

TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

SP10/FA09 (AVG) MaximiSer METRO Survey Area

Population/Sample: 78,000/448

Using MaximiSer METRO

Stations Ranked by Average Persons

| M-F 6A-10A | | | | | ADULTS 25-54 | | | | | M-F 10A-3P | | | | | ADULTS 25-54 | | | | | M-F 3P-7P | | | | | ADULTS 25-54 | | | | |
|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-----------|-----------------|---------|---------|--------------|--------------|--|--|--|--|
| 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 | 2,300 | 2.9% | 14.9% | 12,500 | 1 WBBN-FM | 2,100 | 2.7% | 14.3% | 11,300 | 1 WBBN-FM | 1,900 | 2.4% | 14.4% | 13,600 | | | | | | | | | | | | | | | |
| 2 WZLD-FM | 1,300 | 1.7% | 8.4% | 8,500 | 2 WXR-FM | 1,400 | 1.8% | 9.5% | 7,800 | 2 WZLD-FM | 1,600 | 2.1% | 12.1% | 9,500 | | | | | | | | | | | | | | | |
| tie WKZW-FM | 1,300 | 1.7% | 8.4% | 7,100 | 3 WFFX-FM | 1,200 | 1.5% | 8.2% | 5,000 | 3 WNSL-FM | 1,100 | 1.4% | 8.3% | 8,400 | | | | | | | | | | | | | | | |
| 4 WJKX-FM | 1,200 | 1.5% | 7.8% | 6,500 | 4 WNSL-FM | 1,000 | 1.3% | 6.8% | 7,700 | 4 WFFX-FM | 900 | 1.2% | 6.8% | 5,900 | | | | | | | | | | | | | | | |
| tie WFFX-FM | 1,200 | 1.5% | 7.8% | 5,400 | tie WMXI-FM | 1,000 | 1.3% | 6.8% | 5,000 | 5 WXR-FM | 800 | 1.0% | 6.1% | 7,500 | | | | | | | | | | | | | | | |
| 6 WNSL-FM | 1,000 | 1.3% | 6.5% | 6,600 | 6 WZLD-FM | 900 | 1.2% | 6.1% | 8,300 | tie WJKX-FM | 800 | 1.0% | 6.1% | 6,100 | | | | | | | | | | | | | | | |
| tie WXR-FM | 1,000 | 1.3% | 6.5% | 7,300 | tie WJKX-FM | 900 | 1.2% | 6.1% | 6,000 | 7 WMXI-FM | 700 | 0.9% | 5.3% | 5,700 | | | | | | | | | | | | | | | |
| 8 WMXI-FM | 700 | 0.9% | 4.5% | 4,200 | 8 WHER-FM | 600 | 0.8% | 4.1% | 3,600 | 8 WZKX-FM | 500 | 0.6% | 3.8% | 4,000 | | | | | | | | | | | | | | | |
| 9 WHER-FM | 500 | 0.6% | 3.2% | 3,400 | 9 WZKX-FM | 400 | 0.5% | 2.7% | 3,800 | tie WKZW-FM | 500 | 0.6% | 3.8% | 4,400 | | | | | | | | | | | | | | | |
| 10 WZKX-FM | 400 | 0.5% | 2.6% | 4,300 | tie WKZW-FM | 400 | 0.5% | 2.7% | 4,000 | tie WJMG-FM | 500 | 0.6% | 3.8% | 3,200 | | | | | | | | | | | | | | | |
| tie WJMG-FM | 400 | 0.5% | 2.6% | 2,300 | tie WJMG-FM | 400 | 0.5% | 2.7% | 3,100 | tie WHER-FM | 500 | 0.6% | 3.8% | 4,200 | | | | | | | | | | | | | | | |
| 12 WFMM-FM | 300 | 0.4% | 1.9% | 2,000 | 12 WFMM-FM | 200 | 0.3% | 1.4% | 2,100 | 12 WZNF-FM | 200 | 0.3% | 1.5% | 1,700 | | | | | | | | | | | | | | | |
| 13 WZNF-FM | 200 | 0.3% | 1.3% | 1,600 | 13 WXHB-FM | 100 | 0.1% | 0.7% | 1,100 | 13 WXHB-FM | 100 | 0.1% | 0.8% | 1,700 | | | | | | | | | | | | | | | |
| tie WXHB-FM | 200 | 0.3% | 1.3% | 1,600 | tie WFOR-AM | 100 | 0.1% | 0.7% | 600 | tie WFMM-FM | 100 | 0.1% | 0.8% | 1,700 | | | | | | | | | | | | | | | |
| 15 WORV-AM | 100 | 0.1% | 0.6% | 500 | tie WFMM-FM | 100 | 0.1% | 0.7% | 1,600 | tie WKXI-FM | 100 | 0.1% | 0.8% | 700 | | | | | | | | | | | | | | | |
| tie WFOR-AM | 100 | 0.1% | 0.6% | 400 | tie WGDQ-FM | 100 | 0.1% | 0.7% | 800 | 16 WAML-AM | 0 | 0.0% | 0.0% | 400 | | | | | | | | | | | | | | | |
| tie WKXI-FM | 100 | 0.1% | 0.6% | 1,000 | 17 WAML-AM | 0 | 0.0% | 0.0% | 200 | tie WHLH-FM | 0 | 0.0% | 0.0% | 1,000 | | | | | | | | | | | | | | | |
| tie WHLH-FM | 100 | 0.1% | 0.6% | 800 | tie WHLH-FM | 0 | 0.0% | 0.0% | 300 | tie WFOR-AM | 0 | 0.0% | 0.0% | 200 | | | | | | | | | | | | | | | |
| tie WGDQ-FM | 100 | 0.1% | 0.6% | 600 | tie WKXI-FM | 0 | 0.0% | 0.0% | 800 | tie WGDQ-FM | 0 | 0.0% | 0.0% | 200 | | | | | | | | | | | | | | | |
| 20 WAML-AM | 0 | 0.0% | 0.0% | 200 | tie WORV-AM | 0 | 0.0% | 0.0% | 700 | tie WORV-AM | 0 | 0.0% | 0.0% | 400 | | | | | | | | | | | | | | | |

| M-F 7P-12M | | | | | ADULTS 25-54 | | | | | SA 6A-10A | | | | | ADULTS 25-54 | | | | | SA 10A-3P | | | | | ADULTS 25-54 | | | | |
|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-----------|-----------------|---------|---------|--------------|--------------|--|--|--|--|
| 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 | 900 | 1.2% | 20.9% | 7,200 | 1 WZLD-FM | 1,100 | 1.4% | 13.3% | 2,600 | 1 WBBN-FM | 1,600 | 2.1% | 12.9% | 4,600 | | | | | | | | | | | | | | | |
| 2 WJKX-FM | 600 | 0.8% | 14.0% | 5,500 | tie WBBN-FM | 1,100 | 1.4% | 13.3% | 3,200 | 2 WNSL-FM | 1,300 | 1.7% | 10.5% | 3,500 | | | | | | | | | | | | | | | |
| 3 WBBN-FM | 500 | 0.6% | 11.6% | 4,800 | 3 WXR-FM | 600 | 0.8% | 7.2% | 2,500 | 3 WJKX-FM | 1,000 | 1.3% | 8.1% | 3,100 | | | | | | | | | | | | | | | |
| 4 WNSL-FM | 400 | 0.5% | 9.3% | 4,000 | tie WJKX-FM | 600 | 0.8% | 7.2% | 1,400 | tie WZLD-FM | 1,000 | 1.3% | 8.1% | 3,900 | | | | | | | | | | | | | | | |
| 5 WZKX-FM | 300 | 0.4% | 7.0% | 1,000 | tie WJMG-FM | 600 | 0.8% | 7.2% | 1,000 | 5 WXR-FM | 900 | 1.2% | 7.3% | 2,400 | | | | | | | | | | | | | | | |
| 6 WJMG-FM | 200 | 0.3% | 4.7% | 1,200 | tie WFFX-FM | 600 | 0.8% | 7.2% | 1,400 | tie WFFX-FM | 900 | 1.2% | 7.3% | 1,200 | | | | | | | | | | | | | | | |
| 7 WXR-FM | 100 | 0.1% | 2.3% | 2,300 | 7 WNSL-FM | 500 | 0.6% | 6.0% | 1,900 | 7 WHER-FM | 600 | 0.8% | 4.8% | 1,900 | | | | | | | | | | | | | | | |
| tie WMXI-FM | 100 | 0.1% | 2.3% | 900 | 8 WKXI-FM | 300 | 0.4% | 3.6% | 300 | 8 WZKX-FM | 500 | 0.6% | 4.0% | 1,600 | | | | | | | | | | | | | | | |
| tie WXHB-FM | 100 | 0.1% | 2.3% | 600 | 9 WKZW-FM | 200 | 0.3% | 2.4% | 1,100 | tie WJMG-FM | 500 | 0.6% | 4.0% | 1,400 | | | | | | | | | | | | | | | |
| tie WHER-FM | 100 | 0.1% | 2.3% | 1,700 | tie WHER-FM | 200 | 0.3% | 2.4% | 600 | 10 WKZW-FM | 300 | 0.4% | 2.4% | 2,100 | | | | | | | | | | | | | | | |
| tie WFFX-FM | 100 | 0.1% | 2.3% | 1,800 | tie WXHB-FM | 200 | 0.3% | 2.4% | 400 | 11 WFMM-FM | 200 | 0.3% | 1.6% | 700 | | | | | | | | | | | | | | | |
| 12 WAML-AM | 0 | 0.0% | 0.0% | 300 | 12 WORV-AM | 100 | 0.1% | 1.2% | 100 | tie WZNF-FM | 200 | 0.3% | 1.6% | 700 | | | | | | | | | | | | | | | |
| tie WHLH-FM | 0 | 0.0% | 0.0% | 200 | tie WFMM-FM | 100 | 0.1% | 1.2% | 300 | tie WORV-AM | 200 | 0.3% | 1.6% | 300 | | | | | | | | | | | | | | | |
| tie WKXI-FM | 0 | 0.0% | 0.0% | 200 | tie WMXI-FM | 100 | 0.1% | 1.2% | 300 | 14 WMXI-FM | 100 | 0.1% | 0.8% | 600 | | | | | | | | | | | | | | | |
| tie WFMM-FM | 0 | 0.0% | 0.0% | 400 | tie WZKX-FM | 100 | 0.1% | 1.2% | 700 | tie WXHB-FM | 100 | 0.1% | 0.8% | 600 | | | | | | | | | | | | | | | |
| tie WKZW-FM | 0 | 0.0% | 0.0% | 900 | tie WFOR-AM | 100 | 0.1% | 1.2% | 200 | tie WGDQ-FM | 100 | 0.1% | 0.8% | 300 | | | | | | | | | | | | | | | |
| tie WGDQ-FM | 0 | 0.0% | 0.0% | 300 | tie WHLH-FM | 100 | 0.1% | 1.2% | 300 | tie WAML-AM | 100 | 0.1% | 0.8% | 200 | | | | | | | | | | | | | | | |
| tie WORV-AM | 0 | 0.0% | 0.0% | 500 | 18 WGDQ-FM | 0 | 0.0% | 0.0% | 100 | tie WKXI-FM | 100 | 0.1% | 0.8% | 400 | | | | | | | | | | | | | | | |
| tie WZNF-FM | 0 | 0.0% | 0.0% | 300 | tie WZNF-FM | 0 | 0.0% | 0.0% | 400 | tie WHLH-FM | 100 | 0.1% | 0.8% | 300 | | | | | | | | | | | | | | | |

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

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LAUREL-HATTIESBURG

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

Population/Sample: 78,000/448

Using Maxi\$er METRO

Stations Ranked by Average Persons

| SA 3P-7P | | | | | ADULTS 25-54 | | | | | SA 7P-12M | | | | | ADULTS 25-54 | | | | | SU 6A-10A | | | | | ADULTS 25-54 | | | | |
|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-----------|-----------------|---------|---------|--------------|--------------|--|--|--|--|
| 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 | 1,200 | 1.5% | 12.0% | 4,300 | 1 WZLD-FM | 900 | 1.2% | 20.5% | 2,200 | 1 WJKX-FM | 2,000 | 2.6% | 23.8% | 4,100 | | | | | | | | | | | | | | | |
| 2 WZLD-FM | 1,100 | 1.4% | 11.0% | 4,000 | 2 WBBN-FM | 700 | 0.9% | 15.9% | 2,100 | 2 WBBN-FM | 1,100 | 1.4% | 13.1% | 3,300 | | | | | | | | | | | | | | | |
| 3 WNSL-FM | 900 | 1.2% | 9.0% | 2,500 | 3 WJKX-FM | 400 | 0.5% | 9.1% | 900 | 3 WZLD-FM | 1,000 | 1.3% | 11.9% | 2,400 | | | | | | | | | | | | | | | |
| 4 WJKX-FM | 800 | 1.0% | 8.0% | 1,900 | tie WZKX-FM | 400 | 0.5% | 9.1% | 800 | 4 WJMG-FM | 500 | 0.6% | 6.0% | 900 | | | | | | | | | | | | | | | |
| 5 WFFX-FM | 600 | 0.8% | 6.0% | 1,700 | 5 WNSL-FM | 300 | 0.4% | 6.8% | 1,400 | 5 WNSL-FM | 200 | 0.3% | 2.4% | 500 | | | | | | | | | | | | | | | |
| tie WZKX-FM | 600 | 0.8% | 6.0% | 1,800 | 6 WJMG-FM | 200 | 0.3% | 4.5% | 400 | tie WAML-AM | 200 | 0.3% | 2.4% | 700 | | | | | | | | | | | | | | | |
| 7 WXRR-FM | 500 | 0.6% | 5.0% | 1,400 | 7 WXRR-FM | 100 | 0.1% | 2.3% | 500 | tie WKXI-FM | 200 | 0.3% | 2.4% | 300 | | | | | | | | | | | | | | | |
| 8 WJMG-FM | 400 | 0.5% | 4.0% | 1,000 | tie WFFX-FM | 100 | 0.1% | 2.3% | 600 | tie WFFX-FM | 200 | 0.3% | 2.4% | 1,100 | | | | | | | | | | | | | | | |
| tie WXHB-FM | 400 | 0.5% | 4.0% | 1,100 | tie WKZW-FM | 100 | 0.1% | 2.3% | 300 | 9 WORV-AM | 100 | 0.1% | 1.2% | 200 | | | | | | | | | | | | | | | |
| 10 WKZW-FM | 300 | 0.4% | 3.0% | 1,700 | tie WHER-FM | 100 | 0.1% | 2.3% | 1,400 | tie WXRR-FM | 100 | 0.1% | 1.2% | 700 | | | | | | | | | | | | | | | |
| tie WHER-FM | 300 | 0.4% | 3.0% | 1,400 | tie WZNF-FM | 100 | 0.1% | 2.3% | 400 | tie WHLH-FM | 100 | 0.1% | 1.2% | 600 | | | | | | | | | | | | | | | |
| 12 WZNF-FM | 200 | 0.3% | 2.0% | 800 | 12 WAML-AM | 0 | 0.0% | 0.0% | 300 | tie WZKX-FM | 100 | 0.1% | 1.2% | 700 | | | | | | | | | | | | | | | |
| 13 WORV-AM | 100 | 0.1% | 1.0% | 300 | tie WKXI-FM | 0 | 0.0% | 0.0% | 200 | tie WGDQ-FM | 100 | 0.1% | 1.2% | 300 | | | | | | | | | | | | | | | |
| tie WHLH-FM | 100 | 0.1% | 1.0% | 300 | tie WGDQ-FM | 0 | 0.0% | 0.0% | 200 | 14 WKZW-FM | 0 | 0.0% | 0.0% | 300 | | | | | | | | | | | | | | | |
| tie WGDQ-FM | 100 | 0.1% | 1.0% | 300 | tie WMXI-FM | 0 | 0.0% | 0.0% | 100 | tie WFMM-FM | 0 | 0.0% | 0.0% | 200 | | | | | | | | | | | | | | | |
| tie WMXI-FM | 100 | 0.1% | 1.0% | 600 | | | | | | tie WXHB-FM | 0 | 0.0% | 0.0% | 400 | | | | | | | | | | | | | | | |
| 17 WAML-AM | 0 | 0.0% | 0.0% | 300 | | | | | | tie WZNF-FM | 0 | 0.0% | 0.0% | 200 | | | | | | | | | | | | | | | |
| tie WKXI-FM | 0 | 0.0% | 0.0% | 200 | | | | | | | | | | | | | | | | | | | | | | | | | |

| SU 10A-3P | | | | | ADULTS 25-54 | | | | | SU 3P-7P | | | | | ADULTS 25-54 | | | | | SU 7P-12M | | | | | ADULTS 25-54 | | | | |
|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-----------|-----------------|---------|---------|--------------|--------------|--|--|--|--|
| 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 | 900 | 1.2% | 11.3% | 3,500 | 1 WZLD-FM | 900 | 1.2% | 14.1% | 2,400 | 1 WZLD-FM | 600 | 0.8% | 18.8% | 1,800 | | | | | | | | | | | | | | | |
| 2 WZLD-FM | 800 | 1.0% | 10.0% | 2,700 | 2 WBBN-FM | 800 | 1.0% | 12.5% | 2,800 | 2 WJKX-FM | 400 | 0.5% | 12.5% | 1,100 | | | | | | | | | | | | | | | |
| tie WJKX-FM | 800 | 1.0% | 10.0% | 3,000 | 3 WJKX-FM | 700 | 0.9% | 10.9% | 1,400 | 3 WNSL-FM | 300 | 0.4% | 9.4% | 1,100 | | | | | | | | | | | | | | | |
| 4 WNSL-FM | 500 | 0.6% | 6.3% | 1,600 | 4 WNSL-FM | 500 | 0.6% | 7.8% | 1,000 | tie WBBN-FM | 300 | 0.4% | 9.4% | 1,600 | | | | | | | | | | | | | | | |
| tie WFFX-FM | 500 | 0.6% | 6.3% | 1,300 | 5 WJMG-FM | 300 | 0.4% | 4.7% | 700 | 5 WKZW-FM | 200 | 0.3% | 6.3% | 800 | | | | | | | | | | | | | | | |
| 6 WXRR-FM | 400 | 0.5% | 5.0% | 1,900 | tie WZKX-FM | 300 | 0.4% | 4.7% | 800 | tie WJMG-FM | 200 | 0.3% | 6.3% | 900 | | | | | | | | | | | | | | | |
| tie WJMG-FM | 400 | 0.5% | 5.0% | 700 | tie WFFX-FM | 300 | 0.4% | 4.7% | 1,200 | 7 WZKX-FM | 100 | 0.1% | 3.1% | 700 | | | | | | | | | | | | | | | |
| 8 WXHB-FM | 200 | 0.3% | 2.5% | 700 | 8 WHER-FM | 200 | 0.3% | 3.1% | 1,100 | tie WHER-FM | 100 | 0.1% | 3.1% | 600 | | | | | | | | | | | | | | | |
| tie WHER-FM | 200 | 0.3% | 2.5% | 1,300 | 9 WORV-AM | 100 | 0.1% | 1.6% | 200 | tie WXRR-FM | 100 | 0.1% | 3.1% | 600 | | | | | | | | | | | | | | | |
| tie WZKX-FM | 200 | 0.3% | 2.5% | 1,100 | tie WZNF-FM | 100 | 0.1% | 1.6% | 500 | tie WORV-AM | 100 | 0.1% | 3.1% | 200 | | | | | | | | | | | | | | | |
| 11 WAML-AM | 100 | 0.1% | 1.3% | 500 | tie WKZW-FM | 100 | 0.1% | 1.6% | 700 | tie WMXI-FM | 100 | 0.1% | 3.1% | 300 | | | | | | | | | | | | | | | |
| tie WHLH-FM | 100 | 0.1% | 1.3% | 900 | tie WXRR-FM | 100 | 0.1% | 1.6% | 400 | 12 WFFX-FM | 0 | 0.0% | 0.0% | 200 | | | | | | | | | | | | | | | |
| tie WKZW-FM | 100 | 0.1% | 1.3% | 900 | 13 WGDQ-FM | 0 | 0.0% | 0.0% | 300 | tie WHLH-FM | 0 | 0.0% | 0.0% | 400 | | | | | | | | | | | | | | | |
| tie WMXI-FM | 100 | 0.1% | 1.3% | 100 | | | | | | tie WFOR-AM | 0 | 0.0% | 0.0% | 300 | | | | | | | | | | | | | | | |
| tie WGDQ-FM | 100 | 0.1% | 1.3% | 400 | | | | | | tie WGDQ-FM | 0 | 0.0% | 0.0% | 100 | | | | | | | | | | | | | | | |
| tie WORV-AM | 100 | 0.1% | 1.3% | 200 | | | | | | tie WZNF-FM | 0 | 0.0% | 0.0% | 200 | | | | | | | | | | | | | | | |
| tie WZNF-FM | 100 | 0.1% | 1.3% | 500 | | | | | | | | | | | | | | | | | | | | | | | | | |

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LAUREL-HATTIESBURG

SP10/FA09 (AVG) MaximiSer METRO Survey Area

Population/Sample: 78,000/448

Using MaximiSer METRO

Stations Ranked by Average Persons

| M-F 6A-10A+3P-7P | | | | | ADULTS 25-54 | | | | | M-F 6A-7P | | | | | ADULTS 25-54 | | | | | M-F 6A-12M | | | | | ADULTS 25-54 | | | | |
|------------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|------------|-----------------|---------|---------|--------------|--------------|--|--|--|--|
| 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 | 2,100 | 2.7% | 14.7% | 15,800 | 1 WBBN-FM | 2,100 | 2.7% | 14.6% | 17,500 | 1 WBBN-FM | 1,700 | 2.2% | 14.7% | 17,800 | | | | | | | | | | | | | | | |
| 2 WZLD-FM | 1,400 | 1.8% | 9.8% | 12,000 | 2 WZLD-FM | 1,200 | 1.5% | 8.3% | 13,100 | 2 WZLD-FM | 1,200 | 1.5% | 10.3% | 13,800 | | | | | | | | | | | | | | | |
| 3 WNSL-FM | 1,100 | 1.4% | 7.7% | 11,200 | 3 WRRR-FM | 1,100 | 1.4% | 7.6% | 12,000 | 3 WJKX-FM | 900 | 1.2% | 7.8% | 11,200 | | | | | | | | | | | | | | | |
| tie WFFX-FM | 1,100 | 1.4% | 7.7% | 7,400 | tie WFFX-FM | 1,100 | 1.4% | 7.6% | 7,900 | tie WNSL-FM | 900 | 1.2% | 7.8% | 13,300 | | | | | | | | | | | | | | | |
| 5 WJKX-FM | 1,000 | 1.3% | 7.0% | 8,700 | 5 WNSL-FM | 1,000 | 1.3% | 6.9% | 13,300 | 5 WRRR-FM | 800 | 1.0% | 6.9% | 12,300 | | | | | | | | | | | | | | | |
| 6 WRRR-FM | 900 | 1.2% | 6.3% | 10,500 | 6 WJKX-FM | 900 | 1.2% | 6.3% | 9,800 | tie WFFX-FM | 800 | 1.0% | 6.9% | 8,200 | | | | | | | | | | | | | | | |
| tie WKZW-FM | 900 | 1.2% | 6.3% | 9,000 | 7 WMXI-FM | 800 | 1.0% | 5.6% | 6,900 | 7 WMXI-FM | 600 | 0.8% | 5.2% | 6,900 | | | | | | | | | | | | | | | |
| 8 WMXI-FM | 700 | 0.9% | 4.9% | 6,400 | 8 WKZW-FM | 700 | 0.9% | 4.9% | 10,200 | 8 WKZW-FM | 500 | 0.6% | 4.3% | 10,200 | | | | | | | | | | | | | | | |
| 9 WHER-FM | 500 | 0.6% | 3.5% | 5,100 | 9 WHER-FM | 500 | 0.6% | 3.5% | 5,900 | 9 WZKX-FM | 400 | 0.5% | 3.4% | 6,300 | | | | | | | | | | | | | | | |
| 10 WZKX-FM | 400 | 0.5% | 2.8% | 5,900 | 10 WZKX-FM | 400 | 0.5% | 2.8% | 6,200 | tie WJMG-FM | 400 | 0.5% | 3.4% | 5,900 | | | | | | | | | | | | | | | |
| tie WJMG-FM | 400 | 0.5% | 2.8% | 4,700 | tie WJMG-FM | 400 | 0.5% | 2.8% | 5,600 | tie WHER-FM | 400 | 0.5% | 3.4% | 6,100 | | | | | | | | | | | | | | | |
| 12 WFMM-FM | 200 | 0.3% | 1.4% | 2,400 | 12 WFMM-FM | 200 | 0.3% | 1.4% | 3,100 | 12 WFMM-FM | 200 | 0.3% | 1.7% | 3,100 | | | | | | | | | | | | | | | |
| tie WZNF-FM | 200 | 0.3% | 1.4% | 2,500 | 13 WFOR-AM | 100 | 0.1% | 0.7% | 800 | 13 WXHB-FM | 100 | 0.1% | 0.9% | 2,700 | | | | | | | | | | | | | | | |
| 14 WXHB-FM | 100 | 0.1% | 0.7% | 2,700 | tie WXHB-FM | 100 | 0.1% | 0.7% | 2,700 | tie WZNF-FM | 100 | 0.1% | 0.9% | 2,600 | | | | | | | | | | | | | | | |
| tie WKXI-FM | 100 | 0.1% | 0.7% | 1,200 | tie WKXI-FM | 100 | 0.1% | 0.7% | 1,200 | tie WGDQ-FM | 100 | 0.1% | 0.9% | 1,100 | | | | | | | | | | | | | | | |
| tie WGDQ-FM | 100 | 0.1% | 0.7% | 800 | tie WZNF-FM | 100 | 0.1% | 0.7% | 2,600 | tie WKXI-FM | 100 | 0.1% | 0.9% | 1,300 | | | | | | | | | | | | | | | |
| 17 WAML-AM | 0 | 0.0% | 0.0% | 400 | tie WGDQ-FM | 100 | 0.1% | 0.7% | 1,100 | 17 WAML-AM | 0 | 0.0% | 0.0% | 400 | | | | | | | | | | | | | | | |
| tie WHLH-FM | 0 | 0.0% | 0.0% | 1,300 | 18 WAML-AM | 0 | 0.0% | 0.0% | 400 | tie WHLH-FM | 0 | 0.0% | 0.0% | 1,300 | | | | | | | | | | | | | | | |
| tie WFOR-AM | 0 | 0.0% | 0.0% | 400 | tie WHLH-FM | 0 | 0.0% | 0.0% | 1,300 | tie WFOR-AM | 0 | 0.0% | 0.0% | 800 | | | | | | | | | | | | | | | |
| tie WORV-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% | 1,000 | | | | | | | | | | | | | | | |

| SA-SU 6A-12M | | | | | ADULTS 25-54 | | | | | M-SU 6A-12M | | | | | ADULTS 25-54 | | | | | M-SA 6A-10A | | | | | ADULTS 25-54 | | | | |
|--------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|--------------|-----------------|---------|---------|--------------|-------------|-----------------|---------|---------|--------------|--------------|--|--|--|--|
| 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 | 1,000 | 1.3% | 13.2% | 11,100 | 1 WBBN-FM | 1,500 | 1.9% | 14.3% | 19,400 | 1 WBBN-FM | 2,100 | 2.7% | 14.8% | 13,100 | | | | | | | | | | | | | | | |
| 2 WZLD-FM | 900 | 1.2% | 11.8% | 9,200 | 2 WZLD-FM | 1,100 | 1.4% | 10.5% | 14,500 | 2 WZLD-FM | 1,300 | 1.7% | 9.2% | 8,800 | | | | | | | | | | | | | | | |
| 3 WJKX-FM | 800 | 1.0% | 10.5% | 8,500 | 3 WJKX-FM | 800 | 1.0% | 7.6% | 13,200 | 3 WKZW-FM | 1,100 | 1.4% | 7.7% | 7,500 | | | | | | | | | | | | | | | |
| 4 WNSL-FM | 500 | 0.6% | 6.6% | 6,500 | tie WNSL-FM | 800 | 1.0% | 7.6% | 13,800 | tie WJKX-FM | 1,100 | 1.4% | 7.7% | 6,900 | | | | | | | | | | | | | | | |
| 5 WJMG-FM | 400 | 0.5% | 5.3% | 2,000 | 5 WRRR-FM | 700 | 0.9% | 6.7% | 13,800 | tie WFFX-FM | 1,100 | 1.4% | 7.7% | 5,400 | | | | | | | | | | | | | | | |
| tie WFFX-FM | 400 | 0.5% | 5.3% | 4,000 | tie WFFX-FM | 700 | 0.9% | 6.7% | 8,600 | 6 WNSL-FM | 900 | 1.2% | 6.3% | 6,900 | | | | | | | | | | | | | | | |
| 7 WZKX-FM | 300 | 0.4% | 3.9% | 4,900 | 7 WZKX-FM | 400 | 0.5% | 3.8% | 8,300 | tie WRRR-FM | 900 | 1.2% | 6.3% | 8,200 | | | | | | | | | | | | | | | |
| tie WRRR-FM | 300 | 0.4% | 3.9% | 6,200 | tie WMXI-FM | 400 | 0.5% | 3.8% | 7,200 | 8 WMXI-FM | 600 | 0.8% | 4.2% | 4,500 | | | | | | | | | | | | | | | |
| 9 WKZW-FM | 200 | 0.3% | 2.6% | 3,500 | tie WKZW-FM | 400 | 0.5% | 3.8% | 11,000 | 9 WHER-FM | 500 | 0.6% | 3.5% | 3,600 | | | | | | | | | | | | | | | |
| tie WHER-FM | 200 | 0.3% | 2.6% | 3,900 | tie WJMG-FM | 400 | 0.5% | 3.8% | 6,800 | 10 WJMG-FM | 400 | 0.5% | 2.8% | 2,900 | | | | | | | | | | | | | | | |
| 11 WHLH-FM | 100 | 0.1% | 1.3% | 1,300 | tie WHER-FM | 400 | 0.5% | 3.8% | 6,900 | 11 WFMM-FM | 300 | 0.4% | 2.1% | 2,200 | | | | | | | | | | | | | | | |
| tie WAML-AM | 100 | 0.1% | 1.3% | 1,200 | 12 WXHB-FM | 100 | 0.1% | 1.0% | 4,000 | tie WZKX-FM | 300 | 0.4% | 2.1% | 4,600 | | | | | | | | | | | | | | | |
| tie WXHB-FM | 100 | 0.1% | 1.3% | 2,000 | tie WFMM-FM | 100 | 0.1% | 1.0% | 3,500 | 13 WXHB-FM | 200 | 0.3% | 1.4% | 1,900 | | | | | | | | | | | | | | | |
| tie WFMM-FM | 100 | 0.1% | 1.3% | 1,200 | tie WZNF-FM | 100 | 0.1% | 1.0% | 3,100 | 14 WORV-AM | 100 | 0.1% | 0.7% | 500 | | | | | | | | | | | | | | | |
| tie WMXI-FM | 100 | 0.1% | 1.3% | 1,200 | tie WGDQ-FM | 100 | 0.1% | 1.0% | 1,400 | tie WFOR-AM | 100 | 0.1% | 0.7% | 400 | | | | | | | | | | | | | | | |
| tie WGDQ-FM | 100 | 0.1% | 1.3% | 700 | tie WKXI-FM | 100 | 0.1% | 1.0% | 1,900 | tie WKXI-FM | 100 | 0.1% | 0.7% | 1,300 | | | | | | | | | | | | | | | |
| tie WORV-AM | 100 | 0.1% | 1.3% | 600 | 17 WAML-AM | 0 | 0.0% | 0.0% | 1,200 | tie WHLH-FM | 100 | 0.1% | 0.7% | 1,000 | | | | | | | | | | | | | | | |
| tie WKXI-FM | 100 | 0.1% | 1.3% | 1,100 | tie WHLH-FM | 0 | 0.0% | 0.0% | 1,900 | tie WGDQ-FM | 100 | 0.1% | 0.7% | 600 | | | | | | | | | | | | | | | |
| tie WZNF-FM | 100 | 0.1% | 1.3% | 1,400 | tie WFOR-AM | 0 | 0.0% | 0.0% | 800 | tie WZNF-FM | 100 | 0.1% | 0.7% | 1,600 | | | | | | | | | | | | | | | |
| 20 WFOR-AM | 0 | 0.0% | 0.0% | 500 | tie WORV-AM | 0 | 0.0% | 0.0% | 1,200 | 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