

Ranker

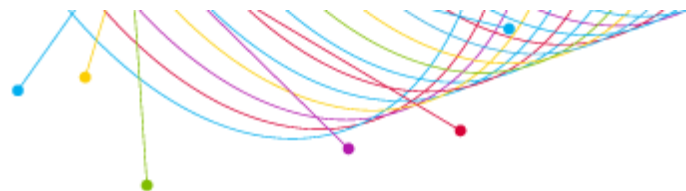
LAUREL-HATTIESBURG, MS (Metro Survey Area)

FA14 / SP14

Station Rankings Based on: Home to Metro

Women 25-54										
M-Su 6a-12m										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1 WNSL-FM	12.8	1.5	600	11,000	27.2	6:15	30.5	32.6	19.8	^
2t WBBN-FM	10.6	1.2	500	7,400	18.3	8:15	24.3	23.5	15.2	^
2t WJKX-FM	10.6	1.2	500	8,400	20.8	7:15	27.3	31.3	17.3	^
2t WZLD-FM	10.6	1.2	500	8,500	21.0	8:15	26.5	26.1	15.5	^
5 WFFX-FM	6.4	0.7	300	5,300	13.1	7:45	25.6	26.8	16.4	^
6t WXRR-FM	4.3	0.5	200	4,200	10.4	5:00	12.0	17.5	25.3	^
6t WKZW-FM	4.3	0.5	200	4,000	9.9	5:30	25.9	21.2	23.4	^
8t WGDQ-FM	2.1	0.2	100	2,500	6.2	7:15	55.4	38.3	17.4	^
8t WJMG-FM	2.1	0.2	100	2,800	6.9	4:45	12.6	26.1	26.1	^
8t WMXI-FM	2.1	0.2	100	1,800	4.5	4:00	7.7	14.0	31.2	^
11t WFMM-FM	0.0	0.0	0	1,200	3.0	3:45	12.0	18.6	33.1	^
11t WLAU-FM	0.0	0.0	0	600	1.5	3:15	10.8	13.8	39.7	^
11t WORV-AM	0.0	0.0	0	100	0.2	4:45	3.8	7.4	26.5	^

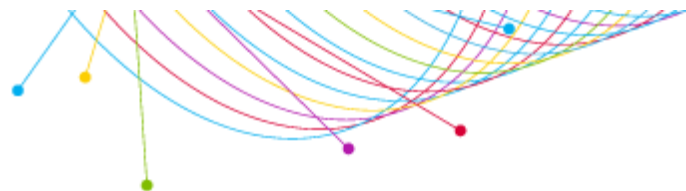
Women 25-54										
M-F 6a-10a										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1t WBBN-FM	12.5	2.0	800	5,100	12.6	3:15	26.5	25.6	6.2	^
1t WZLD-FM	12.5	2.0	800	5,300	13.1	3:00	33.4	33.0	6.8	^
3 WJKX-FM	10.9	1.7	700	5,400	13.4	2:45	27.1	32.7	7.4	^
4 WNSL-FM	7.8	1.2	500	5,700	14.1	1:45	24.7	31.2	11.4	^
5 WFFX-FM	6.3	1.0	400	2,400	5.9	3:30	22.4	21.3	5.8	^
6 WKZW-FM	4.7	0.7	300	2,800	6.9	2:00	19.7	25.3	10.6	^
7t WXRR-FM	3.1	0.5	200	800	2.0	4:00	9.2	8.4	5.1	^
7t WGDQ-FM	3.1	0.5	200	1,600	4.0	2:00	53.9	50.0	9.6	^
9t WJMG-FM	1.6	0.2	100	800	2.0	3:00	9.7	15.5	6.4	^
9t WMXI-FM	1.6	0.2	100	700	1.7	2:45	12.3	10.2	7.0	^
11t WFMM-FM	0.0	0.0	0	300	0.7	1:45	10.0	14.8	11.7	^
11t WLAU-FM	0.0	0.0	0	300	0.7	3:00	13.7	11.0	6.7	^



Women 25-54										
M-F 6a-10a										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
11t WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^

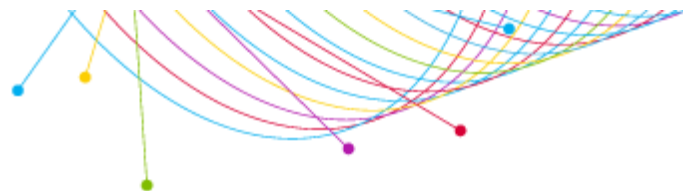
Women 25-54										
M-F 10a-3p										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1 WNSL-FM	15.0	2.2	900	6,800	16.8	3:00	33.8	31.5	8.0	^
2t WBBN-FM	11.7	1.7	700	4,600	11.4	4:00	27.0	24.6	6.3	^
2t WZLD-FM	11.7	1.7	700	4,800	11.9	3:30	28.0	28.1	7.2	^
4 WFFX-FM	8.3	1.2	500	2,400	5.9	5:15	27.1	23.0	4.7	^
5 WJKX-FM	6.7	1.0	400	4,200	10.4	2:30	23.7	32.3	10.0	^
6 WKZW-FM	5.0	0.7	300	2,700	6.7	2:30	34.5	25.0	9.8	^
7 WGDQ-FM	3.3	0.5	200	1,100	2.7	5:15	71.3	46.5	4.9	^
8t WXHR-FM	1.7	0.2	100	2,000	5.0	1:15	5.0	15.5	20.6	^
8t WJMG-FM	1.7	0.2	100	1,300	3.2	3:00	14.5	19.9	8.6	^
8t WMXI-FM	1.7	0.2	100	800	2.0	4:00	6.5	9.7	6.3	^
11t WFMM-FM	0.0	0.0	0	200	0.5	3:30	4.5	7.5	7.1	^
11t WLAU-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
11t WORV-AM	0.0	0.0	0	100	0.2	1:15	4.8	11.8	20.0	^

Women 25-54										
M-F 3p-7p										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1 WNSL-FM	12.9	2.0	800	7,000	17.3	2:15	31.6	30.9	8.8	^
2 WZLD-FM	11.3	1.7	700	6,300	15.6	2:15	21.9	28.1	8.7	^
3 WBBN-FM	9.7	1.5	600	5,200	12.9	2:15	23.0	27.8	8.5	^
4 WJKX-FM	8.1	1.2	500	4,000	9.9	2:30	25.1	33.0	8.2	^
5 WFFX-FM	6.5	1.0	400	3,900	9.7	2:15	30.9	30.6	8.7	^
6t WXHR-FM	4.8	0.7	300	1,800	4.5	3:00	15.8	13.5	6.9	^
6t WKZW-FM	4.8	0.7	300	2,600	6.4	2:00	36.5	26.9	10.0	^
6t WGDQ-FM	4.8	0.7	300	2,000	5.0	2:30	66.7	58.5	7.8	^
9 WJMG-FM	3.2	0.5	200	1,400	3.5	2:15	13.6	20.5	8.4	^
10t WFMM-FM	1.6	0.2	100	800	2.0	1:30	12.0	21.3	14.5	^
10t WMXI-FM	1.6	0.2	100	800	2.0	1:30	8.3	11.7	12.5	^
12t WLAU-FM	0.0	0.0	0	200	0.5	2:00	27.0	19.9	9.8	^
12t WORV-AM	0.0	0.0	0	100	0.2	2:00	21.7	19.5	10.0	^



Women 25-54											
M-F 7p-12m											
	Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1	WJKX-FM	20.0	1.0	400	2,800	6.9	3:30	32.5	36.8	7.3	^
2t	WNSL-FM	15.0	0.7	300	3,100	7.7	2:00	23.5	28.7	12.3	^
2t	WZLD-FM	15.0	0.7	300	3,000	7.4	2:45	21.7	23.6	9.5	^
4t	WBBN-FM	5.0	0.2	100	1,700	4.2	1:15	17.7	24.4	18.6	^
4t	WXRR-FM	5.0	0.2	100	900	2.2	1:45	13.6	17.8	14.6	^
4t	WFFX-FM	5.0	0.2	100	1,800	4.5	1:15	20.3	30.6	21.2	^
4t	WFMM-FM	5.0	0.2	100	300	0.7	5:30	38.0	18.1	4.5	^
8t	WKZW-FM	0.0	0.0	0	500	1.2	1:15	13.9	12.6	19.7	^
8t	WGDQ-FM	0.0	0.0	0	500	1.2	:45	43.5	60.1	33.3	^
8t	WJMG-FM	0.0	0.0	0	500	1.2	2:00	10.2	13.9	12.2	^
8t	WLAU-FM	0.0	0.0	0	100	0.2	5:00	13.4	4.7	5.0	^
8t	WMXI-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
8t	WORV-AM	0.0	0.0	0	100	0.2	1:30	24.5	34.5	16.7	^

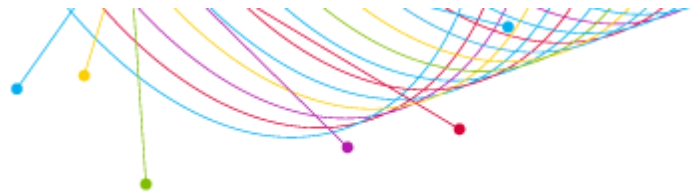
Women 25-54											
M-F 6a-7p											
	Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1t	WBBN-FM	11.3	1.7	700	7,100	17.6	6:30	25.7	25.1	9.8	^
1t	WNSL-FM	11.3	1.7	700	9,900	24.5	4:45	30.7	32.3	13.7	^
1t	WZLD-FM	11.3	1.7	700	8,100	20.0	5:45	27.1	27.7	11.3	^
4t	WFFX-FM	8.1	1.2	500	4,500	11.1	6:30	26.5	25.6	9.9	^
4t	WJKX-FM	8.1	1.2	500	7,000	17.3	5:00	25.4	31.7	13.2	^
6	WKZW-FM	4.8	0.7	300	3,700	9.2	4:45	28.5	23.0	14.0	^
7t	WXRR-FM	3.2	0.5	200	3,000	7.4	3:45	9.3	15.4	17.4	^
7t	WGDQ-FM	3.2	0.5	200	2,500	6.2	5:45	64.8	47.6	11.5	^
9t	WJMG-FM	1.6	0.2	100	2,000	5.0	4:45	12.5	22.2	13.8	^
9t	WMXI-FM	1.6	0.2	100	1,600	4.0	4:00	8.0	14.2	16.1	^
11t	WFMM-FM	0.0	0.0	0	800	2.0	3:00	7.8	15.3	21.7	^
11t	WLAU-FM	0.0	0.0	0	600	1.5	2:30	11.4	15.8	25.1	^
11t	WORV-AM	0.0	0.0	0	100	0.2	3:15	3.9	7.9	20.0	^



Women 25-54										
Sa-Su 6a-12m										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1t WJKX-FM	13.2	1.2	500	5,200	12.9	3:15	29.0	31.0	11.2	^
1t WNSL-FM	13.2	1.2	500	6,300	15.6	2:45	33.9	33.7	13.6	^
3 WZLD-FM	10.5	1.0	400	5,200	12.9	2:45	27.9	27.5	13.4	^
4t WBBN-FM	7.9	0.7	300	4,400	10.9	2:45	21.4	23.5	12.8	^
4t WFFX-FM	7.9	0.7	300	2,600	6.4	3:30	24.2	24.8	10.3	^
6 WXRR-FM	5.3	0.5	200	2,400	5.9	3:30	18.6	19.8	10.3	^
7t WKZW-FM	2.6	0.2	100	2,400	5.9	1:30	20.6	23.5	23.3	^
7t WGDQ-FM	2.6	0.2	100	1,800	4.5	2:00	36.0	37.5	18.4	^
7t WJMG-FM	2.6	0.2	100	1,300	3.2	2:30	13.6	23.6	14.4	^
10t WFMM-FM	0.0	0.0	0	800	2.0	1:15	15.1	29.9	26.8	^
10t WLAU-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
10t WMXI-FM	0.0	0.0	0	600	1.5	1:00	8.0	15.6	33.6	^
10t WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^



AN UNCOMMON SENSE OF THE CONSUMER™



Ranker Detailed Sourcing Summary

Market: LAUREL-HATTIESBURG, MS
Survey: Average of Nielsen Radio Fall 2014, Nielsen Radio Spring 2014
Geography: Metro
Daypart: Monday-Sunday 6a-midnight; Monday-Friday 6a-10a; Monday-Friday 10a-3p; Monday-Friday 3p-7p; Monday-Friday 7p-midnight; Monday-Friday 6a-7p; Saturday-Sunday 6a-midnight
Demo/Intab/Population:

Age/Gender	Population	Intab
Women 25-54	40,400	253

Stations: Home to Metro

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

^ - Qualitative estimates are available only when qualitative adjustments are applied. Qual Index is available only with Scarborough or Retail Direct data.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 1 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

Ascription Website: <http://ascription.nielsen.com>

Rating Reliability Estimator <https://rre.nielsen.com>

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