



# TAPSCAN Multi-Daypart/Demo Rank Report

## LAUREL-HATTIESBURG

FA07/SP07 (AVG) Maximi\$er METRO Survey Area  
 Population/Sample: 40,800/253  
 Using Maximi\$er METRO  
 Top 10 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 |                 |         |         |              |           |     |      |       |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |           |     |      |      |       |           |     |      |      |     |           |     |      |      |     |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |            |     |      |      |       |            |     |      |      |       |            |     |      |      |       |
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| 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  | 1,400           | 3.4%    | 17.3%   | 5,800        | 1 WBBN-FM   | 1,100           | 2.7%    | 15.5%   | 6,200        | 1 WBBN-FM  | 900             | 2.2%    | 14.8%   | 7,800        | 1 WBBN-FM   | 900             | 2.2%    | 14.8%   | 7,800        | 2 WJKX-FM | 700             | 1.7%    | 11.5%   | 4,600        | 2 WJKX-FM   | 700             | 1.7%    | 11.5%   | 4,600        | 2 WJKX-FM | 700 | 1.7% | 11.5% | 4,600 | 3 WZLD-FM | 600 | 1.5% | 9.8% | 4,300 | 3 WZLD-FM | 600 | 1.5% | 9.8% | 4,300 | 3 WZLD-FM | 600 | 1.5% | 9.8% | 4,300 | 4 WNSL-FM | 800 | 2.0% | 9.9% | 5,000 | 4 WNSL-FM | 500 | 1.2% | 7.0% | 5,400 | 4 WKZW-FM | 500 | 1.2% | 8.2% | 3,600 | 4 WKZW-FM | 500 | 1.2% | 8.2% | 3,600 | 4 WKZW-FM | 500 | 1.2% | 8.2% | 3,600 | 5 WHER-FM | 400 | 1.0% | 4.9% | 2,500 | 5 WHER-FM | 400 | 1.0% | 5.6% | 2,100 | tie WNSL-FM | 500 | 1.2% | 8.2% | 4,900 | tie WNSL-FM | 300 | 0.7% | 4.9% | 2,200 | tie WNSL-FM | 300 | 0.7% | 4.9% | 2,200 | tie WZLD-FM | 400 | 1.0% | 4.9% | 3,700 | tie WKZW-FM | 400 | 1.0% | 5.6% | 3,300 | tie WKZW-FM | 300 | 0.7% | 4.9% | 2,200 | 6 WHER-FM | 300 | 0.7% | 4.9% | 2,200 | 7 WMXI-FM | 200 | 0.5% | 2.5% | 800 | 7 WMXI-FM | 300 | 0.7% | 4.2% | 900 | tie WJMG-FM | 300 | 0.7% | 4.9% | 2,900 | tie WJMG-FM | 300 | 0.7% | 4.9% | 2,900 | tie WJMG-FM | 300 | 0.7% | 4.9% | 2,900 | tie WZKX-FM | 200 | 0.5% | 2.5% | 2,500 | tie WXRR-FM | 300 | 0.7% | 4.2% | 2,100 | tie WXRR-FM | 300 | 0.7% | 4.9% | 2,800 | tie WXRR-FM | 300 | 0.7% | 4.2% | 2,100 | tie WJMG-FM | 200 | 0.5% | 2.5% | 1,700 | tie WJMG-FM | 200 | 0.5% | 2.5% | 1,700 | tie WJMG-FM | 200 | 0.5% | 2.5% | 1,700 | tie WXRR-FM | 200 | 0.5% | 2.5% | 2,000 | 10 WJMG-FM | 200 | 0.5% | 2.8% | 2,300 | 10 WJMG-FM | 200 | 0.5% | 2.8% | 2,300 | 10 WJMG-FM | 200 | 0.5% | 2.8% | 2,300 |

| M-F 7P-12M |                 |         |         |              | WOMEN 25-54 |                 |         |         |              | SA 6A-10A |                 |         |         |              | WOMEN 25-54 |                 |         |         |              | SA 10A-3P |                 |         |         |              | WOMEN 25-54 |                 |         |         |              |           |     |      |       |       |           |     |      |       |       |           |     |      |      |       |           |     |      |       |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |       |           |     |      |      |     |           |     |      |      |     |           |     |      |      |     |             |     |      |      |     |             |     |      |      |     |           |     |      |      |     |           |     |      |      |     |           |     |      |      |     |             |     |      |      |     |        |     |      |      |     |           |     |      |      |     |           |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |        |   |      |      |     |             |     |      |      |     |             |     |      |      |     |             |   |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |
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| 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 WBBN-FM  | 400             | 1.0%    | 20.0%   | 5,000        | 1 WJKX-FM   | 600             | 1.5%    | 15.0%   | 2,000        | 1 WBBN-FM | 700             | 1.7%    | 13.2%   | 2,500        | 1 WBBN-FM   | 700             | 1.7%    | 13.2%   | 2,500        | 2 WZLD-FM | 300             | 0.7%    | 15.0%   | 2,400        | tie WJMG-FM | 600             | 1.5%    | 15.0%   | 1,400        | 2 WZLD-FM | 600 | 1.5% | 11.3% | 2,400 | 2 WZLD-FM | 600 | 1.5% | 11.3% | 2,400 | 4 WJMG-FM | 100 | 0.2% | 5.0% | 1,100 | 3 WNSL-FM | 500 | 1.2% | 12.5% | 1,200 | 3 WNSL-FM | 500 | 1.2% | 9.4% | 1,800 | 3 WNSL-FM | 500 | 1.2% | 9.4% | 1,800 | tie WKZW-FM | 100 | 0.2% | 5.0% | 1,600 | 4 WBBN-FM | 300 | 0.7% | 7.5% | 1,100 | 4 WKZW-FM | 400 | 1.0% | 7.5% | 1,300 | 4 WKZW-FM | 400 | 1.0% | 7.5% | 1,300 | tie WNSL-FM | 100 | 0.2% | 5.0% | 2,400 | 5 WZLD-FM | 200 | 0.5% | 5.0% | 300 | 5 WZLD-FM | 200 | 0.5% | 5.0% | 300 | 5 WZLD-FM | 200 | 0.5% | 5.0% | 300 | tie WGDQ-FM | 100 | 0.2% | 5.0% | 300 | tie WXRR-FM | 200 | 0.5% | 5.0% | 600 | 6 WXRR-FM | 300 | 0.7% | 5.7% | 900 | 6 WXRR-FM | 300 | 0.7% | 5.7% | 900 | 6 WXRR-FM | 300 | 0.7% | 5.7% | 900 | tie WJMG-FM | 100 | 0.2% | 5.0% | 300 | 7 WORV | 100 | 0.2% | 2.5% | 200 | 7 WMXI-FM | 200 | 0.5% | 3.8% | 500 | 7 WMXI-FM | 200 | 0.5% | 3.8% | 500 | tie WJMG-FM | 100 | 0.2% | 2.5% | 400 | tie WUSW-FM | 100 | 0.2% | 2.5% | 400 | tie WJMG-FM | 200 | 0.5% | 3.8% | 600 | 9 WAML | 0 | 0.0% | 0.0% | 300 | tie WMXI-FM | 100 | 0.2% | 2.5% | 200 | tie WJMG-FM | 200 | 0.5% | 3.8% | 600 | tie WFMM-FM | 0 | 0.0% | 0.0% | 600 | tie WHER-FM | 100 | 0.2% | 2.5% | 300 | tie WHER-FM | 100 | 0.2% | 1.9% | 200 | tie WHER-FM | 100 | 0.2% | 1.9% | 200 |

| SA 3P-7P  |                 |         |         |              | WOMEN 25-54 |                 |         |         |              | SA 7P-12M |                 |         |         |              | WOMEN 25-54 |                 |         |         |              | SU 6A-10A |                 |         |         |              | WOMEN 25-54 |                 |         |         |              |           |     |      |       |     |           |     |      |       |     |             |     |      |       |     |           |     |      |       |     |           |     |      |       |       |           |     |      |       |       |           |     |      |      |     |           |     |      |      |     |           |     |      |      |     |           |     |      |      |     |           |     |      |      |     |             |     |      |      |     |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |           |     |      |      |     |           |     |      |      |     |           |     |      |      |     |           |     |      |      |     |          |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |         |   |      |      |     |         |   |      |      |     |         |   |      |      |     |
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| 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 WBBN-FM | 800             | 2.0%    | 22.2%   | 2,600        | 1 WBBN-FM   | 500             | 1.2%    | 20.0%   | 1,700        | 1 WJKX-FM | 700             | 1.7%    | 20.6%   | 2,500        | 1 WJKX-FM   | 700             | 1.7%    | 20.6%   | 2,500        | 2 WKZW-FM | 400             | 1.0%    | 11.1%   | 1,500        | 2 WXRR-FM   | 400             | 1.0%    | 16.0%   | 700          | 2 WHLH-FM | 500 | 1.2% | 14.7% | 800 | 2 WHLH-FM | 500 | 1.2% | 14.7% | 800 | tie WJKX-FM | 400 | 1.0% | 11.1% | 700 | 3 WZLD-FM | 300 | 0.7% | 12.0% | 800 | 3 WNSL-FM | 400 | 1.0% | 11.8% | 1,600 | 3 WNSL-FM | 400 | 1.0% | 11.8% | 1,600 | 4 WXRR-FM | 300 | 0.7% | 8.3% | 600 | 4 WJKX-FM | 200 | 0.5% | 8.0% | 700 | 4 WJMG-FM | 300 | 0.7% | 8.8% | 700 | 4 WJMG-FM | 300 | 0.7% | 8.8% | 700 | 5 WGDQ-FM | 200 | 0.5% | 5.6% | 400 | tie WJMG-FM | 200 | 0.5% | 8.0% | 900 | 5 WBBN-FM | 200 | 0.5% | 5.9% | 1,300 | 5 WBBN-FM | 200 | 0.5% | 5.9% | 1,300 | 5 WBBN-FM | 200 | 0.5% | 5.9% | 1,300 | tie WHER-FM | 200 | 0.5% | 5.6% | 800 | tie WGDQ-FM | 200 | 0.5% | 8.0% | 300 | tie WGDQ-FM | 200 | 0.5% | 5.9% | 200 | 7 WZLD-FM | 100 | 0.2% | 2.8% | 600 | 7 WHLH-FM | 100 | 0.2% | 4.0% | 300 | 7 WMXI-FM | 100 | 0.2% | 2.9% | 100 | 7 WMXI-FM | 100 | 0.2% | 2.9% | 100 | tie WAML | 100 | 0.2% | 2.8% | 200 | tie WKXI-FM | 100 | 0.2% | 4.0% | 200 | tie WMJY-FM | 100 | 0.2% | 2.9% | 500 | tie WMJY-FM | 100 | 0.2% | 2.9% | 500 | tie WUSW-FM | 100 | 0.2% | 2.8% | 200 | tie WNSL-FM | 100 | 0.2% | 4.0% | 700 | tie WHER-FM | 100 | 0.2% | 2.9% | 600 | tie WHER-FM | 100 | 0.2% | 2.9% | 600 | tie WMXI-FM | 100 | 0.2% | 2.8% | 300 | 10 WAML | 0 | 0.0% | 0.0% | 200 | 10 WAML | 0 | 0.0% | 0.0% | 200 | 10 WAML | 0 | 0.0% | 0.0% | 200 |

| SU 10A-3P |                 |         |         |              | WOMEN 25-54 |                 |         |         |              | SU 3P-7P  |                 |         |         |              | WOMEN 25-54 |                 |         |         |              | SU 7P-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 | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |           |     |      |       |     |           |     |      |       |     |           |     |      |      |     |             |     |      |      |       |           |     |      |      |     |           |     |      |      |     |             |     |      |      |     |           |     |      |      |     |             |     |      |      |     |             |     |      |      |     |           |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |          |     |      |      |     |             |     |      |      |     |             |     |      |      |     |             |     |      |      |     |           |   |      |      |     |           |   |      |      |     |             |     |      |      |       |           |     |      |      |     |             |   |      |      |     |             |   |      |      |     |             |     |      |      |       |             |     |      |      |     |             |   |      |      |     |             |   |      |      |     |           |     |      |      |     |             |     |      |      |     |             |   |      |      |     |             |     |      |      |     |             |     |      |      |     |             |   |      |      |     |
| 1 WJKX-FM | 1,000           | 2.5%    | 24.4%   | 3,800        | 1 WJKX-FM   | 700             | 1.7%    | 22.6%   | 1,400        | 1 WBBN-FM | 600             | 1.5%    | 37.5%   | 1,300        | 1 WBBN-FM   | 600             | 1.5%    | 37.5%   | 1,300        | 2 WBBN-FM | 500             | 1.2%    | 12.2%   | 2,500        | 2 WKZW-FM   | 300             | 0.7%    | 9.7%    | 1,900        | 2 WZLD-FM | 300 | 0.7% | 18.8% | 500 | 2 WZLD-FM | 300 | 0.7% | 18.8% | 500 | 3 WHLH-FM | 300 | 0.7% | 7.3% | 500 | tie WBBN-FM | 300 | 0.7% | 9.7% | 1,000 | 3 WJMG-FM | 100 | 0.2% | 6.3% | 200 | 3 WJMG-FM | 100 | 0.2% | 6.3% | 200 | tie WXRR-FM | 300 | 0.7% | 7.3% | 800 | 4 WGDQ-FM | 200 | 0.5% | 6.5% | 300 | tie WKXI-FM | 100 | 0.2% | 6.3% | 200 | tie WKXI-FM | 100 | 0.2% | 6.3% | 200 | 5 WJMG-FM | 200 | 0.5% | 4.9% | 800 | tie WJMG-FM | 200 | 0.5% | 6.5% | 400 | tie WJMG-FM | 100 | 0.2% | 6.3% | 300 | tie WZLD-FM | 200 | 0.5% | 4.9% | 700 | tie WAML | 200 | 0.5% | 6.5% | 500 | tie WGDQ-FM | 100 | 0.2% | 6.3% | 200 | tie WZLD-FM | 200 | 0.5% | 4.9% | 700 | tie WZLD-FM | 200 | 0.5% | 6.5% | 900 | 7 WHER-FM | 0 | 0.0% | 0.0% | 100 | 7 WHER-FM | 0 | 0.0% | 0.0% | 100 | tie WNSL-FM | 200 | 0.5% | 4.9% | 1,400 | 8 WXHB-FM | 100 | 0.2% | 3.2% | 400 | tie WKZW-FM | 0 | 0.0% | 0.0% | 300 | tie WKZW-FM | 0 | 0.0% | 0.0% | 300 | tie WKZW-FM | 200 | 0.5% | 4.9% | 1,700 | tie WMXI-FM | 100 | 0.2% | 2.4% | 100 | tie WNSL-FM | 0 | 0.0% | 0.0% | 200 | tie WNSL-FM | 0 | 0.0% | 0.0% | 200 | 9 WMXI-FM | 100 | 0.2% | 2.4% | 100 | tie WXRR-FM | 100 | 0.2% | 3.2% | 200 | tie WXRR-FM | 0 | 0.0% | 0.0% | 100 | tie WZKX-FM | 100 | 0.2% | 2.4% | 700 | tie WXRR-FM | 100 | 0.2% | 3.2% | 200 | tie WXRR-FM | 0 | 0.0% | 0.0% | 100 |



# TAPSCAN Multi-Daypart/Demo Rank Report

## LAUREL-HATTIESBURG

FA07/SP07 (AVG) MaximiSer METRO Survey Area  
 Population/Sample: 40,800/253  
 Using MaximiSer METRO  
 Top 10 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 | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |           |     |      |       |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |           |     |      |      |       |             |     |      |      |       |             |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |       |             |     |      |      |       |           |     |      |      |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |
| 1 WJKX-FM        | 1,100           | 2.7%    | 15.5%   | 6,500        | 1 WBBN-FM   | 1,100           | 2.7%    | 15.5%   | 9,300        | 1 WBBN-FM | 900             | 2.2%    | 15.8%   | 10,400       | 1 WJKX-FM   | 800             | 2.0%    | 14.0%   | 6,900        | tie WBBN-FM | 1,100           | 2.7%    | 15.5%   | 9,300        | 2 WJKX-FM   | 1,000           | 2.5%    | 14.1%   | 6,800        | 2 WJKX-FM | 800 | 2.0% | 14.0% | 6,900 | 3 WNSL-FM | 700 | 1.7% | 9.9% | 7,300 | 3 WZLD-FM | 600 | 1.5% | 8.5% | 6,300 | 3 WZLD-FM | 500 | 1.2% | 8.8% | 7,000 | tie WKZW-FM | 700 | 1.7% | 9.9% | 6,200 | tie WKZW-FM | 600 | 1.5% | 8.5% | 6,400 | tie WKZW-FM | 500 | 1.2% | 8.8% | 6,500 | 5 WZLD-FM | 500 | 1.2% | 7.0% | 5,300 | tie WNSL-FM | 600 | 1.5% | 8.5% | 8,900 | tie WNSL-FM | 500 | 1.2% | 8.8% | 9,200 | 6 WHER-FM | 300 | 0.7% | 4.2% | 2,700 | 6 WHER-FM | 300 | 0.7% | 4.2% | 3,300 | 6 WHER-FM | 300 | 0.7% | 5.3% | 3,300 | tie WJMG-FM | 300 | 0.7% | 4.2% | 3,600 | tie WXRR-FM | 300 | 0.7% | 4.2% | 3,300 | 7 WJMG-FM | 200 | 0.5% | 3.5% | 4,100 | 8 WZKX-FM | 200 | 0.5% | 2.8% | 3,200 | 8 WZKX-FM | 200 | 0.5% | 3.5% | 5,000 | tie WMXI-FM | 200 | 0.5% | 2.8% | 1,700 | tie WJMG-FM | 200 | 0.5% | 2.8% | 3,900 | tie WUSW-FM | 200 | 0.5% | 3.5% | 2,400 | tie WXRR-FM | 200 | 0.5% | 2.8% | 3,300 | tie WZKX-FM | 200 | 0.5% | 2.8% | 4,800 | tie WXRR-FM | 200 | 0.5% | 3.5% | 3,800 |

| 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 | STATION     | AVERAGE PERSONS | AVG RTG | AVG SHR | CUME PERSONS |           |     |      |      |       |           |     |      |      |       |           |     |      |       |       |           |     |      |      |       |             |     |      |      |       |           |     |      |      |       |             |     |      |      |       |             |     |      |      |       |           |     |      |      |       |             |     |      |      |       |           |     |      |      |       |             |     |      |      |       |           |     |      |      |       |             |     |      |      |       |           |     |      |      |       |           |     |      |      |       |             |     |      |      |       |           |     |      |      |       |             |     |      |      |     |           |     |      |      |       |             |     |      |      |     |           |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |             |     |      |      |       |
| 1 WJKX-FM    | 500             | 1.2%    | 14.3%   | 6,100        | 1 WBBN-FM   | 800             | 2.0%    | 15.7%   | 12,200       | 1 WJKX-FM   | 1,200           | 2.9%    | 16.2%   | 6,100        | tie WBBN-FM | 500             | 1.2%    | 14.3%   | 7,400        | 2 WJKX-FM   | 700             | 1.7%    | 13.7%   | 8,100        | tie WBBN-FM | 1,200           | 2.9%    | 16.2%   | 7,600        | 3 WZLD-FM | 300 | 0.7% | 8.6% | 4,600 | 3 WZLD-FM | 400 | 1.0% | 7.8% | 7,200 | 3 WKZW-FM | 800 | 2.0% | 10.8% | 5,600 | 4 WJMG-FM | 200 | 0.5% | 5.7% | 2,700 | tie WKZW-FM | 400 | 1.0% | 7.8% | 7,700 | 4 WNSL-FM | 700 | 1.7% | 9.5% | 5,500 | tie WKZW-FM | 200 | 0.5% | 5.7% | 3,900 | tie WNSL-FM | 400 | 1.0% | 7.8% | 9,800 | 5 WZLD-FM | 400 | 1.0% | 5.4% | 3,700 | tie WNSL-FM | 200 | 0.5% | 5.7% | 3,900 | 6 WHER-FM | 300 | 0.7% | 4.1% | 2,900 | tie WXRR-FM | 200 | 0.5% | 5.7% | 2,500 | 8 WHLH-FM | 100 | 0.2% | 2.9% | 1,200 | tie WHER-FM | 200 | 0.5% | 3.9% | 4,700 | 6 WJMG-FM | 300 | 0.7% | 4.1% | 2,900 | 8 WHLH-FM | 100 | 0.2% | 2.9% | 1,200 | tie WJMG-FM | 200 | 0.5% | 3.9% | 4,700 | 8 WZKX-FM | 200 | 0.5% | 2.7% | 2,600 | tie WMXI-FM | 100 | 0.2% | 2.9% | 600 | 9 WMXI-FM | 100 | 0.2% | 2.0% | 2,200 | tie WMXI-FM | 100 | 0.2% | 2.9% | 600 | 9 WMXI-FM | 100 | 0.2% | 2.0% | 2,200 | tie WMXI-FM | 200 | 0.5% | 2.7% | 1,000 | tie WHER-FM | 100 | 0.2% | 2.9% | 1,300 | tie WHLH-FM | 100 | 0.2% | 2.0% | 1,400 | tie WXRR-FM | 200 | 0.5% | 2.7% | 2,000 |