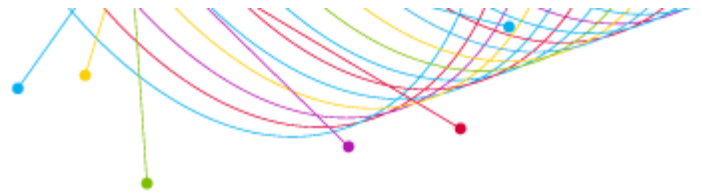


# Ranker

LAUREL-HATTIESBURG, MS (Metro Survey Area)  
FA14 / SP14  
Station Rankings Based on: Home to Metro

Adults 18-34										
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
1t WNSL-FM	16.2	2.0	1,100	16,700	30.7	8:15	59.4	49.5	15.5	^
1t WZLD-FM	16.2	2.0	1,100	17,300	31.8	8:15	55.6	53.3	15.1	^
3 WFFX-FM	11.8	1.5	800	11,100	20.4	8:45	61.2	56.4	14.4	^
4 WJKX-FM	8.8	1.1	600	11,600	21.3	6:15	32.2	43.2	20.2	^
<b>5t WBBN-FM</b>	<b>7.4</b>	<b>0.9</b>	<b>500</b>	<b>9,100</b>	<b>16.7</b>	<b>6:45</b>	<b>24.2</b>	<b>29.0</b>	<b>18.8</b>	^
<b>5t WXRR-FM</b>	<b>7.4</b>	<b>0.9</b>	<b>500</b>	<b>7,000</b>	<b>12.9</b>	<b>8:45</b>	<b>35.3</b>	<b>28.9</b>	<b>14.2</b>	^
7 WJMG-FM	5.9	0.7	400	4,000	7.4	11:45	43.8	37.0	10.6	^
<b>8t WKZW-FM</b>	<b>1.5</b>	<b>0.2</b>	<b>100</b>	<b>4,600</b>	<b>8.5</b>	<b>3:30</b>	<b>19.4</b>	<b>24.1</b>	<b>35.5</b>	^
8t WGDQ-FM	1.5	0.2	100	2,400	4.4	3:45	28.7	37.2	32.7	^
10t WFMM-FM	0.0	0.0	0	700	1.3	2:15	3.7	10.3	58.7	^
10t WLAU-FM	0.0	0.0	0	1,000	1.8	4:00	25.5	25.4	30.8	^
10t WMXI-FM	0.0	0.0	0	1,000	1.8	2:45	3.0	8.2	47.6	^
10t WORV-AM	0.0	0.0	0	200	0.4	12:00	17.0	13.0	10.5	^

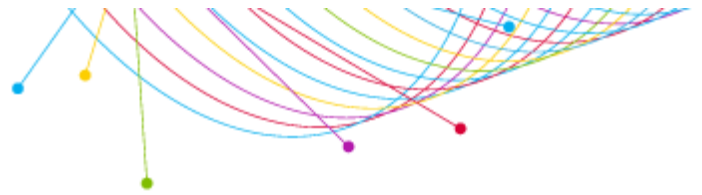
Adults 18-34										
M-F 6a-10a										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1 WZLD-FM	15.7	2.4	1,300	9,000	16.5	2:45	54.1	55.4	7.0	^
2 WNSL-FM	13.3	2.0	1,100	9,800	18.0	2:15	54.1	53.4	9.0	^
3 WFFX-FM	10.8	1.7	900	6,200	11.4	2:45	48.2	55.9	7.0	^
4t WJKX-FM	8.4	1.3	700	6,200	11.4	2:15	26.0	37.6	8.9	^
4t WJMG-FM	8.4	1.3	700	2,400	4.4	6:00	54.0	44.5	3.3	^
<b>6 WBBN-FM</b>	<b>6.0</b>	<b>0.9</b>	<b>500</b>	<b>3,900</b>	<b>7.2</b>	<b>2:45</b>	<b>17.3</b>	<b>19.5</b>	<b>7.3</b>	^
<b>7 WXRR-FM</b>	<b>4.8</b>	<b>0.7</b>	<b>400</b>	<b>2,600</b>	<b>4.8</b>	<b>2:45</b>	<b>20.3</b>	<b>25.6</b>	<b>7.0</b>	^
<b>8 WKZW-FM</b>	<b>2.4</b>	<b>0.4</b>	<b>200</b>	<b>2,600</b>	<b>4.8</b>	<b>1:30</b>	<b>15.6</b>	<b>24.2</b>	<b>12.8</b>	^
9t WGDQ-FM	1.2	0.2	100	1,100	2.0	1:15	25.2	36.6	15.1	^
9t WLAU-FM	1.2	0.2	100	600	1.1	4:00	32.7	19.6	5.0	^
9t WORV-AM	1.2	0.2	100	200	0.4	10:00	37.2	17.8	2.0	^
12t WFMM-FM	0.0	0.0	0	200	0.4	:45	2.5	8.5	26.7	^



Adults 18-34										
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
12t WMXI-FM	0.0	0.0	0	500	0.9	:30	1.2	7.3	50.6	^

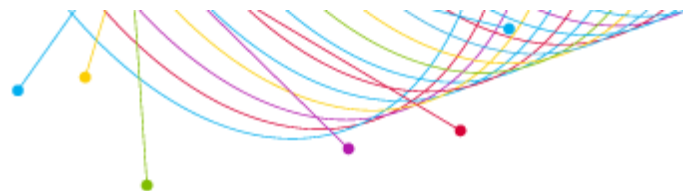
Adults 18-34										
M-F 10a-3p										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1 WZLD-FM	18.9	3.1	1,700	10,500	19.3	4:00	71.1	61.3	6.2	^
2 WNSL-FM	16.7	2.8	1,500	11,300	20.8	3:30	60.2	51.9	7.4	^
3 WFFX-FM	11.1	1.8	1,000	5,800	10.7	4:15	52.8	56.4	6.0	^
4 WJKX-FM	8.9	1.5	800	5,500	10.1	3:30	42.7	41.9	7.2	^
<b>5 WBBN-FM</b>	<b>7.8</b>	<b>1.3</b>	<b>700</b>	<b>5,300</b>	<b>9.7</b>	<b>3:30</b>	<b>26.7</b>	<b>28.3</b>	<b>7.4</b>	<b>^</b>
<b>6 WXRR-FM</b>	<b>6.7</b>	<b>1.1</b>	<b>600</b>	<b>4,500</b>	<b>8.3</b>	<b>3:15</b>	<b>30.6</b>	<b>34.1</b>	<b>7.4</b>	<b>^</b>
7 WJMG-FM	4.4	0.7	400	2,800	5.1	4:00	44.5	45.3	6.4	^
<b>8 WKZW-FM</b>	<b>2.2</b>	<b>0.4</b>	<b>200</b>	<b>2,700</b>	<b>5.0</b>	<b>1:45</b>	<b>22.0</b>	<b>25.1</b>	<b>15.3</b>	<b>^</b>
9t WGDQ-FM	1.1	0.2	100	1,400	2.6	1:30	30.1	62.3	15.4	^
9t WMXI-FM	1.1	0.2	100	700	1.3	2:15	3.0	8.1	11.4	^
11t WFMM-FM	0.0	0.0	0	200	0.4	3:30	4.5	7.5	7.1	^
11t WLAU-FM	0.0	0.0	0	400	0.7	1:30	16.2	21.1	16.5	^
11t WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^

Adults 18-34										
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 WZLD-FM	19.5	3.1	1,700	12,200	22.4	2:45	49.8	54.3	7.4	^
2 WNSL-FM	17.2	2.8	1,500	11,700	21.5	2:45	61.6	52.0	7.6	^
3 WFFX-FM	11.5	1.8	1,000	8,300	15.3	2:30	69.7	65.5	8.3	^
<b>4 WBBN-FM</b>	<b>8.0</b>	<b>1.3</b>	<b>700</b>	<b>4,300</b>	<b>7.9</b>	<b>3:30</b>	<b>27.2</b>	<b>23.0</b>	<b>5.9</b>	<b>^</b>
<b>5t WXRR-FM</b>	<b>6.9</b>	<b>1.1</b>	<b>600</b>	<b>5,100</b>	<b>9.4</b>	<b>2:30</b>	<b>38.3</b>	<b>38.2</b>	<b>8.1</b>	<b>^</b>
5t WJKX-FM	6.9	1.1	600	4,100	7.5	2:45	29.3	34.1	7.3	^
5t WJMG-FM	6.9	1.1	600	2,800	5.1	4:00	47.9	42.0	4.9	^
<b>8t WKZW-FM</b>	<b>1.1</b>	<b>0.2</b>	<b>100</b>	<b>2,200</b>	<b>4.0</b>	<b>1:15</b>	<b>20.6</b>	<b>22.9</b>	<b>15.2</b>	<b>^</b>
8t WGDQ-FM	1.1	0.2	100	1,400	2.6	1:45	32.3	41.3	11.4	^
8t WMXI-FM	1.1	0.2	100	600	1.1	1:45	6.8	9.1	11.9	^
11t WFMM-FM	0.0	0.0	0	400	0.7	:30	2.1	10.4	40.0	^
11t WLAU-FM	0.0	0.0	0	400	0.7	:30	13.8	34.4	33.0	^
11t WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^

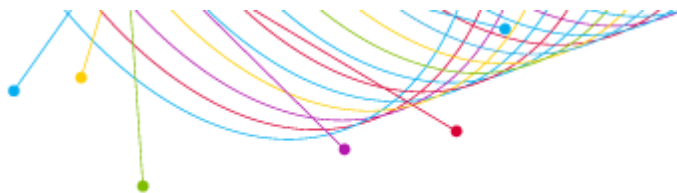


Adults 18-34											
M-F 7p-12m											
	Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1	WZLD-FM	22.9	1.5	800	6,300	11.6	3:15	53.9	49.6	8.0	^
2	WNSL-FM	17.1	1.1	600	6,800	12.5	2:15	59.2	63.9	10.8	^
3	WJKX-FM	11.4	0.7	400	2,500	4.6	3:45	32.3	32.5	6.5	^
4	WFFX-FM	8.6	0.6	300	4,100	7.5	2:00	77.8	71.3	12.9	^
5t	<b>WBBN-FM</b>	<b>5.7</b>	<b>0.4</b>	<b>200</b>	<b>1,700</b>	<b>3.1</b>	<b>3:15</b>	<b>42.5</b>	<b>23.4</b>	<b>7.4</b>	<b>^</b>
5t	<b>WXRR-FM</b>	<b>5.7</b>	<b>0.4</b>	<b>200</b>	<b>2,200</b>	<b>4.0</b>	<b>2:30</b>	<b>48.2</b>	<b>42.3</b>	<b>9.8</b>	<b>^</b>
5t	WJMG-FM	5.7	0.4	200	1,300	2.4	2:45	39.4	38.5	8.8	^
8t	<b>WKZW-FM</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>900</b>	<b>1.7</b>	<b>:45</b>	<b>14.7</b>	<b>23.0</b>	<b>33.7</b>	<b>^</b>
8t	WFMM-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
8t	WGDQ-FM	0.0	0.0	0	200	0.4	:45	14.4	20.0	33.3	^
8t	WLAU-FM	0.0	0.0	0	400	0.7	2:15	34.5	27.1	11.1	^
8t	WMXI-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
8t	WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^

Adults 18-34											
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
1	WZLD-FM	18.4	2.9	1,600	15,400	28.3	6:30	58.3	52.4	9.9	^
2	WNSL-FM	16.1	2.6	1,400	15,700	28.9	5:45	59.1	51.2	11.3	^
3	WFFX-FM	11.5	1.8	1,000	10,400	19.1	6:00	55.6	59.1	10.9	^
4t	<b>WBBN-FM</b>	<b>8.0</b>	<b>1.3</b>	<b>700</b>	<b>7,400</b>	<b>13.6</b>	<b>5:45</b>	<b>23.6</b>	<b>26.4</b>	<b>11.2</b>	<b>^</b>
4t	WJKX-FM	8.0	1.3	700	8,700	16.0	5:00	32.4	39.2	12.8	^
6	WJMG-FM	6.9	1.1	600	3,400	6.3	10:45	48.9	37.6	6.0	^
7	<b>WXRR-FM</b>	<b>5.7</b>	<b>0.9</b>	<b>500</b>	<b>6,200</b>	<b>11.4</b>	<b>5:45</b>	<b>29.6</b>	<b>32.2</b>	<b>11.5</b>	<b>^</b>
8	<b>WKZW-FM</b>	<b>2.3</b>	<b>0.4</b>	<b>200</b>	<b>3,900</b>	<b>7.2</b>	<b>3:00</b>	<b>18.9</b>	<b>24.5</b>	<b>22.5</b>	<b>^</b>
9	WGDQ-FM	1.1	0.2	100	2,200	4.0	3:00	29.5	42.5	22.6	^
10t	WFMM-FM	0.0	0.0	0	400	0.7	2:45	3.4	7.5	24.5	^
10t	WLAU-FM	0.0	0.0	0	1,000	1.8	3:00	24.9	29.0	21.1	^
10t	WMXI-FM	0.0	0.0	0	1,000	1.8	2:45	3.4	9.2	24.6	^
10t	WORV-AM	0.0	0.0	0	200	0.4	10:00	21.3	13.9	6.5	^



Adults 18-34										
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 WFFX-FM	14.5	1.5	800	6,400	11.8	4:15	73.4	61.3	8.4	^
1t WNSL-FM	14.5	1.5	800	8,700	16.0	3:30	60.4	46.9	10.6	^
3 WZLD-FM	12.7	1.3	700	9,700	17.8	2:30	47.3	52.1	14.9	^
<b>4 WXRR-FM</b>	<b>10.9</b>	<b>1.1</b>	<b>600</b>	<b>3,200</b>	<b>5.9</b>	<b>6:45</b>	<b>46.8</b>	<b>26.0</b>	<b>5.4</b>	<b>^</b>
5 WJKX-FM	9.1	0.9	500	7,100	13.1	2:30	31.7	42.1	13.9	^
<b>6 WBBN-FM</b>	<b>5.5</b>	<b>0.6</b>	<b>300</b>	<b>4,400</b>	<b>8.1</b>	<b>2:45</b>	<b>21.9</b>	<b>23.8</b>	<b>12.7</b>	<b>^</b>
7 WJMG-FM	3.6	0.4	200	1,800	3.3	4:00	29.1	32.5	9.2	^
<b>8t WKZW-FM</b>	<b>1.8</b>	<b>0.2</b>	<b>100</b>	<b>2,400</b>	<b>4.4</b>	<b>1:45</b>	<b>22.5</b>	<b>23.2</b>	<b>21.0</b>	<b>^</b>
8t WGDQ-FM	1.8	0.2	100	1,800	3.3	1:30	28.1	36.9	23.2	^
10t WFMM-FM	0.0	0.0	0	500	0.9	1:00	6.9	18.4	36.0	^
10t WLAU-FM	0.0	0.0	0	400	0.7	:30	14.6	29.5	69.3	^
10t WMXI-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
10t WORV-AM	0.0	0.0	0	200	0.4	2:00	10.0	21.8	18.0	^



## 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
Adults 18-34	54,400	244

**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](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

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