



TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

FA07/SP07 (AVG) Maxi\$er METRO Survey Area
 Population/Sample: 80,600/469
 Using Maxi\$er METRO
 Top 10 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 WKZW-FM	2,400	3.0%	14.6%	9,900	1 WBBN-FM	1,800	2.2%	12.6%	10,900	1 WBBN-FM	1,700	2.1%	13.3%	15,000															
2 WBBN-FM	2,300	2.9%	14.0%	13,500	2 WJKX-FM	1,200	1.5%	8.4%	6,800	2 WZLD-FM	1,100	1.4%	8.6%	8,700															
tie WJKX-FM	2,300	2.9%	14.0%	9,500	3 WZLD-FM	1,100	1.4%	7.7%	8,100	tie WJKX-FM	1,100	1.4%	8.6%	7,200															
4 WNSL-FM	1,100	1.4%	6.7%	8,100	tie WNSL-FM	1,100	1.4%	7.7%	7,900	4 WNSL-FM	900	1.1%	7.0%	7,400															
5 WXRR-FM	800	1.0%	4.9%	5,500	5 WXRR-FM	1,000	1.2%	7.0%	5,500	5 WXRR-FM	800	1.0%	6.3%	6,500															
tie WZLD-FM	800	1.0%	4.9%	6,800	6 WUSW-FM	800	1.0%	5.6%	4,200	6 WKZW-FM	700	0.9%	5.5%	5,200															
7 WJMG-FM	700	0.9%	4.3%	3,000	7 WMXI-FM	600	0.7%	4.2%	3,000	7 WJMG-FM	600	0.7%	4.7%	4,000															
8 WFMM-FM	600	0.7%	3.7%	3,000	8 WHER-FM	500	0.6%	3.5%	3,500	tie WUSW-FM	600	0.7%	4.7%	5,100															
tie WUSW-FM	600	0.7%	3.7%	4,300	tie WJMG-FM	500	0.6%	3.5%	3,700	9 WZKX-FM	500	0.6%	3.9%	4,700															
10 WHER-FM	500	0.6%	3.0%	3,600	tie WKZW-FM	500	0.6%	3.5%	4,800	10 WHER-FM	300	0.4%	2.3%	3,800															

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	600	0.7%	12.8%	4,700	1 WJMG-FM	1,200	1.5%	14.3%	2,600	1 WBBN-FM	1,100	1.4%	11.1%	3,600															
tie WJKX-FM	600	0.7%	12.8%	5,000	2 WJKX-FM	1,000	1.2%	11.9%	3,300	2 WZLD-FM	900	1.1%	9.1%	3,500															
tie WBBN-FM	600	0.7%	12.8%	8,900	3 WNSL-FM	800	1.0%	9.5%	1,600	tie WNSL-FM	900	1.1%	9.1%	2,600															
4 WJMG-FM	400	0.5%	8.5%	1,700	4 WBBN-FM	700	0.9%	8.3%	2,600	4 WJKX-FM	700	0.9%	7.1%	2,700															
5 WNSL-FM	300	0.4%	6.4%	4,600	5 WXRR-FM	600	0.7%	7.1%	1,600	5 WJMG-FM	600	0.7%	6.1%	1,200															
6 WKZW-FM	200	0.2%	4.3%	2,600	6 WKZW-FM	400	0.5%	4.8%	1,600	tie WXRR-FM	600	0.7%	6.1%	2,800															
tie WXRR-FM	200	0.2%	4.3%	2,600	7 WMXI-FM	300	0.4%	3.6%	600	7 WMXI-FM	500	0.6%	5.1%	1,000															
8 WFMM-FM	100	0.1%	2.1%	2,400	tie WZLD-FM	300	0.4%	3.6%	800	tie WKZW-FM	500	0.6%	5.1%	2,100															
tie WHER-FM	100	0.1%	2.1%	1,600	9 WMJY-FM	200	0.2%	2.4%	600	9 WZKX-FM	300	0.4%	3.0%	1,200															
tie WGDQ-FM	100	0.1%	2.1%	600	tie WKXI-FM	200	0.2%	2.4%	600	10 WHER-FM	200	0.2%	2.0%	700															

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%	15.4%	4,800	1 WXRR-FM	900	1.1%	16.7%	1,500	1 WJKX-FM	1,200	1.5%	17.1%	3,600															
2 WXRR-FM	900	1.1%	11.5%	2,200	2 WBBN-FM	600	0.7%	11.1%	2,900	2 WJMG-FM	900	1.1%	12.9%	1,800															
3 WJKX-FM	700	0.9%	9.0%	1,700	3 WZLD-FM	500	0.6%	9.3%	1,600	3 WHLH-FM	600	0.7%	8.6%	1,300															
4 WKZW-FM	500	0.6%	6.4%	2,000	4 WJKX-FM	400	0.5%	7.4%	1,000	tie WBBN-FM	600	0.7%	8.6%	3,400															
5 WZKX-FM	400	0.5%	5.1%	1,000	tie WJMG-FM	400	0.5%	7.4%	1,300	5 WKZW-FM	500	0.6%	7.1%	1,500															
tie WJMG-FM	400	0.5%	5.1%	500	6 WUSW-FM	300	0.4%	5.6%	600	6 WNSL-FM	400	0.5%	5.7%	1,800															
7 WZLD-FM	300	0.4%	3.8%	900	tie WGDQ-FM	300	0.4%	5.6%	500	7 WHER-FM	200	0.2%	2.9%	900															
8 WXHB-FM	200	0.2%	2.6%	600	8 WZKX-FM	200	0.2%	3.7%	300	tie WGDQ-FM	200	0.2%	2.9%	400															
tie WMXI-FM	200	0.2%	2.6%	800	tie WNSL-FM	200	0.2%	3.7%	1,200	tie WUSW-FM	200	0.2%	2.9%	900															
tie WUSW-FM	200	0.2%	2.6%	800	10 WHLH-FM	100	0.1%	1.9%	400	tie WZLD-FM	200	0.2%	2.9%	1,000															

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	1.7%	18.7%	5,000	1 WJKX-FM	1,100	1.4%	18.6%	2,000	1 WBBN-FM	600	0.7%	16.7%	1,400															
2 WBBN-FM	700	0.9%	9.3%	3,900	2 WZLD-FM	600	0.7%	10.2%	2,000	2 WJKX-FM	500	0.6%	13.9%	1,100															
3 WXRR-FM	600	0.7%	8.0%	2,100	3 WKZW-FM	500	0.6%	8.5%	2,600	3 WJMG-FM	300	0.4%	8.3%	600															
4 WZLD-FM	500	0.6%	6.7%	1,500	tie WBBN-FM	500	0.6%	8.5%	2,300	tie WZLD-FM	300	0.4%	8.3%	1,100															
tie WJMG-FM	500	0.6%	6.7%	1,500	5 WJMG-FM	400	0.5%	6.8%	700	tie WUSW-FM	300	0.4%	8.3%	800															
6 WHLH-FM	300	0.4%	4.0%	700	6 WXRR-FM	300	0.4%	5.1%	1,300	6 WZKX-FM	200	0.2%	5.6%	600															
tie WZKX-FM	300	0.4%	4.0%	1,200	7 WKXI-FM	200	0.2%	3.4%	400	7 WGDQ-FM	100	0.1%	2.8%	300															
tie WUSW-FM	300	0.4%	4.0%	700	tie WUSW-FM	200	0.2%	3.4%	500	tie WKZW-FM	100	0.1%	2.8%	700															
tie WKZW-FM	300	0.4%	4.0%	2,500	tie WAML	200	0.2%	3.4%	500	tie WKXI-FM	100	0.1%	2.8%	200															
10 WNSL-FM	200	0.2%	2.7%	1,500	tie WGDQ-FM	200	0.2%	3.4%	300	tie WXRR-FM	100	0.1%	2.8%	500															



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FA07/SP07 (AVG) Maximeter METRO Survey Area
 Population/Sample: 80,600/469
 Using Maximeter METRO
 Top 10 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	2,000	2.5%	13.7%	18,300	1 WBBN-FM	1,900	2.4%	13.1%	19,500	1 WBBN-FM	1,600	2.0%	13.6%	20,700															
2 WJKX-FM	1,700	2.1%	11.6%	11,100	2 WJKX-FM	1,500	1.9%	10.3%	11,900	2 WJKX-FM	1,300	1.6%	11.0%	12,000															
3 WKZW-FM	1,500	1.9%	10.3%	11,300	3 WKZW-FM	1,100	1.4%	7.6%	11,700	3 WZLD-FM	900	1.1%	7.6%	12,600															
4 WNSL-FM	1,000	1.2%	6.8%	11,200	4 WZLD-FM	1,000	1.2%	6.9%	12,000	tie WKZW-FM	900	1.1%	7.6%	12,100															
5 WZLD-FM	900	1.1%	6.2%	10,500	tie WNSL-FM	1,000	1.2%	6.9%	13,400	5 WNSL-FM	800	1.0%	6.8%	14,600															
6 WXRR-FM	800	1.0%	5.5%	8,600	6 WXRR-FM	900	1.1%	6.2%	8,600	6 WXRR-FM	700	0.9%	5.9%	9,300															
7 WJMG-FM	600	0.7%	4.1%	5,100	7 WUSW-FM	700	0.9%	4.8%	6,200	7 WJMG-FM	500	0.6%	4.2%	5,700															
tie WUSW-FM	600	0.7%	4.1%	6,000	8 WJMG-FM	600	0.7%	4.1%	5,600	tie WUSW-FM	500	0.6%	4.2%	6,200															
9 WHER-FM	400	0.5%	2.7%	4,900	9 WHER-FM	400	0.5%	2.8%	5,800	9 WFMM-FM	400	0.5%	3.4%	5,900															
tie WZKX-FM	400	0.5%	2.7%	5,400	tie WZKX-FM	400	0.5%	2.8%	7,200	10 WZKX-FM	300	0.4%	2.5%	7,800															

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 WJKX-FM	900	1.1%	13.0%	9,800	1 WBBN-FM	1,300	1.6%	12.5%	23,800	1 WKZW-FM	2,100	2.6%	13.9%	10,600															
2 WBBN-FM	700	0.9%	10.1%	13,200	2 WJKX-FM	1,100	1.4%	10.6%	13,200	2 WBBN-FM	2,000	2.5%	13.2%	14,100															
3 WJMG-FM	600	0.7%	8.7%	4,700	3 WZLD-FM	800	1.0%	7.7%	12,800	tie WJKX-FM	2,000	2.5%	13.2%	10,400															
4 WZLD-FM	500	0.6%	7.2%	6,700	4 WKZW-FM	700	0.9%	6.7%	14,000	4 WNSL-FM	1,000	1.2%	6.6%	8,700															
tie WXRR-FM	500	0.6%	7.2%	6,500	tie WXRR-FM	700	0.9%	6.7%	11,500	5 WXRR-FM	800	1.0%	5.3%	5,800															
6 WKZW-FM	400	0.5%	5.8%	6,400	tie WNSL-FM	700	0.9%	6.7%	15,300	6 WZLD-FM	700	0.9%	4.6%	7,000															
7 WNSL-FM	300	0.4%	4.3%	5,800	7 WJMG-FM	500	0.6%	4.8%	6,800	tie WJMG-FM	700	0.9%	4.6%	4,400															
tie WZKX-FM	300	0.4%	4.3%	3,100	8 WUSW-FM	400	0.5%	3.8%	6,500	8 WFMM-FM	500	0.6%	3.3%	3,100															
9 WMXI-FM	200	0.2%	2.9%	1,500	9 WHER-FM	300	0.4%	2.9%	6,500	tie WUSW-FM	500	0.6%	3.3%	4,500															
tie WUSW-FM	200	0.2%	2.9%	2,900	tie WZKX-FM	300	0.4%	2.9%	8,500	10 WHER-FM	400	0.5%	2.6%	3,600															