



TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

FA07/SP07 (AVG) Maxi\$er METRO Survey Area
 Population/Sample: 71,200/548
 Using Maxi\$er METRO
 Top 10 Stations Ranked by Average Persons

M-F 6A-10A					ADULTS 35-64@					M-F 10A-3P					ADULTS 35-64@					M-F 3P-7P					ADULTS 35-64@				
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	3.2%	16.0%	12,500	1 WBBN-FM	1,900	2.7%	14.5%	11,300	1 WBBN-FM	1,800	2.5%	16.2%	12,600															
2 WKZW-FM	1,900	2.7%	13.2%	7,000	2 WNSL-FM	900	1.3%	6.9%	4,400	2 WXRR-FM	700	1.0%	6.3%	5,300															
3 WJKX-FM	1,300	1.8%	9.0%	6,300	3 WXRR-FM	800	1.1%	6.1%	4,400	3 WHER-FM	600	0.8%	5.4%	4,700															
4 WNSL-FM	800	1.1%	5.6%	5,400	tie WJKX-FM	800	1.1%	6.1%	5,300	tie WJKX-FM	600	0.8%	5.4%	4,800															
tie WFMM-FM	800	1.1%	5.6%	3,800	5 WMXI-FM	700	1.0%	5.3%	4,900	tie WKZW-FM	600	0.8%	5.4%	4,100															
6 WJMG-FM	600	0.8%	4.2%	2,700	tie WHER-FM	700	1.0%	5.3%	4,300	6 WNSL-FM	500	0.7%	4.5%	4,400															
tie WXHB-FM	600	0.8%	4.2%	2,400	7 WXHB-FM	600	0.8%	4.6%	2,600	tie WXHB-FM	500	0.7%	4.5%	2,400															
tie WXRR-FM	600	0.8%	4.2%	5,100	tie WKZW-FM	600	0.8%	4.6%	3,500	8 WMXI-FM	400	0.6%	3.6%	4,300															
tie WHER-FM	600	0.8%	4.2%	4,100	9 WFMM-FM	500	0.7%	3.8%	3,800	tie WJMG-FM	400	0.6%	3.6%	2,800															
10 WZLD-FM	300	0.4%	2.1%	2,200	tie WUSW-FM	500	0.7%	3.8%	2,500	tie WZKX-FM	400	0.6%	3.6%	3,500															

M-F 7P-12M					ADULTS 35-64@					SA 6A-10A					ADULTS 35-64@					SA 10A-3P					ADULTS 35-64@				
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	400	0.6%	10.8%	2,800	1 WJMG-FM	900	1.3%	11.4%	1,900	1 WBBN-FM	1,100	1.5%	10.8%	3,900															
tie WBBN-FM	400	0.6%	10.8%	5,500	2 WBBN-FM	800	1.1%	10.1%	2,400	2 WJKX-FM	800	1.1%	7.8%	2,300															
3 WJMG-FM	300	0.4%	8.1%	1,600	3 WNSL-FM	700	1.0%	8.9%	1,300	3 WNSL-FM	700	1.0%	6.9%	1,800															
tie WZLD-FM	300	0.4%	8.1%	2,500	tie WJKX-FM	700	1.0%	8.9%	1,900	tie WKZW-FM	700	1.0%	6.9%	2,100															
tie WXRR-FM	300	0.4%	8.1%	1,800	5 WXHB-FM	400	0.6%	5.1%	1,300	5 WMXI-FM	600	0.8%	5.9%	1,200															
6 WHER-FM	200	0.3%	5.4%	1,400	tie WXRR-FM	400	0.6%	5.1%	1,300	tie WXRR-FM	600	0.8%	5.9%	2,700															
tie WNSL-FM	200	0.3%	5.4%	2,800	7 WMXI-FM	300	0.4%	3.8%	800	7 WXHB-FM	500	0.7%	4.9%	1,200															
tie WKZW-FM	200	0.3%	5.4%	2,400	tie WKZW-FM	300	0.4%	3.8%	1,500	8 WJMG-FM	400	0.6%	3.9%	800															
9 WFMM-FM	100	0.1%	2.7%	2,100	tie WHER-FM	300	0.4%	3.8%	1,200	tie WZLD-FM	400	0.6%	3.9%	1,200															
tie WXHB-FM	100	0.1%	2.7%	900	tie WZLD-FM	300	0.4%	3.8%	600	tie WZKX-FM	400	0.6%	3.9%	1,300															

SA 3P-7P					ADULTS 35-64@					SA 7P-12M					ADULTS 35-64@					SU 6A-10A					ADULTS 35-64@				
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	1.3%	11.8%	3,700	1 WJKX-FM	500	0.7%	11.6%	1,400	1 WJMG-FM	1,000	1.4%	15.9%	1,900															
2 WJKX-FM	800	1.1%	10.5%	1,600	2 WXRR-FM	400	0.6%	9.3%	900	2 WJKX-FM	800	1.1%	12.7%	2,400															
3 WKZW-FM	600	0.8%	7.9%	1,800	3 WJMG-FM	300	0.4%	7.0%	900	3 WBBN-FM	600	0.8%	9.5%	2,400															
4 WHER-FM	500	0.7%	6.6%	1,900	tie WUSW-FM	300	0.4%	7.0%	500	4 WXHB-FM	500	0.7%	7.9%	1,800															
tie WXRR-FM	500	0.7%	6.6%	2,000	tie WGDQ-FM	300	0.4%	7.0%	500	5 WKZW-FM	400	0.6%	6.3%	1,400															
6 WXHB-FM	400	0.6%	5.3%	1,100	tie WBBN-FM	300	0.4%	7.0%	1,900	6 WHER-FM	200	0.3%	3.2%	1,200															
7 WZKX-FM	300	0.4%	3.9%	1,100	7 WKXI-FM	200	0.3%	4.7%	300	tie WGDQ-FM	200	0.3%	3.2%	500															
tie WJMG-FM	300	0.4%	3.9%	700	tie WHER-FM	200	0.3%	4.7%	600	tie WUSW-FM	200	0.3%	3.2%	200															
9 WMXI-FM	200	0.3%	2.6%	900	9 WHLH-FM	100	0.1%	2.3%	400	tie WORV	200	0.3%	3.2%	400															
tie WUSW-FM	200	0.3%	2.6%	700	tie WFMM-FM	100	0.1%	2.3%	500	tie WHLH-FM	200	0.3%	3.2%	700															

SU 10A-3P					ADULTS 35-64@					SU 3P-7P					ADULTS 35-64@					SU 7P-12M					ADULTS 35-64@				
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	1,100	1.5%	16.4%	2,900	1 WJKX-FM	1,100	1.5%	18.0%	1,700	1 WJKX-FM	400	0.6%	14.3%	900															
2 WBBN-FM	800	1.1%	11.9%	3,400	2 WBBN-FM	700	1.0%	11.5%	2,400	2 WBBN-FM	300	0.4%	10.7%	700															
3 WXHB-FM	500	0.7%	7.5%	1,700	3 WZLD-FM	400	0.6%	6.6%	1,100	3 WJMG-FM	200	0.3%	7.1%	600															
tie WXRR-FM	500	0.7%	7.5%	1,800	tie WJMG-FM	400	0.6%	6.6%	700	tie WZLD-FM	200	0.3%	7.1%	600															
5 WJMG-FM	400	0.6%	6.0%	1,100	tie WXHB-FM	400	0.6%	6.6%	1,000	tie WUSW-FM	200	0.3%	7.1%	400															
tie WKZW-FM	400	0.6%	6.0%	2,200	tie WXRR-FM	400	0.6%	6.6%	1,200	tie WXRR-FM	200	0.3%	7.1%	700															
7 WZLD-FM	200	0.3%	3.0%	700	7 WKXI-FM	200	0.3%	3.3%	300	7 WXHB-FM	100	0.1%	3.6%	700															
tie WNSL-FM	200	0.3%	3.0%	1,000	tie WUSW-FM	200	0.3%	3.3%	200	tie WNSL-FM	100	0.1%	3.6%	300															
tie WUSW-FM	200	0.3%	3.0%	200	tie WKZW-FM	200	0.3%	3.3%	1,000	tie WKZW-FM	100	0.1%	3.6%	700															
tie WZKX-FM	200	0.3%	3.0%	1,000	tie WHER-FM	200	0.3%	3.3%	800	tie WGDQ-FM	100	0.1%	3.6%	400															

Note: @ - Due to smaller sample sizes in Condensed Markets, Arbitron does not publish estimates for this demographic and/or daypart. The user should exercise discretion when using these estimates.



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 Top 10 Stations Ranked by Average Persons

M-F 6A-10A+3P-7P					ADULTS 35-64@					M-F 6A-7P					ADULTS 35-64@					M-F 6A-12M					ADULTS 35-64@				
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	2.8%	15.7%	16,300	1 WBBN-FM	2,000	2.8%	15.5%	18,300	1 WBBN-FM	1,600	2.2%	15.4%	18,900															
2 WKZW-FM	1,200	1.7%	9.4%	8,000	2 WKZW-FM	1,000	1.4%	7.8%	8,300	2 WKZW-FM	800	1.1%	7.7%	8,900															
3 WJKX-FM	1,000	1.4%	7.9%	7,100	3 WJKX-FM	900	1.3%	7.0%	7,700	tie WJKX-FM	800	1.1%	7.7%	7,800															
4 WXRR-FM	700	1.0%	5.5%	7,900	4 WNSL-FM	700	1.0%	5.4%	8,400	4 WNSL-FM	600	0.8%	5.8%	9,300															
5 WNSL-FM	600	0.8%	4.7%	7,100	tie WXRR-FM	700	1.0%	5.4%	7,900	tie WXRR-FM	600	0.8%	5.8%	8,000															
tie WXHB-FM	600	0.8%	4.7%	3,300	6 WXHB-FM	600	0.8%	4.7%	3,700	6 WHER-FM	500	0.7%	4.8%	6,500															
tie WHER-FM	600	0.8%	4.7%	5,400	tie WHER-FM	600	0.8%	4.7%	6,400	7 WXHB-FM	400	0.6%	3.8%	3,700															
8 WFMM-FM	500	0.7%	3.9%	5,000	8 WMXI-FM	500	0.7%	3.9%	6,600	tie WMXI-FM	400	0.6%	3.8%	6,600															
tie WJMG-FM	500	0.7%	3.9%	3,800	tie WFMM-FM	500	0.7%	3.9%	5,600	tie WFMM-FM	400	0.6%	3.8%	6,100															
10 WMXI-FM	400	0.6%	3.1%	5,300	tie WJMG-FM	500	0.7%	3.9%	4,100	tie WJMG-FM	400	0.6%	3.8%	4,400															

SA-SU 6A-12M					ADULTS 35-64@					M-SU 6A-12M					ADULTS 35-64@					M-SA 6A-10A					ADULTS 35-64@				
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	800	1.1%	12.3%	5,700	1 WBBN-FM	1,300	1.8%	14.1%	20,800	1 WBBN-FM	2,000	2.8%	15.0%	12,900															
2 WBBN-FM	700	1.0%	10.8%	10,200	2 WJKX-FM	800	1.1%	8.7%	8,600	2 WKZW-FM	1,600	2.2%	12.0%	8,000															
3 WJMG-FM	500	0.7%	7.7%	3,500	3 WKZW-FM	600	0.8%	6.5%	10,300	3 WJKX-FM	1,200	1.7%	9.0%	6,600															
4 WXHB-FM	400	0.6%	6.2%	3,200	4 WNSL-FM	500	0.7%	5.4%	9,700	4 WNSL-FM	700	1.0%	5.3%	5,900															
tie WKZW-FM	400	0.6%	6.2%	4,600	tie WXRR-FM	500	0.7%	5.4%	10,600	tie WFMM-FM	700	1.0%	5.3%	4,000															
tie WXRR-FM	400	0.6%	6.2%	6,200	6 WXHB-FM	400	0.6%	4.3%	4,700	6 WJMG-FM	600	0.8%	4.5%	3,500															
7 WMXI-FM	200	0.3%	3.1%	2,300	tie WHER-FM	400	0.6%	4.3%	7,200	tie WXRR-FM	600	0.8%	4.5%	5,500															
tie WNSL-FM	200	0.3%	3.1%	3,100	tie WJMG-FM	400	0.6%	4.3%	5,400	8 WXHB-FM	500	0.7%	3.8%	3,100															
tie WHER-FM	200	0.3%	3.1%	3,500	9 WMXI-FM	300	0.4%	3.3%	7,600	tie WHER-FM	500	0.7%	3.8%	4,200															
tie WGDQ-FM	200	0.3%	3.1%	1,800	tie WZLD-FM	300	0.4%	3.3%	5,200	10 WZLD-FM	300	0.4%	2.3%	2,400															

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