



TAPSCAN Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

SP09/FA08 (AVG) MaximiSer METRO Survey Area
 Population/Sample: 39,200/267
 Using MaximiSer METRO
 Stations Ranked by Average Persons

M-F 6A-10A					WOMEN 25-54					M-F 10A-3P					WOMEN 25-54					M-F 3P-7P					WOMEN 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	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS																																																																																																																																																																																																																																																															
1 WJKX-FM	900	2.3%	13.0%	4,600	1 WNSL-FM	1,000	2.6%	14.3%	3,600	1 WNSL-FM	700	1.8%	11.3%	4,000	1 WNSL-FM	700	1.8%	11.3%	4,000	tie WBBN-FM	900	2.3%	13.0%	6,700	2 WBBN-FM	800	2.0%	11.4%	6,100	tie WBBN-FM	700	1.8%	11.3%	6,200	3 WZLD-FM	700	1.8%	10.1%	5,200	3 WJKX-FM	700	1.8%	10.0%	3,800	3 WZLD-FM	600	1.5%	9.7%	4,900	4 WJMG-FM	500	1.3%	7.2%	1,800	4 WJMG-FM	400	1.0%	5.7%	2,200	tie WJKX-FM	600	1.5%	9.7%	4,300	tie WNSL-FM	500	1.3%	7.2%	4,500	tie WZLD-FM	400	1.0%	5.7%	4,200	5 WJMG-FM	400	1.0%	6.5%	2,100	6 WKZW-FM	400	1.0%	5.8%	4,400	6 WKZW-FM	300	0.8%	4.3%	3,300	6 WKZW-FM	200	0.5%	3.2%	3,600	7 WHER-FM	200	0.5%	2.9%	1,400	tie WZKX-FM	300	0.8%	4.3%	2,300	tie WXRR-FM	200	0.5%	3.2%	2,600	tie WXRR-FM	200	0.5%	2.9%	2,400	tie WXRR-FM	300	0.8%	4.3%	2,600	8 WORV	100	0.3%	1.6%	300	tie WKXI-FM	200	0.5%	2.9%	900	tie WZNF-FM	100	0.3%	1.6%	500	10 WORV	100	0.3%	1.4%	200	9 WHER-FM	200	0.5%	2.9%	1,500	tie WZKX-FM	100	0.3%	1.6%	1,800	tie WUSW-FM	100	0.3%	1.4%	1,300	10 WGDQ-FM	100	0.3%	1.4%	800	tie WKXI-FM	100	0.3%	1.6%	500	tie WHLH-FM	100	0.3%	1.4%	400	tie WUSW-FM	100	0.3%	1.4%	1,400	tie WKXI-FM	100	0.3%	1.6%	1,800	tie WXHB-FM	100	0.3%	1.4%	1,300	tie WXHB-FM	100	0.3%	1.4%	1,000	tie WUSW-FM	100	0.3%	1.6%	1,600	tie WZKX-FM	100	0.3%	1.4%	1,200	tie WORV	100	0.3%	1.4%	300	tie WFMM-FM	100	0.3%	1.6%	800	15 WFMM-FM	0	0.0%	0.0%	500	tie WKXI-FM	100	0.3%	1.4%	700	tie WXHB-FM	100	0.3%	1.6%	1,200	tie WGDQ-FM	0	0.0%	0.0%	300	tie WFMM-FM	100	0.3%	1.4%	400	tie WXHB-FM	100	0.3%	1.6%	1,200	tie WJMI-FM	0	0.0%	0.0%	300	17 WHLH-FM	0	0.0%	0.0%	300	tie WMXI-FM	0	0.0%	0.0%	200	17 WGDQ-FM	0	0.0%	0.0%	700	tie WMXI-FM	0	0.0%	0.0%	400	tie WJMI-FM	0	0.0%	0.0%	200	tie WHLH-FM	0	0.0%	0.0%	500	tie WZNF-FM	0	0.0%	0.0%	200	tie WZNF-FM	0	0.0%	0.0%	200

M-F 7P-12M					WOMEN 25-54					SA 6A-10A					WOMEN 25-54					SA 10A-3P					WOMEN 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	STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS																																																																																																																																																																																																																																																																																																							
1 WZLD-FM	300	0.8%	17.6%	3,600	1 WJMG-FM	600	1.5%	16.2%	1,200	1 WNSL-FM	1,000	2.6%	16.4%	2,500	1 WNSL-FM	1,000	2.6%	16.4%	2,500	2 WJMG-FM	200	0.5%	11.8%	1,300	tie WBBN-FM	600	1.5%	16.2%	1,800	2 WZLD-FM	900	2.3%	14.8%	2,800	2 WZLD-FM	900	2.3%	14.8%	2,800	tie WJKX-FM	200	0.5%	11.8%	2,600	3 WJKX-FM	500	1.3%	13.5%	1,300	3 WBBN-FM	600	1.5%	9.8%	1,900	3 WBBN-FM	600	1.5%	9.8%	1,900	4 WBBN-FM	100	0.3%	5.9%	1,600	4 WZLD-FM	300	0.8%	8.1%	1,000	tie WJKX-FM	600	1.5%	9.8%	1,900	4 WZLD-FM	300	0.8%	8.1%	1,000	tie WUSW-FM	100	0.3%	5.9%	900	5 WNSL-FM	200	0.5%	5.4%	600	5 WJMG-FM	500	1.3%	8.2%	1,200	5 WJMG-FM	500	1.3%	8.2%	1,200	tie WUSW-FM	100	0.3%	5.9%	900	6 WHLH-FM	100	0.3%	2.7%	300	6 WXRR-FM	300	0.8%	4.9%	1,200	6 WXRR-FM	300	0.8%	4.9%	1,200	tie WXRR-FM	100	0.3%	5.9%	1,100	tie WXHB-FM	100	0.3%	2.7%	500	7 WKZW-FM	200	0.5%	3.3%	1,400	7 WKZW-FM	200	0.5%	3.3%	1,400	tie WNSL-FM	100	0.3%	5.9%	2,000	tie WUSW-FM	100	0.3%	2.7%	200	tie WUSW-FM	200	0.5%	3.3%	1,000	tie WZKX-FM	100	0.3%	5.9%	1,200	tie WHER-FM	100	0.3%	2.7%	200	tie WZKX-FM	100	0.3%	1.6%	500	9 WFMM-FM	0	0.0%	0.0%	500	tie WKXI-FM	100	0.3%	2.7%	600	10 WXHB-FM	100	0.3%	1.6%	500	tie WHLH-FM	0	0.0%	0.0%	200	tie WHLH-FM	100	0.3%	1.6%	200	tie WHLH-FM	0	0.0%	0.0%	200	tie WZKX-FM	100	0.3%	2.7%	600	tie WZKX-FM	100	0.3%	1.6%	200	tie WZKX-FM	100	0.3%	1.6%	200	tie WKXI-FM	0	0.0%	0.0%	600	11 WKZW-FM	0	0.0%	0.0%	400	tie WZNF-FM	100	0.3%	1.6%	200	tie WZNF-FM	100	0.3%	1.6%	200	tie WZNF-FM	0	0.0%	0.0%	600	tie WUSW-FM	0	0.0%	0.0%	200	15 WMXI-FM	0	0.0%	0.0%	200	tie WXRR-FM	0	0.0%	0.0%	100	tie WXRR-FM	0	0.0%	0.0%	200	tie WHER-FM	0	0.0%	0.0%	600	tie WXRR-FM	0	0.0%	0.0%	600	tie WHER-FM	100	0.3%	1.6%	500	tie WXRR-FM	0	0.0%	0.0%	400	tie WHER-FM	100	0.3%	1.6%	500	tie WMXI-FM	0	0.0%	0.0%	300	tie WZNF-FM	100	0.3%	1.6%	200	tie WMXI-FM	0	0.0%	0.0%	300	15 WMXI-FM	0	0.0%	0.0%	200	tie WZNF-FM	0	0.0%	0.0%	100	tie WZNF-FM	0	0.0%	0.0%	100	tie WZNF-FM	0	0.0%	0.0%	100	tie WZNF-FM	0	0.0%	0.0%	100



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 Stations Ranked by Average Persons

M-F 6A-10A+3P-7P					WOMEN 25-54					M-F 6A-7P					WOMEN 25-54					M-F 6A-12M					WOMEN 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	800	2.0%	12.1%	8,500	1 WNSL-FM	800	2.0%	11.9%	6,100	1 WNSL-FM	600	1.5%	11.1%	6,700															
2 WJKX-FM	700	1.8%	10.6%	6,200	tie WBBN-FM	800	2.0%	11.9%	9,500	tie WBBN-FM	600	1.5%	11.1%	9,500															
3 WZLD-FM	600	1.5%	9.1%	7,400	3 WJKX-FM	700	1.8%	10.4%	7,000	tie WJKX-FM	600	1.5%	11.1%	7,500															
tie WNSL-FM	600	1.5%	9.1%	5,700	4 WZLD-FM	600	1.5%	9.0%	7,500	4 WZLD-FM	500	1.3%	9.3%	7,800															
5 WJMG-FM	400	1.0%	6.1%	3,200	5 WJMG-FM	400	1.0%	6.0%	3,500	5 WJMG-FM	400	1.0%	7.4%	3,900															
6 WKZW-FM	300	0.8%	4.5%	6,100	6 WKZW-FM	300	0.8%	4.5%	7,100	6 WKZW-FM	200	0.5%	3.7%	7,200															
7 WHER-FM	200	0.5%	3.0%	2,500	tie WXHR-FM	300	0.8%	4.5%	3,700	tie WZKX-FM	200	0.5%	3.7%	2,600															
tie WXHR-FM	200	0.5%	3.0%	3,400	8 WHER-FM	200	0.5%	3.0%	2,800	tie WXHR-FM	200	0.5%	3.7%	3,800															
9 WORV	100	0.3%	1.5%	400	tie WZKX-FM	200	0.5%	3.0%	2,600	9 WORV	100	0.3%	1.9%	400															
tie WUSW-FM	100	0.3%	1.5%	2,400	10 WORV	100	0.3%	1.5%	400	tie WGDQ-FM	100	0.3%	1.9%	1,100															
tie WKXI-FM	100	0.3%	1.5%	1,000	tie WGDQ-FM	100	0.3%	1.5%	1,100	tie WUSW-FM	100	0.3%	1.9%	2,900															
tie WHLH-FM	100	0.3%	1.5%	600	tie WUSW-FM	100	0.3%	1.5%	2,900	tie WXHB-FM	100	0.3%	1.9%	1,400															
tie WXHB-FM	100	0.3%	1.5%	1,400	tie WXHB-FM	100	0.3%	1.5%	1,400	tie WHER-FM	100	0.3%	1.9%	2,900															
tie WZKX-FM	100	0.3%	1.5%	2,100	tie WMXI-FM	100	0.3%	1.5%	2,300	tie WMXI-FM	100	0.3%	1.9%	2,300															
tie WFMM-FM	100	0.3%	1.5%	1,200	tie WKXI-FM	100	0.3%	1.5%	1,100	tie WKXI-FM	100	0.3%	1.9%	1,300															
tie WMXI-FM	100	0.3%	1.5%	1,800	tie WFMM-FM	100	0.3%	1.5%	1,200	16 WFMM-FM	0	0.0%	0.0%	1,600															
17 WGDQ-FM	0	0.0%	0.0%	900	17 WHLH-FM	0	0.0%	0.0%	600	tie WHLH-FM	0	0.0%	0.0%	700															
tie WJMI-FM	0	0.0%	0.0%	300	tie WJMI-FM	0	0.0%	0.0%	300	tie WJMI-FM	0	0.0%	0.0%	300															
tie WZNF-FM	0	0.0%	0.0%	500	tie WZNF-FM	0	0.0%	0.0%	500	tie WZNF-FM	0	0.0%	0.0%	500															

SA-SU 6A-12M					WOMEN 25-54					M-SU 6A-12M					WOMEN 25-54					M-SA 6A-10A					WOMEN 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	500	1.3%	14.3%	5,500	1 WJKX-FM	600	1.5%	12.5%	7,900	1 WBBN-FM	900	2.3%	14.1%	6,800															
2 WJMG-FM	400	1.0%	11.4%	2,900	2 WBBN-FM	500	1.3%	10.4%	9,900	2 WJKX-FM	800	2.0%	12.5%	4,800															
3 WNSL-FM	300	0.8%	8.6%	3,500	tie WNSL-FM	500	1.3%	10.4%	7,400	3 WZLD-FM	700	1.8%	10.9%	5,400															
tie WBBN-FM	300	0.8%	8.6%	5,100	4 WJMG-FM	400	1.0%	8.3%	4,500	4 WJMG-FM	500	1.3%	7.8%	2,300															
tie WZLD-FM	300	0.8%	8.6%	4,100	tie WZLD-FM	400	1.0%	8.3%	7,900	tie WNSL-FM	500	1.3%	7.8%	4,600															
6 WXHR-FM	100	0.3%	2.9%	2,000	6 WKZW-FM	200	0.5%	4.2%	7,600	6 WKZW-FM	300	0.8%	4.7%	4,600															
tie WXHB-FM	100	0.3%	2.9%	1,200	tie WZKX-FM	200	0.5%	4.2%	2,900	7 WHER-FM	200	0.5%	3.1%	1,400															
tie WHER-FM	100	0.3%	2.9%	1,700	tie WXHR-FM	200	0.5%	4.2%	4,700	tie WXHR-FM	200	0.5%	3.1%	2,400															
tie WKZW-FM	100	0.3%	2.9%	3,400	9 WORV	100	0.3%	2.1%	600	9 WORV	100	0.3%	1.6%	200															
tie WZKX-FM	100	0.3%	2.9%	1,600	tie WGDQ-FM	100	0.3%	2.1%	1,100	tie WUSW-FM	100	0.3%	1.6%	1,400															
tie WKXI-FM	100	0.3%	2.9%	700	tie WUSW-FM	100	0.3%	2.1%	3,200	tie WKXI-FM	100	0.3%	1.6%	1,000															
12 WFMM-FM	0	0.0%	0.0%	100	tie WHER-FM	100	0.3%	2.1%	3,700	tie WHLH-FM	100	0.3%	1.6%	500															
tie WHLH-FM	0	0.0%	0.0%	400	tie WXHB-FM	100	0.3%	2.1%	1,500	tie WXHB-FM	100	0.3%	1.6%	1,300															
tie WJMI-FM	0	0.0%	0.0%	200	tie WKXI-FM	100	0.3%	2.1%	1,500	tie WZKX-FM	100	0.3%	1.6%	1,400															
tie WMXI-FM	0	0.0%	0.0%	300	tie WMXI-FM	100	0.3%	2.1%	2,300	15 WFMM-FM	0	0.0%	0.0%	500															
tie WORV	0	0.0%	0.0%	200	16 WFMM-FM	0	0.0%	0.0%	1,600	tie WGDQ-FM	0	0.0%	0.0%	300															
tie WGDQ-FM	0	0.0%	0.0%	400	tie WHLH-FM	0	0.0%	0.0%	800	tie WJMI-FM	0	0.0%	0.0%	300															
tie WUSW-FM	0	0.0%	0.0%	1,300	tie WJMI-FM	0	0.0%	0.0%	300	tie WMXI-FM	0	0.0%	0.0%	400															
tie WZNF-FM	0	0.0%	0.0%	500	tie WZNF-FM	0	0.0%	0.0%	700																				