



# Ranker

LAUREL-HATTIESBURG, MS (Metro Survey Area)  
SP14 / FA13

Station Rankings Based on: In the Book

Adults 25-54					
M-Su 6a-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	12.0	1.5	1,200	16,300
2	<b>WBBN-FM</b>	<b>10.0</b>	<b>1.3</b>	<b>1,000</b>	<b>16,300</b>
3	WNSL-FM	8.0	1.0	800	17,400
4	WJKX-FM	7.0	0.9	700	13,400
5	<b>WXRR-FM</b>	<b>6.0</b>	<b>0.8</b>	<b>600</b>	<b>13,500</b>
6	WZKX-FM	5.0	0.6	500	10,700
7t	<b>WKZW-FM</b>	<b>4.0</b>	<b>0.5</b>	<b>400</b>	<b>12,000</b>
7t	WFFX-FM	4.0	0.5	400	10,900
7t	WJMG-FM	4.0	0.5	400	5,400
10	WMXI-FM	3.0	0.4	300	5,600
11t	WFMM-FM	2.0	0.3	200	4,800
11t	WGDQ-FM	2.0	0.3	200	3,000
13t	<b>WXHB-FM</b>	<b>1.0</b>	<b>0.1</b>	<b>100</b>	<b>1,200</b>
13t	WFOR-AM	1.0	0.1	100	1,900
13t	WHLH-FM	1.0	0.1	100	3,500
13t	WORV-AM	1.0	0.1	100	600
13t	WZNF-FM	1.0	0.1	100	3,700
18t	WLAU-FM	0.0	0.0	0	1,600
18t	WMJY-FM	0.0	0.0	0	1,000

Adults 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	<b>WBBN-FM</b>	<b>11.0</b>	<b>2.0</b>	<b>1,600</b>	<b>10,500</b>
1t	WZLD-FM	11.0	2.0	1,600	9,900
3	<b>WKZW-FM</b>	<b>7.5</b>	<b>1.4</b>	<b>1,100</b>	<b>7,600</b>
4t	WJKX-FM	6.8	1.3	1,000	8,500
4t	WNSL-FM	6.8	1.3	1,000	10,300
6	<b>WXRR-FM</b>	<b>6.2</b>	<b>1.1</b>	<b>900</b>	<b>6,000</b>
7	WFFX-FM	5.5	1.0	800	6,300
8	WZKX-FM	4.8	0.9	700	5,500
9	WJMG-FM	3.4	0.6	500	2,700



Adults 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
10t	WFMM-FM	2.1	0.4	300	2,300
10t	WMXI-FM	2.1	0.4	300	2,300
12t	WFOR-AM	1.4	0.3	200	1,500
12t	WGDQ-FM	1.4	0.3	200	1,900
12t	WHLH-FM	1.4	0.3	200	1,700
<b>15t</b>	<b>WXHB-FM</b>	<b>0.7</b>	<b>0.1</b>	<b>100</b>	<b>700</b>
15t	WLAU-FM	0.7	0.1	100	1,200
15t	WORV-AM	0.7	0.1	100	500
15t	WZNF-FM	0.7	0.1	100	1,500
19	WMJY-FM	0.0	0.0	0	300

Adults 25-54					
M-F 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
<b>1</b>	<b>WBBN-FM</b>	<b>12.4</b>	<b>2.0</b>	<b>1,600</b>	<b>10,300</b>
2	WZLD-FM	11.6	1.9	1,500	8,700
3	WNSL-FM	8.5	1.4	1,100	10,500
4t	WJKX-FM	5.4	0.9	700	5,100
4t	WMXI-FM	5.4	0.9	700	3,700
<b>6t</b>	<b>WXRR-FM</b>	<b>4.7</b>	<b>0.8</b>	<b>600</b>	<b>6,000</b>
6t	WZKX-FM	4.7	0.8	600	4,700
<b>8t</b>	<b>WKZW-FM</b>	<b>3.9</b>	<b>0.6</b>	<b>500</b>	<b>6,600</b>
8t	WFFX-FM	3.9	0.6	500	4,000
8t	WJMG-FM	3.9	0.6	500	3,400
11	WFMM-FM	3.1	0.5	400	2,200
12t	WGDQ-FM	1.6	0.3	200	1,700
12t	WHLH-FM	1.6	0.3	200	2,000
<b>14t</b>	<b>WXHB-FM</b>	<b>0.8</b>	<b>0.1</b>	<b>100</b>	<b>800</b>
14t	WFOR-AM	0.8	0.1	100	1,200
14t	WZNF-FM	0.8	0.1	100	1,900
17t	WLAU-FM	0.0	0.0	0	500
17t	WMJY-FM	0.0	0.0	0	100
17t	WORV-AM	0.0	0.0	0	300

Adults 25-54					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	13.2	2.3	1,800	10,900
2	WNSL-FM	10.3	1.8	1,400	13,300



Adults 25-54					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
<b>3</b>	<b>WBBN-FM</b>	<b>9.6</b>	<b>1.6</b>	<b>1,300</b>	<b>10,200</b>
<b>4</b>	<b>WXRR-FM</b>	<b>7.4</b>	<b>1.3</b>	<b>1,000</b>	<b>6,800</b>
5t	WJKX-FM	5.9	1.0	800	6,100
5t	WZKX-FM	5.9	1.0	800	7,400
7	WJMG-FM	4.4	0.8	600	3,100
8	WFFX-FM	3.7	0.6	500	5,700
9	WMXI-FM	2.9	0.5	400	3,500
<b>10t</b>	<b>WKZW-FM</b>	<b>2.2</b>	<b>0.4</b>	<b>300</b>	<b>5,000</b>
10t	WFMM-FM	2.2	0.4	300	2,300
10t	WGDQ-FM	2.2	0.4	300	2,400
<b>13t</b>	<b>WXHB-FM</b>	<b>0.7</b>	<b>0.1</b>	<b>100</b>	<b>700</b>
13t	WFOR-AM	0.7	0.1	100	1,500
13t	WHLH-FM	0.7	0.1	100	1,500
13t	WZNF-FM	0.7	0.1	100	2,000
17t	WLAU-FM	0.0	0.0	0	500
17t	WMJY-FM	0.0	0.0	0	600
17t	WORV-AM	0.0	0.0	0	400

Adults 25-54					
M-F 7p-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	15.6	0.9	700	7,300
2	WJKX-FM	13.3	0.8	600	4,100
3	WJMG-FM	8.9	0.5	400	2,000
4	WNSL-FM	6.7	0.4	300	3,700
<b>5t</b>	<b>WBBN-FM</b>	<b>4.4</b>	<b>0.3</b>	<b>200</b>	<b>5,300</b>
<b>5t</b>	<b>WXRR-FM</b>	<b>4.4</b>	<b>0.3</b>	<b>200</b>	<b>3,800</b>
<b>7t</b>	<b>WKZW-FM</b>	<b>2.2</b>	<b>0.1</b>	<b>100</b>	<b>2,200</b>
7t	WFFX-FM	2.2	0.1	100	2,800
7t	WFMM-FM	2.2	0.1	100	900
7t	WGDQ-FM	2.2	0.1	100	1,000
7t	WZKX-FM	2.2	0.1	100	2,000
<b>12t</b>	<b>WXHB-FM</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>300</b>
12t	WFOR-AM	0.0	0.0	0	800
12t	WHLH-FM	0.0	0.0	0	700
12t	WLAU-FM	0.0	0.0	0	500
12t	WMJY-FM	0.0	0.0	0	100
12t	WMXI-FM	0.0	0.0	0	400
12t	WORV-AM	0.0	0.0	0	400



Adults 25-54						
M-F 7p-12m						
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons	
12t	WZNF-FM	0.0	0.0	0	1,100	

Adults 25-54						
Sa-Su 6a-12m						
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons	
1	WZLD-FM	12.3	1.1	900	9,900	
2t	<b>WBBN-FM</b>	<b>9.6</b>	<b>0.9</b>	<b>700</b>	<b>8,600</b>	
2t	WJKX-FM	9.6	0.9	700	9,000	
4	<b>WXRR-FM</b>	<b>8.2</b>	<b>0.8</b>	<b>600</b>	<b>7,900</b>	
5	WNSL-FM	6.8	0.6	500	8,900	
6t	<b>WKZW-FM</b>	<b>4.1</b>	<b>0.4</b>	<b>300</b>	<b>5,700</b>	
6t	WFFX-FM	4.1	0.4	300	5,400	
6t	WJMG-FM	4.1	0.4	300	2,600	
6t	WZKX-FM	4.1	0.4	300	4,600	
10t	<b>WXHB-FM</b>	<b>1.4</b>	<b>0.1</b>	<b>100</b>	<b>700</b>	
10t	WFOR-AM	1.4	0.1	100	900	
10t	WGDQ-FM	1.4	0.1	100	1,700	
10t	WHLH-FM	1.4	0.1	100	2,000	
10t	WORV-AM	1.4	0.1	100	500	
15t	WFMM-FM	0.0	0.0	0	900	
15t	WLAU-FM	0.0	0.0	0	900	
15t	WMJY-FM	0.0	0.0	0	700	
15t	WMXI-FM	0.0	0.0	0	1,500	
15t	WZNF-FM	0.0	0.0	0	1,600	



## Ranker Detailed Sourcing Summary

**Market:** LAUREL-HATTIESBURG, MS  
**Survey:** Average of Nielsen Radio Spring 2014, Nielsen Radio Fall 2013  
**Geography:** Metro  
**Daypart:** Monday-Sunday 6a-midnight; Monday-Friday 6a-10a; Monday-Friday 10a-3p; Monday-Friday 3p-7p; Monday-Friday 7p-midnight; Saturday-Sunday 6a-midnight

**Demo/Intab/Population:**

Age/Gender	Population	Intab
Adults 25-54	79,000	445

**Stations:** In the Book

**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.

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:

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# Ranker

LAUREL-HATTIESBURG, MS (Metro Survey Area)  
SP14 / FA13

Station Rankings Based on: In the Book

Adults 25-54					
M-Su 6a-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	12.0	1.5	1,200	16,300
2	<b>WBBN-FM</b>	<b>10.0</b>	<b>1.3</b>	<b>1,000</b>	<b>16,300</b>
3	WNSL-FM	8.0	1.0	800	17,400
4	WJKX-FM	7.0	0.9	700	13,400
5	<b>WXRR-FM</b>	<b>6.0</b>	<b>0.8</b>	<b>600</b>	<b>13,500</b>
6	WZKX-FM	5.0	0.6	500	10,700
7t	<b>WKZW-FM</b>	<b>4.0</b>	<b>0.5</b>	<b>400</b>	<b>12,000</b>
7t	WFFX-FM	4.0	0.5	400	10,900
7t	WJMG-FM	4.0	0.5	400	5,400
10	WMXI-FM	3.0	0.4	300	5,600
11t	WFMM-FM	2.0	0.3	200	4,800
11t	WGDQ-FM	2.0	0.3	200	3,000
13t	<b>WXHB-FM</b>	<b>1.0</b>	<b>0.1</b>	<b>100</b>	<b>1,200</b>
13t	WFOR-AM	1.0	0.1	100	1,900
13t	WHLH-FM	1.0	0.1	100	3,500
13t	WORV-AM	1.0	0.1	100	600
13t	WZNF-FM	1.0	0.1	100	3,700
18t	WLAU-FM	0.0	0.0	0	1,600
18t	WMJY-FM	0.0	0.0	0	1,000

Adults 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	<b>WBBN-FM</b>	<b>11.0</b>	<b>2.0</b>	<b>1,600</b>	<b>10,500</b>
1t	WZLD-FM	11.0	2.0	1,600	9,900
3	<b>WKZW-FM</b>	<b>7.5</b>	<b>1.4</b>	<b>1,100</b>	<b>7,600</b>
4t	WJKX-FM	6.8	1.3	1,000	8,500
4t	WNSL-FM	6.8	1.3	1,000	10,300
6	<b>WXRR-FM</b>	<b>6.2</b>	<b>1.1</b>	<b>900</b>	<b>6,000</b>
7	WFFX-FM	5.5	1.0	800	6,300
8	WZKX-FM	4.8	0.9	700	5,500
9	WJMG-FM	3.4	0.6	500	2,700



Adults 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
10t	WFMM-FM	2.1	0.4	300	2,300
10t	WMXI-FM	2.1	0.4	300	2,300
12t	WFOR-AM	1.4	0.3	200	1,500
12t	WGDQ-FM	1.4	0.3	200	1,900
12t	WHLH-FM	1.4	0.3	200	1,700
<b>15t</b>	<b>WXHB-FM</b>	<b>0.7</b>	<b>0.1</b>	<b>100</b>	<b>700</b>
15t	WLAU-FM	0.7	0.1	100	1,200
15t	WORV-AM	0.7	0.1	100	500
15t	WZNF-FM	0.7	0.1	100	1,500
19	WMJY-FM	0.0	0.0	0	300

Adults 25-54					
M-F 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
<b>1</b>	<b>WBBN-FM</b>	<b>12.4</b>	<b>2.0</b>	<b>1,600</b>	<b>10,300</b>
2	WZLD-FM	11.6	1.9	1,500	8,700
3	WNSL-FM	8.5	1.4	1,100	10,500
4t	WJKX-FM	5.4	0.9	700	5,100
4t	WMXI-FM	5.4	0.9	700	3,700
<b>6t</b>	<b>WXRR-FM</b>	<b>4.7</b>	<b>0.8</b>	<b>600</b>	<b>6,000</b>
6t	WZKX-FM	4.7	0.8	600	4,700
<b>8t</b>	<b>WKZW-FM</b>	<b>3.9</b>	<b>0.6</b>	<b>500</b>	<b>6,600</b>
8t	WFFX-FM	3.9	0.6	500	4,000
8t	WJMG-FM	3.9	0.6	500	3,400
11	WFMM-FM	3.1	0.5	400	2,200
12t	WGDQ-FM	1.6	0.3	200	1,700
12t	WHLH-FM	1.6	0.3	200	2,000
<b>14t</b>	<b>WXHB-FM</b>	<b>0.8</b>	<b>0.1</b>	<b>100</b>	<b>800</b>
14t	WFOR-AM	0.8	0.1	100	1,200
14t	WZNF-FM	0.8	0.1	100	1,900
17t	WLAU-FM	0.0	0.0	0	500
17t	WMJY-FM	0.0	0.0	0	100
17t	WORV-AM	0.0	0.0	0	300

Adults 25-54					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	13.2	2.3	1,800	10,900
2	WNSL-FM	10.3	1.8	1,400	13,300



Adults 25-54					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
<b>3</b>	<b>WBBN-FM</b>	<b>9.6</b>	<b>1.6</b>	<b>1,300</b>	<b>10,200</b>
<b>4</b>	<b>WXRR-FM</b>	<b>7.4</b>	<b>1.3</b>	<b>1,000</b>	<b>6,800</b>
5t	WJKX-FM	5.9	1.0	800	6,100
5t	WZKX-FM	5.9	1.0	800	7,400
7	WJMG-FM	4.4	0.8	600	3,100
8	WFFX-FM	3.7	0.6	500	5,700
9	WMXI-FM	2.9	0.5	400	3,500
<b>10t</b>	<b>WKZW-FM</b>	<b>2.2</b>	<b>0.4</b>	<b>300</b>	<b>5,000</b>
10t	WFMM-FM	2.2	0.4	300	2,300
10t	WGDQ-FM	2.2	0.4	300	2,400
<b>13t</b>	<b>WXHB-FM</b>	<b>0.7</b>	<b>0.1</b>	<b>100</b>	<b>700</b>
13t	WFOR-AM	0.7	0.1	100	1,500
13t	WHLH-FM	0.7	0.1	100	1,500
13t	WZNF-FM	0.7	0.1	100	2,000
17t	WLAU-FM	0.0	0.0	0	500
17t	WMJY-FM	0.0	0.0	0	600
17t	WORV-AM	0.0	0.0	0	400

Adults 25-54					
M-F 7p-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	15.6	0.9	700	7,300
2	WJKX-FM	13.3	0.8	600	4,100
3	WJMG-FM	8.9	0.5	400	2,000
4	WNSL-FM	6.7	0.4	300	3,700
<b>5t</b>	<b>WBBN-FM</b>	<b>4.4</b>	<b>0.3</b>	<b>200</b>	<b>5,300</b>
<b>5t</b>	<b>WXRR-FM</b>	<b>4.4</b>	<b>0.3</b>	<b>200</b>	<b>3,800</b>
<b>7t</b>	<b>WKZW-FM</b>	<b>2.2</b>	<b>0.1</b>	<b>100</b>	<b>2,200</b>
7t	WFFX-FM	2.2	0.1	100	2,800
7t	WFMM-FM	2.2	0.1	100	900
7t	WGDQ-FM	2.2	0.1	100	1,000
7t	WZKX-FM	2.2	0.1	100	2,000
<b>12t</b>	<b>WXHB-FM</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>300</b>
12t	WFOR-AM	0.0	0.0	0	800
12t	WHLH-FM	0.0	0.0	0	700
12t	WLAU-FM	0.0	0.0	0	500
12t	WMJY-FM	0.0	0.0	0	100
12t	WMXI-FM	0.0	0.0	0	400
12t	WORV-AM	0.0	0.0	0	400





Adults 25-54						
M-F 7p-12m						
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons	
12t	WZNF-FM	0.0	0.0	0	1,100	

Adults 25-54						
Sa-Su 6a-12m						
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons	
1	WZLD-FM	12.3	1.1	900	9,900	
2t	<b>WBBN-FM</b>	<b>9.6</b>	<b>0.9</b>	<b>700</b>	<b>8,600</b>	
2t	WJKX-FM	9.6	0.9	700	9,000	
4	<b>WXRR-FM</b>	<b>8.2</b>	<b>0.8</b>	<b>600</b>	<b>7,900</b>	
5	WNSL-FM	6.8	0.6	500	8,900	
6t	<b>WKZW-FM</b>	<b>4.1</b>	<b>0.4</b>	<b>300</b>	<b>5,700</b>	
6t	WFFX-FM	4.1	0.4	300	5,400	
6t	WJMG-FM	4.1	0.4	300	2,600	
6t	WZKX-FM	4.1	0.4	300	4,600	
10t	<b>WXHB-FM</b>	<b>1.4</b>	<b>0.1</b>	<b>100</b>	<b>700</b>	
10t	WFOR-AM	1.4	0.1	100	900	
10t	WGDQ-FM	1.4	0.1	100	1,700	
10t	WHLH-FM	1.4	0.1	100	2,000	
10t	WORV-AM	1.4	0.1	100	500	
15t	WFMM-FM	0.0	0.0	0	900	
15t	WLAU-FM	0.0	0.0	0	900	
15t	WMJY-FM	0.0	0.0	0	700	
15t	WMXI-FM	0.0	0.0	0	1,500	
15t	WZNF-FM	0.0	0.0	0	1,600	



## Ranker Detailed Sourcing Summary

**Market:** LAUREL-HATTIESBURG, MS  
**Survey:** Average of Nielsen Radio Spring 2014, Nielsen Radio Fall 2013  
**Geography:** Metro  
**Daypart:** Monday-Sunday 6a-midnight; Monday-Friday 6a-10a; Monday-Friday 10a-3p; Monday-Friday 3p-7p; Monday-Friday 7p-midnight; Saturday-Sunday 6a-midnight  
**Demo/Intab/Population:**

Age/Gender	Population	Intab
Adults 25-54	79,000	445

**Stations:** In the Book

### 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.

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](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

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

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

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you

<https://ebook.nielsen.com/secure/RR8/2013FAL/0522/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2014SPR/0522/pdfs/SpecialNotices.pdf>