2.7%	7,000	11 WHER-FM	300	0.3%	2.1%	3,700															
tie WZNF-FM	100	0.1%	1.2%	1,300	12 WHLH-FM	100	0.1%	0.9%	2,700	12 WFMM-FM	200	0.2%	1.4%	2,300															
tie WAML-AM	100	0.1%	1.2%	1,500	tie WZNF-FM	100	0.1%	0.9%	3,500	13 WORV-AM	100	0.1%	0.7%	700															
tie WXHB-FM	100	0.1%	1.2%	1,700	tie WXHB-FM	100	0.1%	0.9%	2,900	tie WXHB-FM	100	0.1%	0.7%	1,300															
tie WORV-AM	100	0.1%	1.2%	600	tie WFMM-FM	100	0.1%	0.9%	3,300	tie WGDQ-FM	100	0.1%	0.7%	700															
tie WGDQ-FM	100	0.1%	1.2%	800	tie WORV-AM	100	0.1%	0.9%	1,400	tie WFOR-AM	100	0.1%	0.7%	400															
17 WKXI-FM	0	0.0%	0.0%	900	tie WGDQ-FM	100	0.1%	0.9%	1,500	tie WKXI-FM	100	0.1%	0.7%	1,300															
tie WFMM-FM	0	0.0%	0.0%	1,100	18 WAML-AM	0	0.0%	0.0%	1,500	tie WHLH-FM	100	0.1%	0.7%	1,600															
tie WFOR-AM	0	0.0%	0.0%	500	tie WKXI-FM	0	0.0%	0.0%	1,700	tie WZNF-FM	100	0.1%	0.7%	1,800															
tie WMXI-FM	0	0.0%	0.0%	800	tie WFOR-AM	0	0.0%	0.0%	800	20 WAML-AM	0	0.0%	0.0%	200															

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