

# 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

**All Arbitron audience estimates and Arbitron maps are proprietary and confidential.**

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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.

The estimates and data contained in this printed report have been obtained from Arbitron's electronic Radio Market Report ("Arbitron eBook") and are for the exclusive use of Arbitron subscribers pursuant to a written license agreement. See the Arbitron eBook for further information on limitations and restrictions on use.

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## Population Estimates and In-Tab Diaries by County

### Metro

County/Sampling Unit	State	Area	HDA	Estimated P12+ Population	Estimated Population % P12+	In-Tab Sample	Unweighted In-Tab %	Weighted In-Tab %
FORREST	MS	MT	B	66,000	40.7	406	39.4	40.5
JONES	MS	MT	B	55,400	34.1	337	32.7	34.5
LAMAR	MS	MT		40,900	25.2	288	27.9	25.0
<b>TOTAL Metro</b>				<b>162,300</b>		<b>1,031</b>		

B - Black    M - Metro County    D - DMA County    REM - Remainder portion of geographic split county  
H - Hispanic    T - TSA County    HDA - High-Density Area

These population estimates are based on Census 2000 data, updated and projected to January 1, 2009 by Claritas, Inc.

Effective with the Fall 2008 survey, population estimates for this report are based on Claritas, Inc. 1/1/09 whole-county population estimates (Census 2000-based).

For split-county population estimates, the 1/1/09 whole-county populations are allocated to the respective split counties, based on Claritas, Inc. 1/1/08 zip code population estimates (Census 2000-based).

## Population Estimates and In-Tab Diaries by County

### TSA

County/Sampling Unit	State	Area	HDA	Estimated P12+ Population	Estimated Population % P12+	In-Tab Sample	Unweighted In-Tab %	Weighted In-Tab %
CLARKE	MS	T		14,500	4.7	50	3.3	4.8
COVINGTON	MS	T		16,900	5.5	46	3.0	5.6
FORREST	MS	MT	B	66,000	21.5	406	26.5	21.3
GREENE	MS	T		11,400	3.7	38	2.5	3.7
JASPER	MS	T		15,000	4.9	39	2.5	4.1
JEFFERSON DAVIS	MS	T		10,700	3.5	49	3.2	3.5
JONES	MS	MT	B	55,400	18.1	337	22.0	18.2
LAMAR	MS	MT		40,900	13.3	288	18.8	13.2
MARION	MS	T		21,200	6.9	59	3.9	7.0
PERRY	MS	T		10,200	3.3	56	3.7	3.3
SMITH	MS	T		13,400	4.4	50	3.3	5.2
STONE	MS	T		13,700	4.5	64	4.2	4.4
WAYNE	MS	T		17,500	5.7	50	3.3	5.7
<b>TOTAL TSA</b>				<b>306,800</b>		<b>1,532</b>		

B - Black    M - Metro County    D - DMA County    REM - Remainder portion of  
H - Hispanic    T - TSA County    HDA - High-Density Area    geographic split county

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