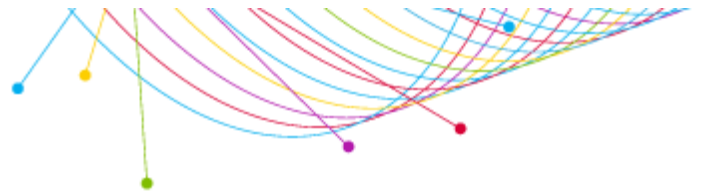


Ranker

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

Adults 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	10.6	1.3	1,000	19,900	25.1	6:15	55.0	59.0	19.9	^
2	WZLD-FM	9.6	1.1	900	15,500	19.5	7:15	43.4	47.7	17.3	^
3t	WBBN-FM	8.5	1.0	800	13,400	16.9	7:00	37.6	42.7	17.8	^
3t	WFFX-FM	8.5	1.0	800	12,200	15.4	8:30	65.2	61.7	14.8	^
3t	WJKX-FM	8.5	1.0	800	13,300	16.8	7:15	43.5	49.8	17.3	^
6	WXRR-FM	5.3	0.6	500	11,600	14.6	5:45	38.8	48.3	21.6	^
7	WKZW-FM	4.3	0.5	400	9,700	12.2	5:00	57.5	51.5	25.6	^
8	WJMG-FM	3.2	0.4	300	5,500	6.9	6:30	32.2	50.1	19.6	^
9t	WFMM-FM	2.1	0.3	200	2,900	3.7	6:45	48.5	43.1	18.9	^
9t	WGDQ-FM	2.1	0.3	200	3,300	4.2	6:45	70.1	51.6	18.6	^
9t	WMXI-FM	2.1	0.3	200	4,300	5.4	5:30	25.5	34.2	23.0	^
12	WLAU-FM	1.1	0.1	100	2,200	2.8	4:15	53.9	52.8	30.3	^
13	WORV-AM	0.0	0.0	0	500	0.6	12:45	44.8	32.2	9.8	^

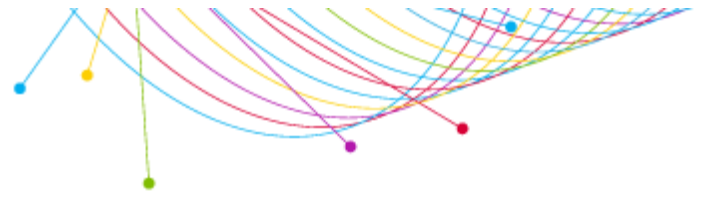
Adults 25-54											
M-F 6a-10a											
	Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1	WBBN-FM	9.9	1.8	1,400	9,100	11.5	3:00	44.0	45.6	6.7	^
2	WFFX-FM	9.2	1.6	1,300	6,600	8.3	4:00	69.4	58.9	5.1	^
3	WZLD-FM	8.5	1.5	1,200	8,600	10.8	2:45	51.6	53.1	7.0	^
4	WNSL-FM	7.8	1.4	1,100	11,100	14.0	2:00	53.5	60.5	10.3	^
5	WJKX-FM	7.1	1.3	1,000	8,500	10.7	2:30	38.3	51.8	8.3	^
6	WKZW-FM	6.4	1.1	900	6,500	8.2	2:45	66.1	59.3	7.4	^
7	WXRR-FM	5.7	1.0	800	4,600	5.8	3:30	43.0	45.9	5.9	^
8	WJMG-FM	2.8	0.5	400	2,100	2.6	3:15	26.6	39.2	5.9	^
9t	WFMM-FM	1.4	0.3	200	900	1.1	3:45	58.1	39.5	5.3	^
9t	WGDQ-FM	1.4	0.3	200	1,800	2.3	2:15	66.3	56.0	8.8	^
9t	WLAU-FM	1.4	0.3	200	1,500	1.9	3:00	64.1	51.9	6.7	^
9t	WMXI-FM	1.4	0.3	200	2,300	2.9	2:00	31.4	34.7	9.4	^



Adults 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	
13 WORV-AM	0.7	0.1	100	400	0.5	7:45	53.9	33.8	2.6	^	

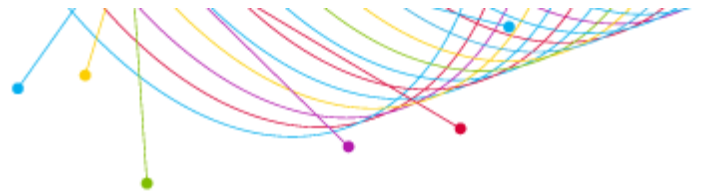
Adults 25-54											
M-F 10a-3p											
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index	
1 WNSL-FM	12.3	2.0	1,600	13,200	16.6	3:00	64.4	60.9	8.1	^	
2 WFFX-FM	10.0	1.6	1,300	6,500	8.2	5:15	73.3	63.0	4.8	^	
3 WZLD-FM	9.2	1.5	1,200	8,900	11.2	3:15	50.3	52.2	7.4	^	
4 WBBN-FM	8.5	1.4	1,100	9,100	11.5	3:00	41.1	49.2	8.3	^	
5 WJKX-FM	6.2	1.0	800	6,600	8.3	2:45	42.3	50.5	8.8	^	
6 WXRR-FM	5.4	0.9	700	5,900	7.4	3:00	35.0	44.8	8.5	^	
7t WKZW-FM	3.8	0.6	500	5,900	7.4	2:00	56.8	55.3	13.1	^	
7t WMXI-FM	3.8	0.6	500	2,600	3.3	5:00	26.2	31.8	5.1	^	
9 WJMG-FM	3.1	0.5	400	3,400	4.3	3:00	41.1	54.9	8.3	^	
10t WFMM-FM	2.3	0.4	300	700	0.9	10:30	49.5	27.6	2.4	^	
10t WGDQ-FM	2.3	0.4	300	1,400	1.8	4:30	83.3	62.6	5.6	^	
12t WLAU-FM	0.0	0.0	0	700	0.9	1:00	20.3	36.9	23.2	^	
12t WORV-AM	0.0	0.0	0	300	0.4	1:15	12.3	30.6	20.0	^	

Adults 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	11.5	1.8	1,400	13,600	17.2	2:15	57.5	60.0	9.4	^	
2 WZLD-FM	10.7	1.6	1,300	10,300	13.0	2:30	39.7	45.5	7.8	^	
3t WBBN-FM	8.2	1.3	1,000	8,300	10.5	2:15	36.8	44.5	8.5	^	
3t WFFX-FM	8.2	1.3	1,000	8,000	10.1	2:30	67.6	63.6	8.3	^	
5 WJKX-FM	7.4	1.1	900	6,900	8.7	2:45	47.8	56.9	7.4	^	
6 WXRR-FM	6.6	1.0	800	5,900	7.4	2:30	45.9	44.0	7.8	^	
7t WKZW-FM	3.3	0.5	400	4,200	5.3	1:45	51.0	44.1	11.8	^	
7t WJMG-FM	3.3	0.5	400	2,700	3.4	2:45	32.4	40.4	7.0	^	
9 WGDQ-FM	2.5	0.4	300	2,400	3.0	2:30	73.3	69.3	8.4	^	
10t WFMM-FM	1.6	0.3	200	1,500	1.9	3:15	55.1	42.6	6.3	^	
10t WMXI-FM	1.6	0.3	200	2,500	3.2	1:45	26.6	35.5	11.7	^	
12 WLAU-FM	0.8	0.1	100	800	1.0	1:30	69.5	66.8	12.8	^	
13 WORV-AM	0.0	0.0	0	100	0.1	2:00	21.7	19.5	10.0	^	



Adults 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	16.7	0.8	600	4,600	5.8	3:15	50.8	60.5	7.7	^	
2 WZLD-FM	13.9	0.6	500	5,600	7.1	2:15	35.7	44.1	10.7	^	
3 WNSL-FM	11.1	0.5	400	5,000	6.3	2:00	36.3	46.7	12.9	^	
4 WFFX-FM	5.6	0.3	200	3,400	4.3	1:15	42.7	58.8	19.4	^	
5t WBBN-FM	2.8	0.1	100	2,900	3.7	1:15	28.3	41.2	19.7	^	
5t WXRR-FM	2.8	0.1	100	2,100	2.6	1:30	27.9	41.6	16.7	^	
5t WKZW-FM	2.8	0.1	100	1,700	2.1	1:15	40.5	40.7	21.7	^	
5t WFMM-FM	2.8	0.1	100	500	0.6	3:45	48.0	35.0	6.9	^	
5t WJMG-FM	2.8	0.1	100	1,200	1.5	2:15	28.6	35.5	11.1	^	
5t WLAU-FM	2.8	0.1	100	700	0.9	2:15	64.9	53.5	11.6	^	
11t WGDQ-FM	0.0	0.0	0	700	0.9	1:00	70.3	82.4	28.2	^	
11t WMXI-FM	0.0	0.0	0	100	0.1	:15	0.9	8.8	100.0	^	
11t WORV-AM	0.0	0.0	0	100	0.1	1:30	24.5	34.5	16.7	^	

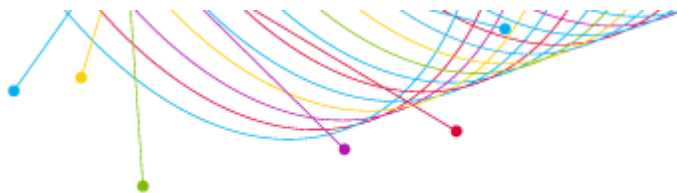
Adults 25-54											
M-F 6a-7p											
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index	
1 WNSL-FM	10.7	1.8	1,400	18,100	22.8	5:00	59.3	59.1	12.9	^	
2t WFFX-FM	9.2	1.5	1,200	10,900	13.7	7:15	70.5	62.0	9.0	^	
2t WZLD-FM	9.2	1.5	1,200	14,200	17.9	5:45	46.6	48.4	11.4	^	
4 WBBN-FM	8.4	1.4	1,100	13,100	16.5	5:45	40.8	46.4	11.5	^	
5 WJKX-FM	6.9	1.1	900	11,500	14.5	5:00	42.3	51.8	13.0	^	
6 WXRR-FM	5.3	0.9	700	8,900	11.2	5:30	40.5	46.1	12.0	^	
7 WKZW-FM	4.6	0.8	600	8,200	10.3	4:30	59.5	50.9	14.8	^	
8 WJMG-FM	3.1	0.5	400	4,400	5.5	5:45	33.3	48.5	11.4	^	
9 WMXI-FM	2.3	0.4	300	4,200	5.3	5:15	27.3	36.8	12.2	^	
10t WFMM-FM	1.5	0.3	200	2,000	2.5	7:30	52.9	41.2	8.6	^	
10t WGDQ-FM	1.5	0.3	200	3,000	3.8	5:15	74.9	58.3	12.2	^	
12t WLAU-FM	0.8	0.1	100	2,000	2.5	3:15	51.4	57.0	20.2	^	
12t WORV-AM	0.8	0.1	100	500	0.6	7:00	37.1	34.3	9.2	^	



Adults 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	10.3	0.9	700	8,200	10.3	3:00	42.6	48.9	12.0	^
1t WNSL-FM	10.3	0.9	700	11,700	14.8	2:15	51.7	62.8	16.6	^
3 WFFX-FM	8.8	0.8	600	6,600	8.3	3:15	55.5	63.3	11.5	^
4t WBBN-FM	7.4	0.6	500	7,100	9.0	2:15	29.4	38.4	15.3	^
4t WXRR-FM	7.4	0.6	500	6,200	7.8	2:45	37.1	51.3	13.4	^
4t WZLD-FM	7.4	0.6	500	8,300	10.5	2:15	37.8	44.2	15.8	^
7 WKZW-FM	4.4	0.4	300	5,600	7.1	1:45	55.3	54.8	20.2	^
8t WGDQ-FM	2.9	0.3	200	2,500	3.2	2:15	59.7	51.5	15.2	^
8t WJMG-FM	2.9	0.3	200	2,100	2.6	3:15	30.2	39.3	10.8	^
10t WFMM-FM	1.5	0.1	100	1,300	1.6	1:45	31.2	47.7	20.7	^
10t WORV-AM	1.5	0.1	100	400	0.5	7:00	66.4	41.5	5.2	^
12t WLAU-FM	0.0	0.0	0	1,100	1.4	:45	58.1	82.4	48.7	^
12t WMXI-FM	0.0	0.0	0	1,200	1.5	1:15	18.0	29.7	28.3	^



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
Adults 25-54	79,300	449

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>

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/RR8/2014FAL/0522/pdfs/SpecialNotices.pdf>

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

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