

TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

FA07/SP07 (AVG) MaximiSer METRO Survey Area

Population/Sample: 27,600/98

Using MaximiSer METRO

Top 10 Stations Ranked by Average Persons

M-F 6A-10A					WOMEN 18-34					M-F 10A-3P					WOMEN 18-34					M-F 3P-7P					WOMEN 18-34																																																																																																																							
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	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS																																																																																																																			
1 WJKX-FM	1,000	3.6%	25.0%	4,300	1 WZLD-FM	1,000	3.6%	23.8%	7,200	1 WZLD-FM	900	3.3%	23.1%	6,600	2 WJKX-FM	600	2.2%	15.4%	3,200	2 WJKX-FM	600	2.2%	15.4%	3,200	3 WZLD-FM	500	1.8%	12.5%	5,500	3 WNSL-FM	500	1.8%	11.9%	6,100	tie WNSL-FM	600	2.2%	15.4%	4,600	4 WKZW-FM	400	1.4%	10.0%	2,900	4 WBBN-FM	400	1.4%	9.5%	3,200	4 WJMG-FM	300	1.1%	7.7%	1,700	5 WBBN-FM	300	1.1%	7.5%	2,900	5 WKZW-FM	200	0.7%	4.8%	2,400	tie WBBN-FM	300	1.1%	7.7%	4,800	6 WMJY-FM	200	0.7%	5.0%	700	tie WUSW-FM	200	0.7%	4.8%	1,600	6 WUSW-FM	200	0.7%	5.1%	1,800	7 WHER-FM	100	0.4%	2.5%	1,200	7 WMXI-FM	100	0.4%	2.4%	200	tie WZKX-FM	200	0.7%	5.1%	1,800	tie WMXI-FM	100	0.4%	2.5%	200	tie WZKX-FM	100	0.4%	2.4%	2,600	8 WKZW-FM	100	0.4%	2.6%	1,500	tie WUSW-FM	100	0.4%	2.5%	800	tie WJMG-FM	100	0.4%	2.4%	1,300	tie WXRR-FM	100	0.4%	2.6%	1,100	tie WZKX-FM	100	0.4%	2.5%	1,400	tie WXRR-FM	100	0.4%	2.4%	700	tie WHER-FM	100	0.4%	2.6%	1,200

M-F 7P-12M					WOMEN 18-34					SA 6A-10A					WOMEN 18-34					SA 10A-3P					WOMEN 18-34																																																																															
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	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS																																																																											
1 WZLD-FM	700	2.5%	35.0%	5,400	1 WNSL-FM	400	1.4%	20.0%	1,300	1 WZLD-FM	1,000	3.6%	35.7%	3,000	2 WBBN-FM	500	1.8%	17.9%	1,500	2 WBBN-FM	500	1.8%	17.9%	1,500	4 WNSL-FM	200	0.7%	10.0%	2,500	3 WJKX-FM	300	1.1%	15.0%	1,100	tie WNSL-FM	500	1.8%	17.9%	1,500	4 WJMG-FM	100	0.4%	5.0%	500	tie WZLD-FM	300	1.1%	15.0%	900	5 WKZW-FM	100	0.4%	5.0%	300	5 WJMG-FM	100	0.4%	5.0%	1,400	6 WKZW-FM	100	0.4%	3.6%	500	tie WZKX-FM	100	0.4%	5.0%	1,400	tie WMJY-FM	100	0.4%	5.0%	500	tie WGDQ-FM	100	0.4%	3.6%	200	tie WXRR-FM	100	0.4%	5.0%	1,500	8 WFMM-FM	0	0.0%	0.0%	500	tie WBBN-FM	100	0.4%	5.0%	500	tie WHER-FM	0	0.0%	0.0%	1,000	tie WKZW-FM	0	0.0%	0.0%	200

SA 3P-7P					WOMEN 18-34					SA 7P-12M					WOMEN 18-34					SU 6A-10A					WOMEN 18-34																																																																																									
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	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS																																																																																					
1 WZLD-FM	600	2.2%	30.0%	2,100	1 WZLD-FM	600	2.2%	35.3%	1,700	1 WNSL-FM	400	1.4%	19.0%	2,000	2 WBBN-FM	400	1.4%	23.5%	1,300	tie WJKX-FM	400	1.4%	19.0%	1,100	3 WJMG-FM	100	0.4%	5.0%	700	3 WUSW-FM	200	0.7%	11.8%	300	3 WNSL-FM	400	1.4%	19.0%	400	4 WNSL-FM	200	0.7%	10.0%	900	tie WXRR-FM	200	0.7%	11.8%	300	4 WZKX-FM	200	0.7%	9.5%	700	5 WKZW-FM	100	0.4%	5.0%	700	5 WJMG-FM	100	0.4%	5.9%	600	5 WMJY-FM	100	0.4%	4.8%	500	tie WGDQ-FM	100	0.4%	5.0%	200	6 WJKX-FM	0	0.0%	0.0%	200	tie WJMG-FM	100	0.4%	4.8%	300	7 WHER-FM	0	0.0%	0.0%	200	tie WHER-FM	100	0.4%	4.8%	800	tie WKZW-FM	100	0.4%	4.8%	300	tie WZLD-FM	100	0.4%	4.8%	500	tie WZKX-FM	0	0.0%	0.0%	400	tie WBBN-FM	100	0.4%	4.8%	800

SU 10A-3P					WOMEN 18-34					SU 3P-7P					WOMEN 18-34					SU 7P-12M					WOMEN 18-34																																																																																																								
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	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS																																																																																																				
1 WJKX-FM	500	1.8%	16.1%	3,000	1 WZLD-FM	600	2.2%	30.0%	1,600	1 WZLD-FM	400	1.4%	30.8%	600	2 WNSL-FM	400	1.4%	12.9%	1,400	2 WKZW-FM	300	1.1%	15.0%	1,700	tie WBBN-FM	400	1.4%	30.8%	1,000	3 WXRR-FM	300	1.1%	9.7%	900	3 WUSW-FM	200	0.7%	10.0%	400	3 WUSW-FM	100	0.4%	7.7%	400	tie WZLD-FM	300	1.1%	9.7%	1,200	4 WNSL-FM	200	0.7%	10.0%	900	tie WJKX-FM	200	0.7%	10.0%	500	5 WJMG-FM	200	0.7%	6.5%	400	5 WBBN-FM	100	0.4%	5.0%	900	tie WJMG-FM	200	0.7%	6.5%	700	tie WHER-FM	100	0.4%	5.0%	500	tie WZLD-FM	200	0.7%	6.5%	700	tie WAML	100	0.4%	5.0%	300	tie WUSW-FM	200	0.7%	6.5%	900	tie WZKX-FM	100	0.4%	5.0%	300	tie WBBN-FM	200	0.7%	6.5%	1,600	tie WXRR-FM	100	0.4%	5.0%	300	9 WMJY-FM	100	0.4%	3.2%	400	tie WZLD-FM	100	0.4%	5.0%	300	tie WKZW-FM	100	0.4%	3.2%	700	tie WNSL-FM	100	0.4%	5.0%	800



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 Population/Sample: 27,600/98
 Using Maximi\$er METRO
 Top 10 Stations Ranked by Average Persons

M-F 6A-10A+3P-7P					WOMEN 18-34					M-F 6A-7P					WOMEN 18-34					M-F 6A-12M					WOMEN 18-34				
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	2.9%	20.0%	4,700	1 WZLD-FM	800	2.9%	20.0%	9,400	1 WZLD-FM	800	2.9%	22.9%	9,700															
2 WZLD-FM	700	2.5%	17.5%	8,300	2 WJKX-FM	700	2.5%	17.5%	5,400	2 WJKX-FM	600	2.2%	17.1%	5,400															
3 WNSL-FM	600	2.2%	15.0%	6,600	3 WNSL-FM	600	2.2%	15.0%	8,200	3 WNSL-FM	500	1.8%	14.3%	8,200															
4 WKZW-FM	300	1.1%	7.5%	3,400	4 WKZW-FM	300	1.1%	7.5%	3,600	4 WBBN-FM	300	1.1%	8.6%	5,800															
tie WBBN-FM	300	1.1%	7.5%	5,100	tie WBBN-FM	300	1.1%	7.5%	5,100	5 WKZW-FM	200	0.7%	5.7%	3,600															
6 WJMG-FM	100	0.4%	2.5%	1,900	6 WMXI-FM	100	0.4%	2.5%	700	6 WMXI-FM	100	0.4%	2.9%	700															
tie WZKX-FM	100	0.4%	2.5%	2,300	tie WZKX-FM	100	0.4%	2.5%	3,800	tie WZKX-FM	100	0.4%	2.9%	3,800															
tie WUSW-FM	100	0.4%	2.5%	2,000	tie WJMG-FM	100	0.4%	2.5%	2,400	tie WJMG-FM	100	0.4%	2.9%	2,400															
tie WMJY-FM	100	0.4%	2.5%	1,000	tie WMJY-FM	100	0.4%	2.5%	1,000	tie WMJY-FM	100	0.4%	2.9%	1,000															
tie WHER-FM	100	0.4%	2.5%	1,500	tie WUSW-FM	100	0.4%	2.5%	2,300	tie WUSW-FM	100	0.4%	2.9%	2,300															

SA-SU 6A-12M					WOMEN 18-34					M-SU 6A-12M					WOMEN 18-34					M-SA 6A-10A					WOMEN 18-34				
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 WZLD-FM	500	1.8%	23.8%	6,400	1 WZLD-FM	700	2.5%	22.6%	9,900	1 WJKX-FM	900	3.3%	25.0%	4,500															
2 WBBN-FM	300	1.1%	14.3%	4,200	2 WJKX-FM	500	1.8%	16.1%	6,400	2 WNSL-FM	600	2.2%	16.7%	5,100															
tie WNSL-FM	300	1.1%	14.3%	5,000	3 WNSL-FM	400	1.4%	12.9%	9,000	3 WZLD-FM	500	1.8%	13.9%	5,500															
4 WJKX-FM	200	0.7%	9.5%	4,900	4 WBBN-FM	300	1.1%	9.7%	6,800	4 WKZW-FM	400	1.4%	11.1%	2,900															
5 WJMG-FM	100	0.4%	4.8%	1,900	5 WKZW-FM	200	0.7%	6.5%	4,300	5 WBBN-FM	300	1.1%	8.3%	2,900															
tie WHLH-FM	100	0.4%	4.8%	400	6 WJMG-FM	100	0.4%	3.2%	2,900	6 WMJY-FM	200	0.7%	5.6%	1,200															
tie WUSW-FM	100	0.4%	4.8%	900	tie WHER-FM	100	0.4%	3.2%	2,200	7 WJMG-FM	100	0.4%	2.8%	1,400															
tie WXRR-FM	100	0.4%	4.8%	1,100	tie WZKX-FM	100	0.4%	3.2%	3,800	tie WMXI-FM	100	0.4%	2.8%	200															
tie WKZW-FM	100	0.4%	4.8%	2,400	tie WUSW-FM	100	0.4%	3.2%	2,300	tie WHER-FM	100	0.4%	2.8%	1,200															
10 WAML	0	0.0%	0.0%	300	tie WXRR-FM	100	0.4%	3.2%	2,800	tie WZKX-FM	100	0.4%	2.8%	1,400															