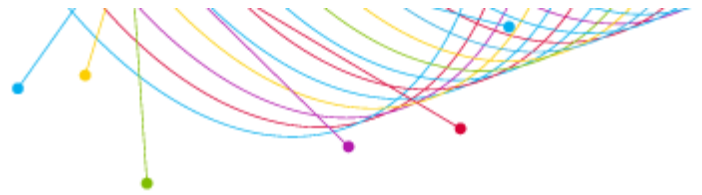


# Ranker

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

Adults 18-49											
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	13.3	1.6	1,500	26,000	28.4	7:15	81.7	77.0	17.5	^	
1t WZLD-FM	13.3	1.6	1,500	23,800	26.0	8:15	74.5	73.3	15.5	^	
3 WFFX-FM	9.7	1.2	1,100	15,800	17.2	8:45	85.9	79.9	14.6	^	
<b>4t WBBN-FM</b>	<b>8.0</b>	<b>1.0</b>	<b>900</b>	<b>15,500</b>	<b>16.9</b>	<b>7:00</b>	<b>43.1</b>	<b>49.5</b>	<b>18.0</b>	<b>^</b>	
4t WJKX-FM	8.0	1.0	900	17,300	18.9	6:15	48.3	64.7	20.2	^	
<b>6 WXRR-FM</b>	<b>7.1</b>	<b>0.9</b>	<b>800</b>	<b>13,400</b>	<b>14.6</b>	<b>7:15</b>	<b>54.7</b>	<b>55.5</b>	<b>17.6</b>	<b>^</b>	
<b>7t WKZW-FM</b>	<b>3.5</b>	<b>0.4</b>	<b>400</b>	<b>11,500</b>	<b>12.5</b>	<b>4:15</b>	<b>59.2</b>	<b>61.2</b>	<b>29.6</b>	<b>^</b>	
7t WJMG-FM	3.5	0.4	400	6,000	6.5	9:00	49.3	54.9	14.0	^	
9 WGDQ-FM	1.8	0.2	200	4,100	4.5	6:00	75.6	63.2	21.1	^	
10t WFMM-FM	0.9	0.1	100	2,200	2.4	6:45	36.7	32.4	18.8	^	
10t WMXI-FM	0.9	0.1	100	2,900	3.2	3:45	11.9	22.9	33.2	^	
12t WLAU-FM	0.0	0.0	0	1,500	1.6	4:00	37.7	37.3	30.6	^	
12t WORV-AM	0.0	0.0	0	400	0.4	15:15	41.0	24.8	8.3	^	

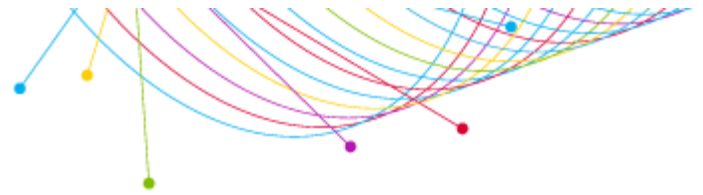
Adults 18-49											
M-F 6a-10a											
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index	
1 WZLD-FM	12.8	2.2	2,000	12,800	14.0	3:00	84.2	79.0	6.4	^	
2t WFFX-FM	9.6	1.6	1,500	8,700	9.5	3:30	80.0	78.3	5.9	^	
2t WNSL-FM	9.6	1.6	1,500	14,700	16.0	2:00	76.4	80.4	9.6	^	
<b>4 WBBN-FM</b>	<b>8.3</b>	<b>1.4</b>	<b>1,300</b>	<b>9,400</b>	<b>10.3</b>	<b>2:45</b>	<b>42.4</b>	<b>46.8</b>	<b>7.1</b>	<b>^</b>	
5 WJKX-FM	6.4	1.1	1,000	9,300	10.1	2:15	38.9	56.8	9.0	^	
<b>6 WKZW-FM</b>	<b>5.8</b>	<b>1.0</b>	<b>900</b>	<b>7,200</b>	<b>7.9</b>	<b>2:30</b>	<b>66.0</b>	<b>66.0</b>	<b>8.3</b>	<b>^</b>	
<b>7t WXRR-FM</b>	<b>5.1</b>	<b>0.9</b>	<b>800</b>	<b>4,900</b>	<b>5.3</b>	<b>3:15</b>	<b>42.9</b>	<b>49.4</b>	<b>6.4</b>	<b>^</b>	
7t WJMG-FM	5.1	0.9	800	2,900	3.2	5:00	56.0	54.4	3.9	^	
9t WGDQ-FM	1.3	0.2	200	2,200	2.4	2:00	71.4	71.4	10.4	^	
9t WLAU-FM	1.3	0.2	200	1,100	1.2	3:30	50.7	36.2	5.9	^	
11t WFMM-FM	0.6	0.1	100	400	0.4	5:45	39.7	18.0	3.6	^	
11t WMXI-FM	0.6	0.1	100	1,200	1.3	1:15	9.5	17.6	15.9	^	



Adults 18-49										
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	0.6	0.1	100	400	0.4	7:45	53.9	33.8	2.6	^

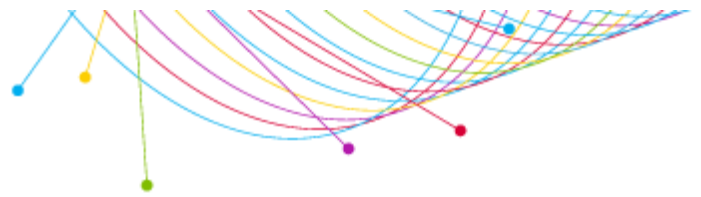
Adults 18-49										
M-F 10a-3p										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1 WNSL-FM	14.3	2.4	2,200	18,400	20.1	3:00	87.7	84.7	8.3	^
2 WZLD-FM	13.6	2.3	2,100	13,700	14.9	3:45	88.8	80.1	6.5	^
3 WFFX-FM	9.7	1.6	1,500	8,500	9.3	4:30	84.4	83.3	5.5	^
<b>4 WBBN-FM</b>	<b>7.8</b>	<b>1.3</b>	<b>1,200</b>	<b>9,200</b>	<b>10.0</b>	<b>3:15</b>	<b>45.1</b>	<b>49.7</b>	<b>7.7</b>	<b>^</b>
<b>5t WXRR-FM</b>	<b>6.5</b>	<b>1.1</b>	<b>1,000</b>	<b>7,700</b>	<b>8.4</b>	<b>3:15</b>	<b>51.4</b>	<b>58.6</b>	<b>7.6</b>	<b>^</b>
5t WJKX-FM	6.5	1.1	1,000	8,000	8.7	3:00	54.1	61.0	8.3	^
<b>7t WKZW-FM</b>	<b>3.2</b>	<b>0.5</b>	<b>500</b>	<b>7,300</b>	<b>8.0</b>	<b>1:30</b>	<b>59.0</b>	<b>67.9</b>	<b>15.5</b>	<b>^</b>
7t WJMG-FM	3.2	0.5	500	4,000	4.4	3:30	54.7	64.6	7.4	^
9t WFMM-FM	1.9	0.3	300	700	0.8	10:30	49.5	27.6	2.4	^
9t WGDQ-FM	1.9	0.3	300	1,900	2.1	3:30	83.3	80.8	7.2	^
9t WMXI-FM	1.9	0.3	300	2,300	2.5	3:15	15.1	27.3	7.6	^
12t WLAU-FM	0.0	0.0	0	600	0.7	1:15	18.6	30.3	20.8	^
12t WORV-AM	0.0	0.0	0	200	0.2	1:15	7.5	18.7	20.0	^

Adults 18-49										
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	15.3	2.4	2,200	16,500	18.0	2:45	66.4	73.3	7.5	^
2 WNSL-FM	14.6	2.3	2,100	18,200	19.8	2:15	84.2	80.4	8.6	^
3 WFFX-FM	9.0	1.4	1,300	10,900	11.9	2:15	87.6	85.8	8.6	^
<b>4 WBBN-FM</b>	<b>8.3</b>	<b>1.3</b>	<b>1,200</b>	<b>8,500</b>	<b>9.3</b>	<b>2:45</b>	<b>44.6</b>	<b>45.4</b>	<b>7.1</b>	<b>^</b>
5 WJKX-FM	6.9	1.1	1,000	7,100	7.7	2:45	51.7	58.9	7.1	^
<b>6 WXRR-FM</b>	<b>6.3</b>	<b>1.0</b>	<b>900</b>	<b>8,100</b>	<b>8.8</b>	<b>2:15</b>	<b>57.1</b>	<b>60.2</b>	<b>8.5</b>	<b>^</b>
7 WJMG-FM	4.2	0.7	600	3,600	3.9	3:30	52.4	54.0	5.8	^
<b>8 WKZW-FM</b>	<b>2.8</b>	<b>0.4</b>	<b>400</b>	<b>5,200</b>	<b>5.7</b>	<b>1:30</b>	<b>50.8</b>	<b>54.1</b>	<b>14.5</b>	<b>^</b>
9 WGDQ-FM	2.1	0.3	300	2,800	3.1	2:15	81.9	82.1	8.9	^
10 WFMM-FM	1.4	0.2	200	1,000	1.1	3:45	44.6	28.7	5.2	^
11 WMXI-FM	0.7	0.1	100	1,200	1.3	1:30	12.3	17.2	12.3	^
12t WLAU-FM	0.0	0.0	0	400	0.4	:30	13.8	34.4	33.0	^
12t WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^

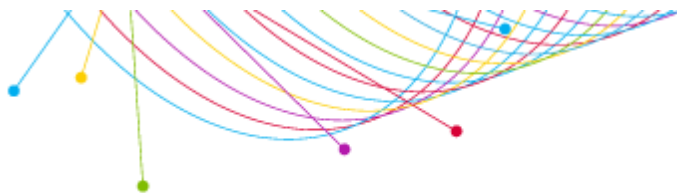


Adults 18-49											
M-F 7p-12m											
	Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1	WZLD-FM	19.6	1.1	1,000	8,900	9.7	2:45	69.0	70.0	8.8	^
2	WNSL-FM	13.7	0.8	700	8,400	9.2	2:15	69.9	78.4	11.3	^
3	WJKX-FM	11.8	0.7	600	4,200	4.6	3:30	47.8	54.6	7.4	^
4	WFFX-FM	7.8	0.4	400	5,300	5.8	1:45	94.9	92.2	13.7	^
5t	<b>WBBN-FM</b>	<b>5.9</b>	<b>0.3</b>	<b>300</b>	<b>2,900</b>	<b>3.2</b>	<b>2:30</b>	<b>57.3</b>	<b>41.2</b>	<b>9.7</b>	<b>^</b>
5t	<b>WXRR-FM</b>	<b>5.9</b>	<b>0.3</b>	<b>300</b>	<b>2,900</b>	<b>3.2</b>	<b>2:30</b>	<b>66.7</b>	<b>57.1</b>	<b>9.6</b>	<b>^</b>
7	WJMG-FM	3.9	0.2	200	1,600	1.7	2:30	42.1	47.7	10.2	^
8	<b>WKZW-FM</b>	<b>2.0</b>	<b>0.1</b>	<b>100</b>	<b>2,400</b>	<b>2.6</b>	<b>1:00</b>	<b>54.0</b>	<b>58.2</b>	<b>23.3</b>	<b>^</b>
9t	WFMM-FM	0.0	0.0	0	100	0.1	2:30	8.5	9.0	10.0	^
9t	WGDQ-FM	0.0	0.0	0	700	0.8	1:00	70.3	82.4	28.2	^
9t	WLAU-FM	0.0	0.0	0	600	0.7	2:00	45.8	40.5	12.5	^
9t	WMXI-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
9t	WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^

Adults 18-49											
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	13.8	2.3	2,100	21,600	23.6	6:15	79.0	73.5	10.2	^
2	WNSL-FM	13.2	2.2	2,000	24,200	26.4	5:15	83.6	78.8	12.2	^
3	WFFX-FM	9.2	1.5	1,400	14,400	15.7	6:30	83.8	82.0	10.0	^
4	<b>WBBN-FM</b>	<b>7.9</b>	<b>1.3</b>	<b>1,200</b>	<b>13,900</b>	<b>15.2</b>	<b>5:45</b>	<b>44.0</b>	<b>49.2</b>	<b>11.2</b>	<b>^</b>
5	WJKX-FM	6.6	1.1	1,000	13,700	14.9	4:45	47.5	61.4	13.7	^
6	<b>WXRR-FM</b>	<b>5.9</b>	<b>1.0</b>	<b>900</b>	<b>10,800</b>	<b>11.8</b>	<b>5:30</b>	<b>50.4</b>	<b>56.0</b>	<b>11.7</b>	<b>^</b>
7t	<b>WKZW-FM</b>	<b>3.9</b>	<b>0.7</b>	<b>600</b>	<b>10,000</b>	<b>10.9</b>	<b>3:45</b>	<b>60.2</b>	<b>62.0</b>	<b>17.9</b>	<b>^</b>
7t	WJMG-FM	3.9	0.7	600	4,800	5.2	8:45	54.4	52.6	7.5	^
9	WGDQ-FM	2.0	0.3	300	3,900	4.3	4:30	79.4	74.9	14.8	^
10t	WFMM-FM	1.3	0.2	200	1,300	1.4	10:15	46.1	26.5	6.4	^
10t	WMXI-FM	1.3	0.2	200	2,900	3.2	3:45	13.5	25.6	17.2	^
12	WLAU-FM	0.7	0.1	100	1,500	1.6	3:00	35.5	42.4	21.7	^
13	WORV-AM	0.0	0.0	0	400	0.4	8:15	33.2	26.4	7.9	^



Adults 18-49										
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
1 WNSL-FM	12.8	1.2	1,100	14,000	15.3	2:45	82.0	75.3	12.5	^
2t WFFX-FM	10.5	1.0	900	8,700	9.5	4:00	89.8	82.6	9.3	^
2t WZLD-FM	10.5	1.0	900	13,700	14.9	2:15	62.9	73.0	15.7	^
<b>4t WXRR-FM</b>	<b>9.3</b>	<b>0.9</b>	<b>800</b>	<b>6,900</b>	<b>7.5</b>	<b>4:15</b>	<b>62.8</b>	<b>56.5</b>	<b>8.7</b>	<b>^</b>
4t WJKX-FM	9.3	0.9	800	10,800	11.8	2:45	50.6	64.3	13.3	^
<b>6 WBBN-FM</b>	<b>7.0</b>	<b>0.7</b>	<b>600</b>	<b>8,000</b>	<b>8.7</b>	<b>2:45</b>	<b>37.1</b>	<b>43.0</b>	<b>13.6</b>	<b>^</b>
<b>7 WKZW-FM</b>	<b>3.5</b>	<b>0.3</b>	<b>300</b>	<b>6,700</b>	<b>7.3</b>	<b>1:30</b>	<b>57.5</b>	<b>65.6</b>	<b>23.2</b>	<b>^</b>
8t WGDQ-FM	2.3	0.2	200	3,000	3.3	2:15	67.7	61.9	16.1	^
8t WJMG-FM	2.3	0.2	200	2,400	2.6	3:30	36.0	43.3	10.0	^
10 WORV-AM	1.2	0.1	100	400	0.4	7:00	66.4	41.5	5.2	^
11t WFMM-FM	0.0	0.0	0	1,100	1.2	1:00	13.6	38.6	38.3	^
11t WLAU-FM	0.0	0.0	0	900	1.0	:45	43.5	67.1	52.9	^
11t WMXI-FM	0.0	0.0	0	200	0.2	:15	0.5	4.1	144.0	^



## 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 18-49	91,700	452

**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)

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

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