

TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

SP10/FA09 (AVG) MaximiSer METRO Survey Area

Population/Sample: 93,900/727

Using MaximiSer METRO

Stations Ranked by Average Persons

SA 3P-7P					SA 7P-12M					SU 6A-10A				
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	1.3%	12.4%	3,700	1 WBBN-FM	700	0.7%	14.9%	2,900	1 WJKX-FM	1,400	1.5%	16.1%	3,100
2 WZLD-FM	700	0.7%	7.2%	1,800	2 WHER-FM	500	0.5%	10.6%	1,700	tie WBBN-FM	1,400	1.5%	16.1%	4,100
tie WRRR-FM	700	0.7%	7.2%	2,000	3 WZLD-FM	400	0.4%	8.5%	1,000	3 WZLD-FM	600	0.6%	6.9%	1,400
4 WJKX-FM	600	0.6%	6.2%	1,600	4 WJKX-FM	300	0.3%	6.4%	800	4 WJMG-FM	500	0.5%	5.7%	1,100
tie WHER-FM	600	0.6%	6.2%	2,100	tie WZKX-FM	300	0.3%	6.4%	1,000	tie WXHB-FM	500	0.5%	5.7%	1,500
tie WZKX-FM	600	0.6%	6.2%	1,700	6 WRRR-FM	200	0.2%	4.3%	1,100	6 WNSL-FM	200	0.2%	2.3%	600
7 WJMG-FM	400	0.4%	4.1%	800	tie WMXI-FM	200	0.2%	4.3%	1,000	tie WMXI-FM	200	0.2%	2.3%	300
tie WNSL-FM	400	0.4%	4.1%	1,100	tie WZNF-FM	200	0.2%	4.3%	500	tie WZNF-FM	200	0.2%	2.3%	600
tie WXHB-FM	400	0.4%	4.1%	1,100	9 WKZW-FM	100	0.1%	2.1%	500	9 WORV-AM	100	0.1%	1.1%	400
10 WZNF-FM	300	0.3%	3.1%	900	tie WJMG-FM	100	0.1%	2.1%	300	tie WFFX-FM	100	0.1%	1.1%	600
tie WFFX-FM	300	0.3%	3.1%	900	tie WFMM-FM	100	0.1%	2.1%	200	tie WHER-FM	100	0.1%	1.1%	600
12 WKZW-FM	200	0.2%	2.1%	900	tie WNSL-FM	100	0.1%	2.1%	600	tie WAML-AM	100	0.1%	1.1%	200
tie WMXI-FM	200	0.2%	2.1%	900	13 WAML-AM	0	0.0%	0.0%	300	tie WGDQ-FM	100	0.1%	1.1%	200
14 WORV-AM	100	0.1%	1.0%	300	tie WHLH-FM	0	0.0%	0.0%	100	tie WRRR-FM	100	0.1%	1.1%	600
tie WKXI-FM	100	0.1%	1.0%	400	tie WKXI-FM	0	0.0%	0.0%	200	tie WKXI-FM	100	0.1%	1.1%	100
tie WGDQ-FM	100	0.1%	1.0%	100	tie WFOR-AM	0	0.0%	0.0%	100	tie WZKX-FM	100	0.1%	1.1%	700
tie WHLH-FM	100	0.1%	1.0%	300	tie WGDQ-FM	0	0.0%	0.0%	100	17 WHLH-FM	0	0.0%	0.0%	200
18 WAML-AM	0	0.0%	0.0%	300						tie WKZW-FM	0	0.0%	0.0%	200
tie WFMM-FM	0	0.0%	0.0%	100						tie WFMM-FM	0	0.0%	0.0%	200
tie WFOR-AM	0	0.0%	0.0%	100										

SU 10A-3P					SU 3P-7P					SU 7P-12M				
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	1.2%	12.2%	2,500	1 WJKX-FM	1,000	1.1%	14.5%	1,900	1 WZLD-FM	500	0.5%	15.2%	1,600
2 WBBN-FM	1,000	1.1%	11.1%	3,800	2 WZLD-FM	600	0.6%	8.7%	1,600	2 WHER-FM	300	0.3%	9.1%	1,200
3 WZLD-FM	600	0.6%	6.7%	1,400	tie WBBN-FM	600	0.6%	8.7%	2,500	tie WBBN-FM	300	0.3%	9.1%	1,600
4 WMXI-FM	500	0.5%	5.6%	1,300	4 WHER-FM	400	0.4%	5.8%	1,300	tie WJKX-FM	300	0.3%	9.1%	900
5 WNSL-FM	400	0.4%	4.4%	1,500	5 WMXI-FM	300	0.3%	4.3%	700	5 WRRR-FM	100	0.1%	3.0%	500
tie WXHB-FM	400	0.4%	4.4%	1,600	tie WJMG-FM	300	0.3%	4.3%	800	tie WAML-AM	100	0.1%	3.0%	100
tie WJMG-FM	400	0.4%	4.4%	1,300	7 WRRR-FM	200	0.2%	2.9%	700	tie WJMG-FM	100	0.1%	3.0%	800
tie WHER-FM	400	0.4%	4.4%	1,300	tie WZKX-FM	200	0.2%	2.9%	700	tie WGDQ-FM	100	0.1%	3.0%	300
9 WZKX-FM	300	0.3%	3.3%	1,100	tie WZNF-FM	200	0.2%	2.9%	800	tie WKZW-FM	100	0.1%	3.0%	300
10 WRRR-FM	200	0.2%	2.2%	1,100	tie WKZW-FM	200	0.2%	2.9%	1,200	tie WMXI-FM	100	0.1%	3.0%	600
tie WZNF-FM	200	0.2%	2.2%	1,000	11 WXHB-FM	100	0.1%	1.4%	500	tie WZNF-FM	100	0.1%	3.0%	300
tie WAML-AM	200	0.2%	2.2%	500	tie WAML-AM	100	0.1%	1.4%	100	tie WZKX-FM	100	0.1%	3.0%	700
tie WFFX-FM	200	0.2%	2.2%	400	tie WFFX-FM	100	0.1%	1.4%	800	13 WHLH-FM	0	0.0%	0.0%	200
14 WORV-AM	100	0.1%	1.1%	400	tie WNSL-FM	100	0.1%	1.4%	600	tie WNSL-FM	0	0.0%	0.0%	100
tie WHLH-FM	100	0.1%	1.1%	400	15 WHLH-FM	0	0.0%	0.0%	100	tie WORV-AM	0	0.0%	0.0%	100
tie WFOR-AM	100	0.1%	1.1%	200	tie WORV-AM	0	0.0%	0.0%	200	tie WXHB-FM	0	0.0%	0.0%	200
tie WKZW-FM	100	0.1%	1.1%	600										
tie WGDQ-FM	100	0.1%	1.1%	100										
19 WKXI-FM	0	0.0%	0.0%	100										

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) Maximi\$er METRO Survey Area

Population/Sample: 93,900/727

Using Maximi\$er METRO

Stations Ranked by Average Persons

M-F 6A-10A+3P-7P					ADULTS 35+					M-F 6A-7P					ADULTS 35+					M-F 6A-12M					ADULTS 35+				
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	2,600	2.8%	16.4%	19,100	1 WBBN-FM	2,600	2.8%	16.0%	21,100	1 WBBN-FM	2,000	2.1%	15.4%	21,300															
2 WMXI-FM	1,300	1.4%	8.2%	11,200	2 WMXI-FM	1,800	1.9%	11.0%	12,500	2 WMXI-FM	1,300	1.4%	10.0%	12,500															
3 WJKX-FM	1,100	1.2%	6.9%	8,600	3 WJKX-FM	900	1.0%	5.5%	9,300	3 WJKX-FM	800	0.9%	6.2%	9,900															
4 WKZZ-FM	900	1.0%	5.7%	8,000	4 WXHR-FM	800	0.9%	4.9%	10,200	4 WHER-FM	600	0.6%	4.6%	8,400															
5 WXHR-FM	800	0.9%	5.0%	9,100	5 WHER-FM	700	0.7%	4.3%	8,200	tie WXHR-FM	600	0.6%	4.6%	10,500															
6 WHER-FM	700	0.7%	4.4%	7,100	tie WKZW-FM	700	0.7%	4.3%	9,100	6 WNSL-FM	500	0.5%	3.8%	7,200															
tie WZLD-FM	700	0.7%	4.4%	6,000	7 WZLD-FM	600	0.6%	3.7%	6,600	tie WJMG-FM	500	0.5%	3.8%	5,800															
8 WNSL-FM	600	0.6%	3.8%	6,300	8 WXHB-FM	500	0.5%	3.1%	5,800	tie WKZW-FM	500	0.5%	3.8%	9,100															
tie WJMG-FM	600	0.6%	3.8%	5,000	tie WFMM-FM	500	0.5%	3.1%	6,500	tie WZLD-FM	500	0.5%	3.8%	6,900															
10 WXHB-FM	500	0.5%	3.1%	5,500	tie WNSL-FM	500	0.5%	3.1%	7,200	10 WXHB-FM	400	0.4%	3.1%	5,800															
tie WFMM-FM	500	0.5%	3.1%	5,300	tie WJMG-FM	500	0.5%	3.1%	5,500	tie WFMM-FM	400	0.4%	3.1%	6,800															
tie WFFX-FM	500	0.5%	3.1%	3,600	12 WZKX-FM	400	0.4%	2.5%	6,400	tie WZKX-FM	400	0.4%	3.1%	6,600															
13 WZKX-FM	400	0.4%	2.5%	5,800	tie WFFX-FM	400	0.4%	2.5%	4,100	13 WFFX-FM	300	0.3%	2.3%	4,300															
14 WZNF-FM	200	0.2%	1.3%	2,600	14 WHLH-FM	200	0.2%	1.2%	2,100	14 WZNF-FM	200	0.2%	1.5%	2,800															
15 WORV-AM	100	0.1%	0.6%	1,300	tie WZNF-FM	200	0.2%	1.2%	2,700	15 WORV-AM	100	0.1%	0.8%	1,800															
tie WKXI-FM	100	0.1%	0.6%	1,000	16 WORV-AM	100	0.1%	0.6%	1,600	tie WKXI-FM	100	0.1%	0.8%	1,300															
tie WHLH-FM	100	0.1%	0.6%	2,100	tie WKXI-FM	100	0.1%	0.6%	1,100	tie WHLH-FM	100	0.1%	0.8%	2,100															
tie WGDQ-FM	100	0.1%	0.6%	1,100	tie WGDQ-FM	100	0.1%	0.6%	1,300	tie WGDQ-FM	100	0.1%	0.8%	1,800															
19 WAML-AM	0	0.0%	0.0%	700	19 WAML-AM	0	0.0%	0.0%	700	19 WAML-AM	0	0.0%	0.0%	700															
tie WFOR-AM	0	0.0%	0.0%	600	tie WFOR-AM	0	0.0%	0.0%	800	tie WFOR-AM	0	0.0%	0.0%	800															

SA-SU 6A-12M					ADULTS 35+					M-SU 6A-12M					ADULTS 35+					M-SA 6A-10A					ADULTS 35+				
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	1.3%	14.8%	13,000	1 WBBN-FM	1,800	1.9%	15.5%	22,800	1 WBBN-FM	2,900	3.1%	17.0%	16,800															
2 WJKX-FM	800	0.9%	9.9%	6,700	2 WMXI-FM	1,000	1.1%	8.6%	13,900	2 WJKX-FM	1,200	1.3%	7.0%	6,300															
3 WZLD-FM	500	0.5%	6.2%	3,800	3 WJKX-FM	800	0.9%	6.9%	10,900	tie WKZW-FM	1,200	1.3%	7.0%	6,400															
4 WHER-FM	400	0.4%	4.9%	6,400	4 WHER-FM	600	0.6%	5.2%	9,600	tie WMXI-FM	1,200	1.3%	7.0%	8,300															
tie WXHR-FM	400	0.4%	4.9%	6,700	5 WXHR-FM	500	0.5%	4.3%	12,600	5 WHER-FM	800	0.9%	4.7%	6,300															
tie WJMG-FM	400	0.4%	4.9%	2,900	tie WZLD-FM	500	0.5%	4.3%	7,500	tie WXHR-FM	800	0.9%	4.7%	6,700															
7 WXHB-FM	300	0.3%	3.7%	3,500	7 WXHB-FM	400	0.4%	3.4%	6,500	7 WXHB-FM	600	0.6%	3.5%	3,600															
tie WNSL-FM	300	0.3%	3.7%	3,900	tie WNSL-FM	400	0.4%	3.4%	8,000	tie WJMG-FM	600	0.6%	3.5%	3,200															
tie WZKX-FM	300	0.3%	3.7%	5,000	tie WKZW-FM	400	0.4%	3.4%	9,800	tie WFMM-FM	600	0.6%	3.5%	5,100															
tie WMXI-FM	300	0.3%	3.7%	4,400	tie WJMG-FM	400	0.4%	3.4%	6,700	tie WNSL-FM	600	0.6%	3.5%	3,800															
11 WZNF-FM	200	0.2%	2.5%	1,900	tie WFMM-FM	300	0.3%	2.6%	7,300	tie WZLD-FM	600	0.6%	3.5%	4,300															
tie WFFX-FM	200	0.2%	2.5%	1,700	tie WZKX-FM	300	0.3%	2.6%	7,800	12 WFFX-FM	500	0.5%	2.9%	2,700															
13 WKZW-FM	100	0.1%	1.2%	3,000	tie WFFX-FM	300	0.3%	2.6%	4,500	13 WZKX-FM	300	0.3%	1.8%	4,600															
tie WAML-AM	100	0.1%	1.2%	800	14 WZNF-FM	200	0.2%	1.7%	3,500	14 WORV-AM	200	0.2%	1.2%	1,300															
tie WGDQ-FM	100	0.1%	1.2%	600	15 WORV-AM	100	0.1%	0.9%	1,900	tie WKXI-FM	200	0.2%	1.2%	1,000															
tie WORV-AM	100	0.1%	1.2%	800	tie WKXI-FM	100	0.1%	0.9%	1,700	tie WZNF-FM	200	0.2%	1.2%	1,800															
tie WKXI-FM	100	0.1%	1.2%	1,000	tie WHLH-FM	100	0.1%	0.9%	2,300	tie WGDQ-FM	200	0.2%	1.2%	1,000															
tie WFMM-FM	100	0.1%	1.2%	1,400	tie WGDQ-FM	100	0.1%	0.9%	1,900	18 WFOR-AM	100	0.1%	0.6%	700															
tie WHLH-FM	100	0.1%	1.2%	900	19 WAML-AM	0	0.0%	0.0%	900	tie WHLH-FM	100	0.1%	0.6%	1,200															
20 WFOR-AM	0	0.0%	0.0%	800	tie WFOR-AM	0	0.0%	0.0%	1,100	20 WAML-AM	0	0.0%	0.0%	500															

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