



TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

FA07/SP07 (AVG) MaximiSer METRO Survey Area
 Population/Sample: 39,700/216
 Using MaximiSer METRO
 Top 10 Stations Ranked by Average Persons

M-F 6A-10A					MEN 25-54					M-F 10A-3P					MEN 25-54					M-F 3P-7P					MEN 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	1,400	3.5%	16.7%	4,500	1 WXRR-FM	700	1.8%	9.7%	3,400	1 WBBN-FM	900	2.3%	13.4%	7,200															
2 WBBN-FM	900	2.3%	10.7%	6,000	tie WBBN-FM	700	1.8%	9.7%	4,700	2 WXRR-FM	600	1.5%	9.0%	3,700															
tie WJKX-FM	900	2.3%	10.7%	3,700	3 WNSL-FM	600	1.5%	8.3%	2,500	3 WZLD-FM	500	1.3%	7.5%	4,400															
4 WFMM-FM	600	1.5%	7.1%	2,300	4 WZLD-FM	500	1.3%	6.9%	3,700	4 WUSW-FM	400	1.0%	6.0%	3,200															
tie WXRR-FM	600	1.5%	7.1%	3,500	tie WUSW-FM	500	1.3%	6.9%	2,700	5 WFMM-FM	300	0.8%	4.5%	2,600															
6 WJMG-FM	500	1.3%	6.0%	1,300	6 WFMM-FM	400	1.0%	5.6%	2,400	tie WJKX-FM	300	0.8%	4.5%	2,700															
7 WUSW-FM	400	1.0%	4.8%	3,200	tie WJKX-FM	400	1.0%	5.6%	2,600	tie WNSL-FM	300	0.8%	4.5%	2,500															
8 WNSL-FM	300	0.8%	3.6%	3,200	8 WJMG-FM	300	0.8%	4.2%	1,400	tie WJMG-FM	300	0.8%	4.5%	1,200															
tie WZLD-FM	300	0.8%	3.6%	3,100	tie WMXI-FM	300	0.8%	4.2%	2,100	tie WZKX-FM	300	0.8%	4.5%	2,000															
10 WHLH-FM	100	0.3%	1.2%	600	10 WHLH-FM	200	0.5%	2.8%	700	10 WKZW-FM	200	0.5%	3.0%	1,600															

M-F 7P-12M					SA 6A-10A					SA 10A-3P				
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	300	0.8%	11.1%	1,500	1 WJMG-FM	600	1.5%	13.6%	1,200	1 WNSL-FM	400	1.0%	8.7%	800
tie WZLD-FM	300	0.8%	11.1%	2,300	2 WJKX-FM	500	1.3%	11.4%	1,300	tie WXRR-FM	400	1.0%	8.7%	1,900
3 WJMG-FM	200	0.5%	7.4%	600	3 WXRR-FM	400	1.0%	9.1%	1,000	tie WBBN-FM	400	1.0%	8.7%	1,100
tie WXRR-FM	200	0.5%	7.4%	1,500	tie WBBN-FM	400	1.0%	9.1%	1,500	4 WMXI-FM	300	0.8%	6.5%	500
tie WBBN-FM	200	0.5%	7.4%	3,800	5 WNSL-FM	300	0.8%	6.8%	400	tie WJKX-FM	300	0.8%	6.5%	1,100
tie WNSL-FM	200	0.5%	7.4%	2,200	tie WKZW-FM	300	0.8%	6.8%	1,000	tie WJMG-FM	300	0.8%	6.5%	600
7 WFMM-FM	100	0.3%	3.7%	1,800	7 WKXI-FM	200	0.5%	4.5%	500	tie WZLD-FM	300	0.8%	6.5%	1,100
tie WUSW-FM	100	0.3%	3.7%	800	8 WXHB-FM	100	0.3%	2.3%	600	8 WUSW-FM	200	0.5%	4.3%	1,000
tie WKZW-FM	100	0.3%	3.7%	1,000	tie WMXI-FM	100	0.3%	2.3%	400	tie WKZW-FM	200	0.5%	4.3%	800
tie WZKX-FM	100	0.3%	3.7%	400	tie WZKX-FM	100	0.3%	2.3%	400	tie WZKX-FM	200	0.5%	4.3%	700

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 WXRR-FM	500	1.3%	11.9%	1,700	1 WXRR-FM	500	1.3%	17.2%	900	1 WJMG-FM	600	1.5%	16.7%	1,100
2 WZKX-FM	400	1.0%	9.5%	900	2 WUSW-FM	300	0.8%	10.3%	600	2 WJKX-FM	500	1.3%	13.9%	1,200
tie WJMG-FM	400	1.0%	9.5%	500	3 WZLD-FM	200	0.5%	6.9%	800	3 WBBN-FM	400	1.0%	11.1%	2,100
tie WJKX-FM	400	1.0%	9.5%	1,000	tie WJKX-FM	200	0.5%	6.9%	300	tie WKZW-FM	400	1.0%	11.1%	1,100
tie WBBN-FM	400	1.0%	9.5%	2,200	tie WJMG-FM	200	0.5%	6.9%	400	5 WUSW-FM	200	0.5%	5.6%	900
6 WXHB-FM	200	0.5%	4.8%	400	tie WZKX-FM	200	0.5%	6.9%	300	6 WHLH-FM	100	0.3%	2.8%	600
tie WFMM-FM	200	0.5%	4.8%	400	7 WBBN-FM	100	0.3%	3.4%	1,200	tie WAML	100	0.3%	2.8%	300
tie WZLD-FM	200	0.5%	4.8%	300	tie WFMM-FM	100	0.3%	3.4%	400	tie WHER-FM	100	0.3%	2.8%	400
9 WHER-FM	100	0.3%	2.4%	400	tie WGDQ-FM	100	0.3%	3.4%	200	tie WZLD-FM	100	0.3%	2.8%	300
tie WUSW-FM	100	0.3%	2.4%	600	tie WKZW-FM	100	0.3%	3.4%	400	tie WXHB-FM	100	0.3%	2.8%	200

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	400	1.0%	11.8%	1,200	1 WZLD-FM	400	1.0%	14.3%	1,100	1 WJKX-FM	400	1.0%	19.0%	800
2 WZLD-FM	300	0.8%	8.8%	800	tie WJKX-FM	400	1.0%	14.3%	600	2 WUSW-FM	300	0.8%	14.3%	800
tie WJMG-FM	300	0.8%	8.8%	700	3 WJMG-FM	300	0.8%	10.7%	300	3 WJMG-FM	200	0.5%	9.5%	400
tie WBBN-FM	300	0.8%	8.8%	1,500	4 WXRR-FM	200	0.5%	7.1%	1,100	tie WZKX-FM	200	0.5%	9.5%	500
tie WUSW-FM	300	0.8%	8.8%	500	tie WUSW-FM	200	0.5%	7.1%	500	5 WKZW-FM	100	0.3%	4.8%	400
6 WZKX-FM	200	0.5%	5.9%	500	tie WZKX-FM	200	0.5%	7.1%	400	tie WZLD-FM	100	0.3%	4.8%	600
tie WXRR-FM	200	0.5%	5.9%	1,200	tie WBBN-FM	200	0.5%	7.1%	1,300	tie WNSL-FM	100	0.3%	4.8%	300
8 WXHB-FM	100	0.3%	2.9%	100	8 WKXI-FM	100	0.3%	3.6%	300	8 WHLH-FM	0	0.0%	0.0%	200
tie WKZW-FM	100	0.3%	2.9%	800	tie WKZW-FM	100	0.3%	3.6%	700	tie WBBN-FM	0	0.0%	0.0%	100
10 WHER-FM	0	0.0%	0.0%	200	tie WHER-FM	100	0.3%	3.6%	200	tie WGDQ-FM	0	0.0%	0.0%	100



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 Population/Sample: 39,700/216
 Using Maximi\$er METRO
 Top 10 Stations Ranked by Average Persons

M-F 6A-10A+3P-7P					MEN 25-54					M-F 6A-7P					MEN 25-54					M-F 6A-12M					MEN 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	900	2.3%	12.0%	9,000	1 WBBN-FM	800	2.0%	10.8%	9,800	1 WBBN-FM	700	1.8%	11.5%	10,300															
2 WKZW-FM	800	2.0%	10.7%	5,100	2 WXRR-FM	600	1.5%	8.1%	5,300	2 WXRR-FM	500	1.3%	8.2%	5,500															
3 WJKX-FM	600	1.5%	8.0%	4,600	3 WJKX-FM	500	1.3%	6.8%	5,100	tie WJKX-FM	500	1.3%	8.2%	5,100															
tie WXRR-FM	600	1.5%	8.0%	5,300	tie WKZW-FM	500	1.3%	6.8%	5,300	4 WZLD-FM	400	1.0%	6.6%	5,600															
5 WFMM-FM	400	1.0%	5.3%	3,300	5 WFMM-FM	400	1.0%	5.4%	3,600	tie WNSL-FM	400	1.0%	6.6%	5,400															
tie WZLD-FM	400	1.0%	5.3%	5,200	tie WUSW-FM	400	1.0%	5.4%	3,800	tie WKZW-FM	400	1.0%	6.6%	5,500															
tie WJMG-FM	400	1.0%	5.3%	1,500	tie WNSL-FM	400	1.0%	5.4%	4,600	7 WFMM-FM	300	0.8%	4.9%	4,100															
tie WUSW-FM	400	1.0%	5.3%	3,700	tie WZLD-FM	400	1.0%	5.4%	5,600	tie WJMG-FM	300	0.8%	4.9%	1,700															
9 WNSL-FM	300	0.8%	4.0%	3,900	9 WJMG-FM	300	0.8%	4.1%	1,700	tie WUSW-FM	300	0.8%	4.9%	3,800															
10 WZKX-FM	200	0.5%	2.7%	2,200	10 WZKX-FM	200	0.5%	2.7%	2,500	10 WZKX-FM	200	0.5%	3.3%	2,700															

SA-SU 6A-12M					MEN 25-54					M-SU 6A-12M					MEN 25-54					M-SA 6A-10A					MEN 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	400	1.0%	11.4%	3,700	1 WBBN-FM	500	1.3%	9.4%	11,600	1 WKZW-FM	1,200	3.0%	15.6%	5,100															
2 WJMG-FM	300	0.8%	8.6%	2,000	2 WXRR-FM	400	1.0%	7.5%	6,800	2 WBBN-FM	800	2.0%	10.4%	6,600															
tie WXRR-FM	300	0.8%	8.6%	4,000	tie WJKX-FM	400	1.0%	7.5%	5,100	tie WJKX-FM	800	2.0%	10.4%	4,200															
tie WBBN-FM	300	0.8%	8.6%	5,700	4 WZLD-FM	300	0.8%	5.7%	5,600	4 WXRR-FM	600	1.5%	7.8%	3,800															
5 WZLD-FM	200	0.5%	5.7%	2,100	tie WJMG-FM	300	0.8%	5.7%	2,100	5 WFMM-FM	500	1.3%	6.5%	2,400															
tie WKZW-FM	200	0.5%	5.7%	2,500	tie WKZW-FM	300	0.8%	5.7%	6,300	tie WJMG-FM	500	1.3%	6.5%	1,500															
tie WZKX-FM	200	0.5%	5.7%	1,900	tie WNSL-FM	300	0.8%	5.7%	5,600	7 WZLD-FM	300	0.8%	3.9%	3,300															
tie WUSW-FM	200	0.5%	5.7%	2,300	tie WUSW-FM	300	0.8%	5.7%	3,900	tie WUSW-FM	300	0.8%	3.9%	3,200															
9 WXHB-FM	100	0.3%	2.9%	1,200	9 WFMM-FM	200	0.5%	3.8%	4,100	tie WNSL-FM	300	0.8%	3.9%	3,200															
tie WMXI-FM	100	0.3%	2.9%	800	tie WZKX-FM	200	0.5%	3.8%	3,400	10 WKXI-FM	200	0.5%	2.6%	1,100															