



TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

SP09/FA08 (AVG) Maximi\$er METRO Survey Area
 Population/Sample: 77,800/494
 Using Maximi\$er 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	1,900	2.4%	13.6%	11,700	1 WNSL-FM	1,500	1.9%	10.7%	7,500	1 WZLD-FM	1,700	2.2%	13.3%	10,600															
2 WZLD-FM	1,400	1.8%	10.0%	9,800	2 WBBN-FM	1,400	1.8%	10.0%	10,200	2 WBBN-FM	1,300	1.7%	10.2%	10,500															
3 WJKX-FM	1,300	1.7%	9.3%	7,800	3 WZLD-FM	1,300	1.7%	9.3%	9,400	3 WNSL-FM	1,000	1.3%	7.8%	7,500															
4 WXHR-FM	900	1.2%	6.4%	7,400	4 WMXI-FM	1,100	1.4%	7.9%	4,300	4 WJKX-FM	900	1.2%	7.0%	7,000															
tie WKZW-FM	900	1.2%	6.4%	7,900	5 WJKX-FM	1,000	1.3%	7.1%	6,600	5 WKZW-FM	700	0.9%	5.5%	6,900															
6 WNSL-FM	700	0.9%	5.0%	7,100	6 WKZW-FM	700	0.9%	5.0%	5,300	6 WJMG-FM	600	0.8%	4.7%	3,200															
7 WUSW-FM	500	0.6%	3.6%	5,200	7 WUSW-FM	600	0.8%	4.3%	5,100	tie WXHR-FM	600	0.8%	4.7%	7,300															
tie WJMG-FM	500	0.6%	3.6%	2,600	tie WXHR-FM	600	0.8%	4.3%	7,000	8 WUSW-FM	500	0.6%	3.9%	4,900															
tie WMXI-FM	500	0.6%	3.6%	2,200	9 WJMG-FM	500	0.6%	3.6%	3,300	tie WMXI-FM	500	0.6%	3.9%	4,000															
tie WHER-FM	500	0.6%	3.6%	3,000	tie WHER-FM	500	0.6%	3.6%	3,200	10 WHER-FM	400	0.5%	3.1%	2,900															
11 WZKX-FM	300	0.4%	2.1%	2,500	11 WZKX-FM	400	0.5%	2.9%	3,000	tie WFMM-FM	400	0.5%	3.1%	3,100															
12 WXHB-FM	200	0.3%	1.4%	1,800	12 WGDQ-FM	300	0.4%	2.1%	1,300	12 WXHB-FM	200	0.3%	1.6%	1,800															
tie WHLH-FM	200	0.3%	1.4%	700	13 WORV	200	0.3%	1.4%	700	tie WZKX-FM	200	0.3%	1.6%	3,200															
tie WFMM-FM	200	0.3%	1.4%	2,000	tie WXHB-FM	200	0.3%	1.4%	1,800	tie WHLH-FM	200	0.3%	1.6%	1,000															
tie WKXI-FM	200	0.3%	1.4%	1,400	tie WFMM-FM	200	0.3%	1.4%	1,700	15 WZNF-FM	100	0.1%	0.8%	1,300															
16 WGDQ-FM	100	0.1%	0.7%	600	16 WKXI-FM	100	0.1%	0.7%	1,100	tie WJMI-FM	100	0.1%	0.8%	200															
tie WORV	100	0.1%	0.7%	800	tie WZNF-FM	100	0.1%	0.7%	800	tie WGDQ-FM	100	0.1%	0.8%	1,400															
tie WZNF-FM	100	0.1%	0.7%	600	18 WHLH-FM	0	0.0%	0.0%	400	tie WKXI-FM	100	0.1%	0.8%	800															
19 WJMI-FM	0	0.0%	0.0%	500	tie WJMI-FM	0	0.0%	0.0%	300	tie WORV	100	0.1%	0.8%	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	800	1.0%	21.6%	8,300	1 WBBN-FM	1,700	2.2%	23.3%	3,400	1 WZLD-FM	2,100	2.7%	17.2%	5,700															
2 WJMG-FM	400	0.5%	10.8%	2,700	2 WZLD-FM	1,100	1.4%	15.1%	2,700	2 WNSL-FM	1,500	1.9%	12.3%	4,000															
3 WBBN-FM	300	0.4%	8.1%	2,700	3 WJMG-FM	800	1.0%	11.0%	1,600	3 WBBN-FM	1,300	1.7%	10.7%	3,700															
tie WJKX-FM	300	0.4%	8.1%	4,100	4 WJKX-FM	700	0.9%	9.6%	1,900	4 WJKX-FM	900	1.2%	7.4%	3,200															
tie WNSL-FM	300	0.4%	8.1%	3,400	5 WNSL-FM	300	0.4%	4.1%	1,500	5 WJMG-FM	600	0.8%	4.9%	1,300															
6 WXHR-FM	100	0.1%	2.7%	1,800	tie WXHR-FM	300	0.4%	4.1%	1,200	tie WKZW-FM	600	0.8%	4.9%	2,300															
tie WKZW-FM	100	0.1%	2.7%	2,200	tie WHER-FM	300	0.4%	4.1%	700	7 WXHR-FM	500	0.6%	4.1%	2,600															
tie WUSW-FM	100	0.1%	2.7%	2,000	8 WXHB-FM	100	0.1%	1.4%	500	8 WUSW-FM	400	0.5%	3.3%	2,200															
tie WHER-FM	100	0.1%	2.7%	1,200	tie WUSW-FM	100	0.1%	1.4%	600	9 WZNF-FM	300	0.4%	2.5%	500															
tie WKXI-FM	100	0.1%	2.7%	900	tie WHLH-FM	100	0.1%	1.4%	300	tie WHER-FM	300	0.4%	2.5%	1,300															
tie WFMM-FM	100	0.1%	2.7%	800	tie WFMM-FM	100	0.1%	1.4%	100	11 WKXI-FM	200	0.3%	1.6%	500															
tie WZKX-FM	100	0.1%	2.7%	1,300	tie WZKX-FM	100	0.1%	1.4%	700	12 WGDQ-FM	100	0.1%	0.8%	500															
13 WHLH-FM	0	0.0%	0.0%	200	tie WKXI-FM	100	0.1%	1.4%	200	tie WORV	100	0.1%	0.8%	100															
tie WGDQ-FM	0	0.0%	0.0%	600	14 WKZW-FM	0	0.0%	0.0%	400	tie WHLH-FM	100	0.1%	0.8%	400															
tie WMXI-FM	0	0.0%	0.0%	400	tie WMXI-FM	0	0.0%	0.0%	200	tie WJMI-FM	100	0.1%	0.8%	200															
tie WJMI-FM	0	0.0%	0.0%	200						tie WXHB-FM	100	0.1%	0.8%	800															
tie WXHB-FM	0	0.0%	0.0%	700						tie WZKX-FM	100	0.1%	0.8%	300															
tie WZNF-FM	0	0.0%	0.0%	500						tie WMXI-FM	100	0.1%	0.8%	300															
										19 WFMM-FM	0	0.0%	0.0%	100															



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SP09/FA08 (AVG) MaximiSer METRO Survey Area
 Population/Sample: 77,800/494
 Using MaximiSer 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 WZLD-FM	1,600	2.1%	15.7%	4,200	1 WZLD-FM	800	1.0%	14.0%	2,500	1 WJKX-FM	1,300	1.7%	21.7%	3,100															
2 WBBN-FM	900	1.2%	8.8%	2,700	2 WBBN-FM	600	0.8%	10.5%	1,700	2 WBBN-FM	800	1.0%	13.3%	2,300															
3 WJMG-FM	700	0.9%	6.9%	1,300	3 WNSL-FM	400	0.5%	7.0%	1,700	3 WHER-FM	400	0.5%	6.7%	900															
tie WJKX-FM	700	0.9%	6.9%	2,100	tie WKZW-FM	400	0.5%	7.0%	900	tie WJMG-FM	400	0.5%	6.7%	1,100															
tie WNSL-FM	700	0.9%	6.9%	2,000	tie WXRR-FM	400	0.5%	7.0%	1,600	5 WZLD-FM	300	0.4%	5.0%	1,100															
tie WXRR-FM	700	0.9%	6.9%	2,600	6 WFMM-FM	300	0.4%	5.3%	900	6 WXHB-FM	200	0.3%	3.3%	1,200															
7 WUSW-FM	500	0.6%	4.9%	1,400	tie WJMG-FM	300	0.4%	5.3%	800	tie WHLH-FM	200	0.3%	3.3%	400															
8 WKZW-FM	400	0.5%	3.9%	1,400	8 WZKX-FM	200	0.3%	3.5%	500	tie WKZW-FM	200	0.3%	3.3%	500															
tie WHER-FM	400	0.5%	3.9%	1,400	tie WXHB-FM	200	0.3%	3.5%	700	9 WUSW-FM	100	0.1%	1.7%	400															
10 WGDQ-FM	300	0.4%	2.9%	600	10 WHER-FM	100	0.1%	1.8%	300	tie WXRR-FM	100	0.1%	1.7%	600															
11 WFMM-FM	200	0.3%	2.0%	800	tie WJMI-FM	100	0.1%	1.8%	400	tie WZKX-FM	100	0.1%	1.7%	400															
tie WKXI-FM	200	0.3%	2.0%	400	tie WKXI-FM	100	0.1%	1.8%	300	tie WNSL-FM	100	0.1%	1.7%	500															
tie WZKX-FM	200	0.3%	2.0%	500	tie WUSW-FM	100	0.1%	1.8%	900	13 WFMM-FM	0	0.0%	0.0%	100															
14 WORV	100	0.1%	1.0%	100	tie WJKX-FM	100	0.1%	1.8%	500	tie WMXI-FM	0	0.0%	0.0%	200															
tie WMXI-FM	100	0.1%	1.0%	300	tie WMXI-FM	100	0.1%	1.8%	100																				
tie WJMI-FM	100	0.1%	1.0%	300	16 WHLH-FM	0	0.0%	0.0%	100																				
tie WXHB-FM	100	0.1%	1.0%	800	tie WGDQ-FM	0	0.0%	0.0%	200																				
18 WHLH-FM	0	0.0%	0.0%	200	tie WZNF-FM	0	0.0%	0.0%	100																				
tie WZNF-FM	0	0.0%	0.0%	100																									

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 WJKX-FM	1,400	1.8%	17.5%	4,600	1 WJKX-FM	1,100	1.4%	16.2%	2,500	1 WZLD-FM	1,100	1.4%	33.3%	2,500															
2 WBBN-FM	900	1.2%	11.3%	3,700	2 WBBN-FM	900	1.2%	13.2%	2,300	2 WBBN-FM	300	0.4%	9.1%	1,000															
3 WZLD-FM	700	0.9%	8.8%	2,300	3 WZLD-FM	800	1.0%	11.8%	2,100	3 WJMG-FM	200	0.3%	6.1%	800															
4 WHER-FM	500	0.6%	6.3%	1,200	4 WKZW-FM	600	0.8%	8.8%	1,700	tie WJKX-FM	200	0.3%	6.1%	1,200															
5 WUSW-FM	400	0.5%	5.0%	1,100	5 WJMG-FM	300	0.4%	4.4%	600	tie WKXI-FM	200	0.3%	6.1%	200															
6 WJMG-FM	300	0.4%	3.8%	700	tie WXRR-FM	300	0.4%	4.4%	1,400	6 WJMI-FM	100	0.1%	3.0%	300															
tie WNSL-FM	300	0.4%	3.8%	1,400	7 WNSL-FM	200	0.3%	2.9%	600	tie WKZW-FM	100	0.1%	3.0%	600															
8 WKZW-FM	200	0.3%	2.5%	1,000	tie WHER-FM	200	0.3%	2.9%	900	tie WXHB-FM	100	0.1%	3.0%	700															
tie WZKX-FM	200	0.3%	2.5%	600	tie WZKX-FM	200	0.3%	2.9%	500	tie WXRR-FM	100	0.1%	3.0%	500															
10 WXHB-FM	100	0.1%	1.3%	900	10 WUSW-FM	100	0.1%	1.5%	500	tie WFMM-FM	100	0.1%	3.0%	100															
tie WHLH-FM	100	0.1%	1.3%	300	tie WXHB-FM	100	0.1%	1.5%	700	tie WZKX-FM	100	0.1%	3.0%	700															
tie WKXI-FM	100	0.1%	1.3%	300	tie WJMI-FM	100	0.1%	1.5%	300	tie WHER-FM	100	0.1%	3.0%	400															
tie WXRR-FM	100	0.1%	1.3%	900	tie WFMM-FM	100	0.1%	1.5%	100	13 WHLH-FM	0	0.0%	0.0%	200															
tie WGDQ-FM	100	0.1%	1.3%	200	tie WKXI-FM	100	0.1%	1.5%	300	tie WNSL-FM	0	0.0%	0.0%	200															
tie WZNF-FM	100	0.1%	1.3%	700	15 WHLH-FM	0	0.0%	0.0%	200	tie WUSW-FM	0	0.0%	0.0%	300															
tie WMXI-FM	100	0.1%	1.3%	400	tie WGDQ-FM	0	0.0%	0.0%	200																				
17 WJMI-FM	0	0.0%	0.0%	200	tie WMXI-FM	0	0.0%	0.0%	100																				
tie WORV	0	0.0%	0.0%	200	tie WZNF-FM	0	0.0%	0.0%	300																				



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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 WZLD-FM	1,600	2.1%	11.9%	14,300	1 WZLD-FM	1,500	1.9%	10.9%	14,700	1 WZLD-FM	1,300	1.7%	11.9%	15,700															
tie WBBN-FM	1,600	2.1%	11.9%	14,400	tie WBBN-FM	1,500	1.9%	10.9%	16,100	2 WBBN-FM	1,200	1.5%	11.0%	16,100															
3 WJKX-FM	1,100	1.4%	8.2%	11,000	3 WNSL-FM	1,100	1.4%	8.0%	11,500	3 WNSL-FM	900	1.2%	8.3%	12,300															
4 WNSL-FM	800	1.0%	6.0%	10,200	4 WJKX-FM	1,000	1.3%	7.3%	12,100	4 WJKX-FM	800	1.0%	7.3%	12,600															
tie WKZW-FM	800	1.0%	6.0%	10,300	5 WKZW-FM	800	1.0%	5.8%	11,600	5 WKZW-FM	600	0.8%	5.5%	11,700															
6 WXRR-FM	700	0.9%	5.2%	10,400	6 WXRR-FM	700	0.9%	5.1%	11,500	6 WJMG-FM	500	0.6%	4.6%	6,600															
7 WJMG-FM	600	0.8%	4.5%	4,800	tie WMXI-FM	700	0.9%	5.1%	6,200	tie WXRR-FM	500	0.6%	4.6%	11,700															
8 WUSW-FM	500	0.6%	3.7%	7,200	8 WUSW-FM	500	0.6%	3.6%	8,500	tie WMXI-FM	500	0.6%	4.6%	6,200															
tie WMXI-FM	500	0.6%	3.7%	4,700	tie WJMG-FM	500	0.6%	3.6%	5,600	9 WUSW-FM	400	0.5%	3.7%	8,500															
tie WHER-FM	500	0.6%	3.7%	4,500	tie WHER-FM	500	0.6%	3.6%	5,400	tie WHER-FM	400	0.5%	3.7%	5,600															
11 WFMM-FM	300	0.4%	2.2%	3,800	11 WZKX-FM	300	0.4%	2.2%	4,500	11 WZKX-FM	300	0.4%	2.8%	4,500															
tie WZKX-FM	300	0.4%	2.2%	4,000	12 WORV	200	0.3%	1.5%	1,100	12 WFMM-FM	200	0.3%	1.8%	4,300															
13 WXHB-FM	200	0.3%	1.5%	2,100	tie WGDQ-FM	200	0.3%	1.5%	1,800	13 WHLH-FM	100	0.1%	0.9%	1,200															
tie WHLH-FM	200	0.3%	1.5%	1,100	tie WXHB-FM	200	0.3%	1.5%	2,300	tie WGDQ-FM	100	0.1%	0.9%	1,800															
15 WGDQ-FM	100	0.1%	0.7%	1,600	tie WFMM-FM	200	0.3%	1.5%	3,800	tie WORV	100	0.1%	0.9%	1,100															
tie WZNF-FM	100	0.1%	0.7%	1,300	16 WHLH-FM	100	0.1%	0.7%	1,100	tie WZNF-FM	100	0.1%	0.9%	1,600															
tie WORV	100	0.1%	0.7%	1,000	tie WZNF-FM	100	0.1%	0.7%	1,600	tie WXHB-FM	100	0.1%	0.9%	2,400															
tie WKXI-FM	100	0.1%	0.7%	1,600	tie WKXI-FM	100	0.1%	0.7%	1,800	tie WKXI-FM	100	0.1%	0.9%	1,900															
19 WJMI-FM	0	0.0%	0.0%	500	19 WJMI-FM	0	0.0%	0.0%	500	19 WJMI-FM	0	0.0%	0.0%	500															

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 WZLD-FM	1,100	1.4%	14.9%	10,200	1 WZLD-FM	1,200	1.5%	12.1%	16,300	1 WBBN-FM	1,800	2.3%	14.0%	12,300															
2 WBBN-FM	900	1.2%	12.2%	8,700	2 WBBN-FM	1,100	1.4%	11.1%	17,100	2 WZLD-FM	1,300	1.7%	10.1%	10,300															
3 WJKX-FM	800	1.0%	10.8%	8,800	3 WJKX-FM	800	1.0%	8.1%	14,300	3 WJKX-FM	1,200	1.5%	9.3%	8,300															
4 WNSL-FM	500	0.6%	6.8%	5,900	4 WNSL-FM	700	0.9%	7.1%	13,800	4 WXRR-FM	800	1.0%	6.2%	7,500															
5 WJMG-FM	400	0.5%	5.4%	4,000	5 WJMG-FM	500	0.6%	5.1%	7,700	tie WKZW-FM	800	1.0%	6.2%	8,200															
6 WXRR-FM	300	0.4%	4.1%	5,700	tie WXRR-FM	500	0.6%	5.1%	13,600	6 WJMG-FM	600	0.8%	4.7%	3,500															
tie WKZW-FM	300	0.4%	4.1%	5,100	tie WKZW-FM	500	0.6%	5.1%	12,900	tie WNSL-FM	600	0.8%	4.7%	7,800															
tie WHER-FM	300	0.4%	4.1%	3,200	8 WMXI-FM	400	0.5%	4.0%	6,200	8 WHER-FM	500	0.6%	3.9%	3,200															
9 WZKX-FM	200	0.3%	2.7%	2,000	9 WUSW-FM	300	0.4%	3.0%	9,200	9 WMXI-FM	400	0.5%	3.1%	2,200															
tie WUSW-FM	200	0.3%	2.7%	3,700	tie WHER-FM	300	0.4%	3.0%	6,400	tie WUSW-FM	400	0.5%	3.1%	5,400															
11 WJMI-FM	100	0.1%	1.4%	600	11 WFMM-FM	200	0.3%	2.0%	4,800	11 WZKX-FM	300	0.4%	2.3%	2,800															
tie WGDQ-FM	100	0.1%	1.4%	700	tie WZKX-FM	200	0.3%	2.0%	4,900	12 WXHB-FM	200	0.3%	1.6%	1,800															
tie WXHB-FM	100	0.1%	1.4%	1,800	13 WHLH-FM	100	0.1%	1.0%	1,400	tie WFMM-FM	200	0.3%	1.6%	2,100															
tie WHLH-FM	100	0.1%	1.4%	1,000	tie WGDQ-FM	100	0.1%	1.0%	1,900	tie WHLH-FM	200	0.3%	1.6%	900															
tie WZNF-FM	100	0.1%	1.4%	1,100	tie WORV	100	0.1%	1.0%	1,300	tie WKXI-FM	200	0.3%	1.6%	1,500															
tie WKXI-FM	100	0.1%	1.4%	900	tie WKXI-FM	100	0.1%	1.0%	2,200	16 WGDQ-FM	100	0.1%	0.8%	600															
tie WFMM-FM	100	0.1%	1.4%	1,200	tie WZNF-FM	100	0.1%	1.0%	1,900	tie WZNF-FM	100	0.1%	0.8%	600															
tie WMXI-FM	100	0.1%	1.4%	800	tie WXHB-FM	100	0.1%	1.0%	2,500	tie WORV	100	0.1%	0.8%	800															
19 WORV	0	0.0%	0.0%	300	19 WJMI-FM	0	0.0%	0.0%	800	19 WJMI-FM	0	0.0%	0.0%	500															