

# Radio Market Report

## Survey Schedule

Fall 2008 September 18 - December 10
Winter 2009 January 08 - April 01
Spring 2009 April 02 - June 24
Summer 2009 June 25 - September 16
Fall 2009 September 17 - December 09



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Media Rating  
Council®

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In addition to paying sizable audit charges, Arbitron provides office and file space for MRC auditors as well as considerable staff and computer time involved in various aspects of the audit.

Further information about the MRC's accreditation and auditing procedures can be obtained from the Executive Director, Media Rating Council, Inc., 420 Lexington Avenue, Suite 343, New York, New York 10170.

## Preface

This report is designed to provide radio audience estimates representing radio listening during an average week for this market for this survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the "Target Listener Trends" pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

This report is intended to furnish radio station, advertiser and agency clients of Arbitron with an aid in evaluating radio audience size and composition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained in the "Listener Estimates" section of this report. A more detailed description of Arbitron methodology can be found in a separate publication titled *Arbitron Radio Description of Methodology* (available at [www.arbitron.com](http://www.arbitron.com)) and other associated relevant documents, available to all Arbitron Radio Report subscribers.

## Warning

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**Please note:** Users of this report should become familiar with the sections of this report titled "Description of Methodology" and "Limitations." Instructions for estimating reliability and effective sample bases for this report can be found on Pages ME-1 and ME-2.

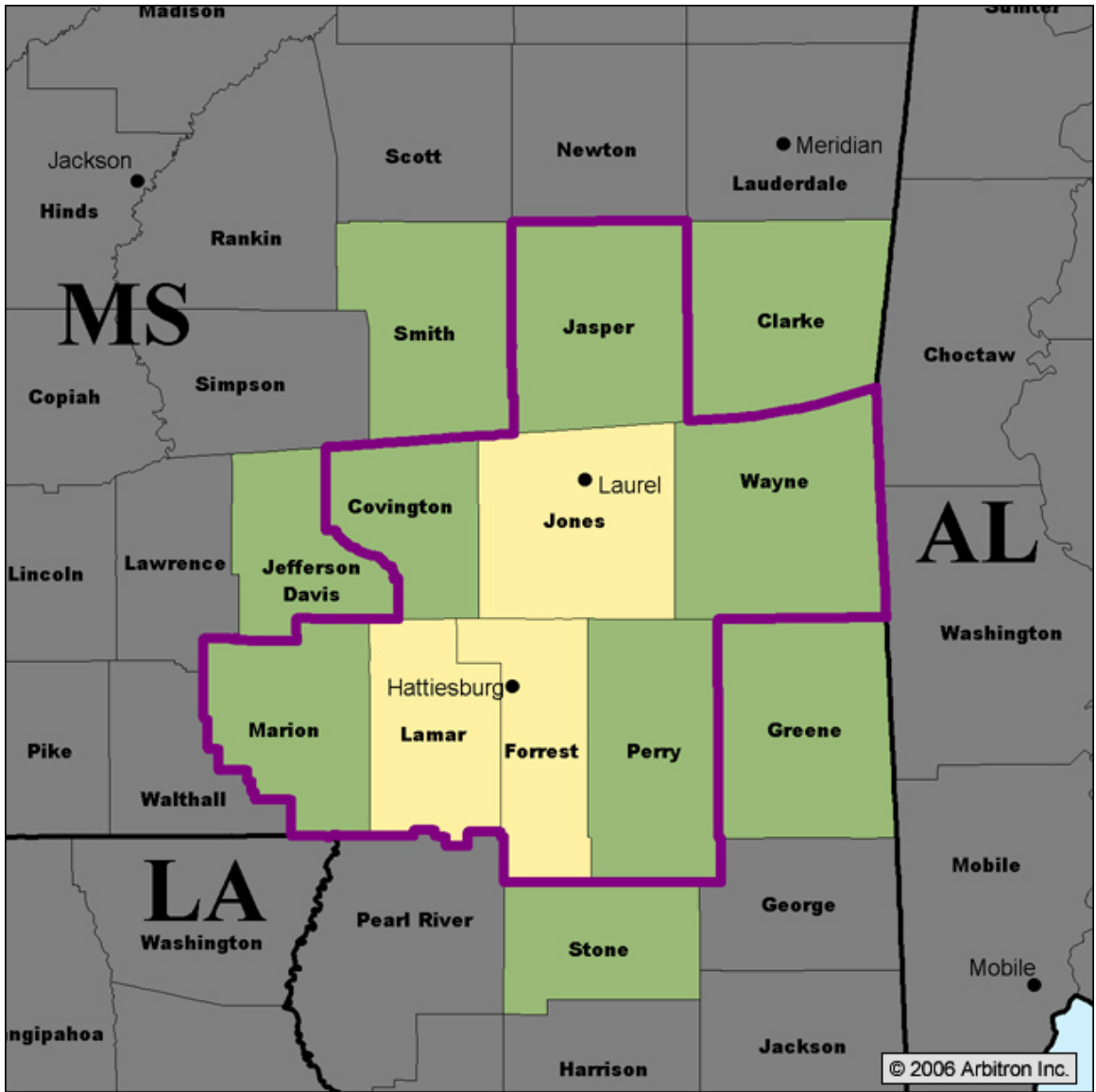
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Laurel-Hattiesburg, MS



- Metro
- TSA
- DMA®

Metro Rank: 225  
Survey Periods: Spring, Fall

TSA and DMA are sampled in Spring and Fall only.

For definitions of the geographic terms found on this map, see "Selected Arbitron Terms" in the "Description of Methodology."

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