



Ranker

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

Station Rankings Based on: In the Book

Adults 35+					
M-Su 6a-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WBBN-FM	10.6	1.2	1,200	19,800
2	WJKX-FM	9.7	1.1	1,100	13,800
3	WZLD-FM	7.1	0.8	800	11,400
4	WMXI-FM	6.2	0.7	700	11,100
5	WXRR-FM	5.3	0.6	600	13,900
6	WJMG-FM	4.4	0.5	500	5,600
7t	WKZW-FM	3.5	0.4	400	11,600
7t	WNSL-FM	3.5	0.4	400	12,000
7t	WZKX-FM	3.5	0.4	400	11,100
10t	WXHB-FM	2.7	0.3	300	4,200
10t	WFFX-FM	2.7	0.3	300	7,300
10t	WFMM-FM	2.7	0.3	300	7,100
13t	WGDQ-FM	1.8	0.2	200	3,900
13t	WHLH-FM	1.8	0.2	200	4,200
15t	WFOR-AM	0.9	0.1	100	1,700
15t	WLAU-FM	0.9	0.1	100	3,000
15t	WORV-AM	0.9	0.1	100	1,800
15t	WZNF-FM	0.9	0.1	100	3,200
19	WMJY-FM	0.0	0.0	0	1,400

Adults 35+					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WBBN-FM	12.6	2.2	2,200	13,000
2	WJKX-FM	10.9	1.9	1,900	9,800
3	WKZW-FM	6.9	1.2	1,200	7,300
4	WZLD-FM	6.3	1.1	1,100	7,000
5	WXRR-FM	5.7	1.0	1,000	6,600
6	WMXI-FM	4.0	0.7	700	5,000
7t	WFFX-FM	3.4	0.6	600	3,900
7t	WNSL-FM	3.4	0.6	600	6,700
7t	WZKX-FM	3.4	0.6	600	5,100



Adults 35+					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
10	WJMG-FM	2.9	0.5	500	2,600
11t	WXHB-FM	2.3	0.4	400	2,800
11t	WFMM-FM	2.3	0.4	400	2,800
13t	WGDQ-FM	1.7	0.3	300	2,400
13t	WLAU-FM	1.7	0.3	300	2,400
15t	WFOR-AM	1.1	0.2	200	1,100
15t	WHLH-FM	1.1	0.2	200	1,700
15t	WORV-AM	1.1	0.2	200	1,400
18	WMJY-FM	0.6	0.1	100	400
19	WZNF-FM	0.0	0.0	0	900

Adults 35+					
M-F 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WBBN-FM	11.7	1.9	1,900	12,100
2	WMXI-FM	11.0	1.8	1,800	8,000
3t	WJKX-FM	6.1	1.0	1,000	6,800
3t	WZLD-FM	6.1	1.0	1,000	6,100
5	WXRR-FM	5.5	0.9	900	5,900
6	WZKX-FM	4.3	0.7	700	4,900
7t	WFMM-FM	3.7	0.6	600	3,200
7t	WJMG-FM	3.7	0.6	600	3,200
7t	WNSL-FM	3.7	0.6	600	8,000
10t	WKZW-FM	2.5	0.4	400	5,700
10t	WXHB-FM	2.5	0.4	400	2,800
12t	WFFX-FM	1.8	0.3	300	2,600
12t	WGDQ-FM	1.8	0.3	300	2,000
14t	WHLH-FM	1.2	0.2	200	2,400
14t	WLAU-FM	1.2	0.2	200	1,600
16t	WFOR-AM	0.6	0.1	100	1,200
16t	WORV-AM	0.6	0.1	100	1,000
16t	WZNF-FM	0.6	0.1	100	1,700
19	WMJY-FM	0.0	0.0	0	200

Adults 35+					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WBBN-FM	10.8	1.5	1,500	13,000
2	WZLD-FM	8.6	1.2	1,200	6,500



Adults 35+					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
3	WJKX-FM	7.2	1.0	1,000	7,300
4t	WXRR-FM	5.8	0.8	800	6,300
4t	WNSL-FM	5.8	0.8	800	7,400
6t	WMXI-FM	5.0	0.7	700	6,400
6t	WZKX-FM	5.0	0.7	700	5,900
8	WJMG-FM	4.3	0.6	600	3,200
9	WFMM-FM	2.9	0.4	400	3,500
10t	WKZW-FM	2.2	0.3	300	4,200
10t	WGDQ-FM	2.2	0.3	300	2,300
12t	WXHB-FM	1.4	0.2	200	2,300
12t	WFFX-FM	1.4	0.2	200	2,800
12t	WFOR-AM	1.4	0.2	200	1,400
15t	WHLH-FM	0.7	0.1	100	1,800
15t	WLAU-FM	0.7	0.1	100	700
15t	WORV-AM	0.7	0.1	100	800
15t	WZNF-FM	0.7	0.1	100	1,600
19	WMJY-FM	0.0	0.0	0	700

Adults 35+					
M-F 7p-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WJKX-FM	14.3	0.6	600	4,000
2t	WBBN-FM	7.1	0.3	300	5,700
2t	WJMG-FM	7.1	0.3	300	2,100
2t	WZLD-FM	7.1	0.3	300	4,100
5	WMXI-FM	4.8	0.2	200	1,800
6t	WXRR-FM	2.4	0.1	100	2,600
6t	WKZW-FM	2.4	0.1	100	2,200
6t	WXHB-FM	2.4	0.1	100	800
6t	WFFX-FM	2.4	0.1	100	1,100
6t	WFMM-FM	2.4	0.1	100	1,300
6t	WGDQ-FM	2.4	0.1	100	1,200
6t	WHLH-FM	2.4	0.1	100	1,300
6t	WNSL-FM	2.4	0.1	100	1,600
6t	WZKX-FM	2.4	0.1	100	1,900
15t	WFOR-AM	0.0	0.0	0	400
15t	WLAU-FM	0.0	0.0	0	500
15t	WMJY-FM	0.0	0.0	0	300
15t	WORV-AM	0.0	0.0	0	600



Adults 35+					
M-F 7p-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
15t	WZNF-FM	0.0	0.0	0	1,200

Adults 35+					
Sa-Su 6a-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WJKX-FM	13.8	1.1	1,100	10,100
2	WBBN-FM	8.8	0.7	700	11,400
3	WZLD-FM	7.5	0.6	600	6,700
4t	WXRR-FM	6.3	0.5	500	7,700
4t	WJMG-FM	6.3	0.5	500	3,400
6	WXHB-FM	3.8	0.3	300	3,100
7t	WKZW-FM	2.5	0.2	200	5,100
7t	WGDQ-FM	2.5	0.2	200	2,000
7t	WHLH-FM	2.5	0.2	200	2,400
7t	WNSL-FM	2.5	0.2	200	5,200
7t	WORV-AM	2.5	0.2	200	1,100
7t	WZKX-FM	2.5	0.2	200	5,000
13t	WFFX-FM	1.3	0.1	100	3,200
13t	WFMM-FM	1.3	0.1	100	1,600
13t	WMJY-FM	1.3	0.1	100	1,000
13t	WMXI-FM	1.3	0.1	100	3,700
17t	WFOR-AM	0.0	0.0	0	500
17t	WLAU-FM	0.0	0.0	0	900
17t	WZNF-FM	0.0	0.0	0	1,300

Adults 35+					
M-F 6a-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WBBN-FM	11.9	1.9	1,900	18,800
2	WJKX-FM	8.2	1.3	1,300	12,400
3t	WMXI-FM	6.9	1.1	1,100	10,200
3t	WZLD-FM	6.9	1.1	1,100	10,700
5	WXRR-FM	5.7	0.9	900	10,600
6t	WNSL-FM	4.4	0.7	700	11,300
6t	WZKX-FM	4.4	0.7	700	8,700
8t	WKZW-FM	3.8	0.6	600	9,900
8t	WJMG-FM	3.8	0.6	600	4,700
10	WFMM-FM	3.1	0.5	500	6,300
11	WFFX-FM	2.5	0.4	400	6,000



Adults 35+					
M-F 6a-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
12t	WXHB-FM	1.9	0.3	300	3,400
12t	WGDQ-FM	1.9	0.3	300	3,600
14t	WFOR-AM	1.3	0.2	200	1,700
14t	WHLH-FM	1.3	0.2	200	3,000
14t	WLAU-FM	1.3	0.2	200	2,700
17t	WORV-AM	0.6	0.1	100	1,600
17t	WZNF-FM	0.6	0.1	100	2,100
19	WMJY-FM	0.0	0.0	0	900

Adults 35+					
Sa 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WBBN-FM	12.2	1.5	1,500	6,100
2	WJKX-FM	9.8	1.2	1,200	3,000
3	WXRR-FM	7.3	0.9	900	4,300
4	WJMG-FM	4.9	0.6	600	1,500
5	WZLD-FM	4.1	0.5	500	2,100
6t	WXHB-FM	3.3	0.4	400	600
6t	WFFX-FM	3.3	0.4	400	1,300
6t	WNSL-FM	3.3	0.4	400	1,300
6t	WZKX-FM	3.3	0.4	400	2,000
10t	WHLH-FM	2.4	0.3	300	500
10t	WMXI-FM	2.4	0.3	300	2,000
10t	WORV-AM	2.4	0.3	300	500
13t	WKZW-FM	1.6	0.2	200	1,300
13t	WFMM-FM	1.6	0.2	200	500
15t	WGDQ-FM	0.8	0.1	100	800
15t	WMJY-FM	0.8	0.1	100	200
15t	WZNF-FM	0.8	0.1	100	700
18t	WFOR-AM	0.0	0.0	0	0
18t	WLAU-FM	0.0	0.0	0	300



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; Monday-Friday 6a-7p; Saturday 10a-3p
Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 35+	100,300	747

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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