

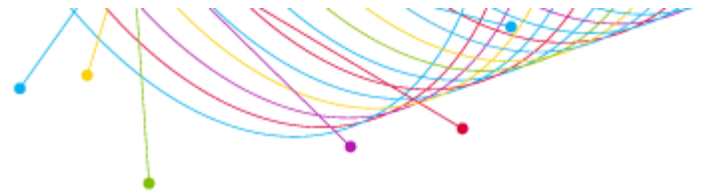
Ranker

LAUREL-HATTIESBURG, MS (Metro Survey Area)
FA14 / SP14

Station Rankings Based on: Home to Metro

| Adults 35+ | | | | | | | | | | |
|-------------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|
| 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 WBBN-FM | 12.0 | 1.4 | 1,400 | 19,900 | 19.7 | 9:00 | 71.7 | 63.4 | 13.9 | ^ |
| 2 WJKX-FM | 8.5 | 1.0 | 1,000 | 11,900 | 11.8 | 10:45 | 57.5 | 44.5 | 11.7 | ^ |
| 3 WXHR-FM | 7.7 | 0.9 | 900 | 16,200 | 16.1 | 7:00 | 63.6 | 67.1 | 18.3 | ^ |
| 4 WMXI-FM | 6.0 | 0.7 | 700 | 10,800 | 10.7 | 8:00 | 92.8 | 85.1 | 15.7 | ^ |
| 5 WNSL-FM | 5.1 | 0.6 | 600 | 13,200 | 13.1 | 5:15 | 30.5 | 39.0 | 23.7 | ^ |
| 6t WKZW-FM | 4.3 | 0.5 | 500 | 12,100 | 12.0 | 4:45 | 70.6 | 64.2 | 26.0 | ^ |
| 6t WZLD-FM | 4.3 | 0.5 | 500 | 9,800 | 9.7 | 7:00 | 26.4 | 30.2 | 18.0 | ^ |
| 8t WFFX-FM | 3.4 | 0.4 | 400 | 7,900 | 7.8 | 7:00 | 35.3 | 39.9 | 17.7 | ^ |
| 8t WJMG-FM | 3.4 | 0.4 | 400 | 6,000 | 6.0 | 9:00 | 50.2 | 55.4 | 13.9 | ^ |
| 10 WFMM-FM | 2.6 | 0.3 | 300 | 5,700 | 5.7 | 6:45 | 95.2 | 84.3 | 18.8 | ^ |
| 11 WGDQ-FM | 1.7 | 0.2 | 200 | 3,100 | 3.1 | 7:00 | 65.4 | 47.4 | 18.3 | ^ |
| 12t WLAU-FM | 0.9 | 0.1 | 100 | 2,500 | 2.5 | 4:15 | 66.1 | 62.0 | 29.0 | ^ |
| 12t WORV-AM | 0.9 | 0.1 | 100 | 1,300 | 1.3 | 8:45 | 83.0 | 87.0 | 14.4 | ^ |

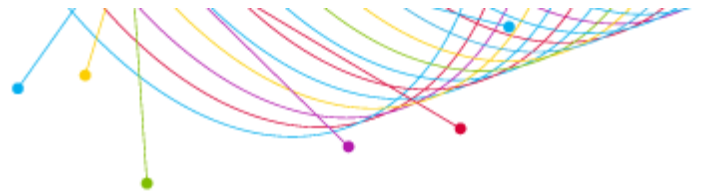
| Adults 35+ | | | | | | | | | | |
|------------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|
| M-F 6a-10a | | | | | | | | | | |
| Station | Average 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 | 13.5 | 2.4 | 2,400 | 14,600 | 14.5 | 3:15 | 78.9 | 73.1 | 6.0 | ^ |
| 2 WJKX-FM | 9.6 | 1.7 | 1,700 | 8,100 | 8.0 | 4:15 | 64.4 | 49.2 | 4.7 | ^ |
| 3 WXHR-FM | 7.9 | 1.4 | 1,400 | 7,300 | 7.2 | 4:00 | 79.4 | 73.1 | 5.1 | ^ |
| 4 WKZW-FM | 5.6 | 1.0 | 1,000 | 7,200 | 7.1 | 2:45 | 77.3 | 65.8 | 7.0 | ^ |
| 5t WFFX-FM | 5.1 | 0.9 | 900 | 4,600 | 4.6 | 4:00 | 48.9 | 41.5 | 5.1 | ^ |
| 5t WZLD-FM | 5.1 | 0.9 | 900 | 5,100 | 5.1 | 3:30 | 38.7 | 31.3 | 5.5 | ^ |
| 7 WMXI-FM | 4.5 | 0.8 | 800 | 5,900 | 5.9 | 2:30 | 97.2 | 89.0 | 7.8 | ^ |
| 8 WNSL-FM | 3.4 | 0.6 | 600 | 6,600 | 6.5 | 1:45 | 29.9 | 35.8 | 10.9 | ^ |
| 9 WJMG-FM | 2.8 | 0.5 | 500 | 2,700 | 2.7 | 4:00 | 40.4 | 50.4 | 5.0 | ^ |
| 10 WFMM-FM | 1.7 | 0.3 | 300 | 2,000 | 2.0 | 2:45 | 97.5 | 91.5 | 7.4 | ^ |
| 11t WGDQ-FM | 1.1 | 0.2 | 200 | 1,700 | 1.7 | 2:30 | 73.2 | 54.6 | 7.7 | ^ |
| 11t WLAU-FM | 1.1 | 0.2 | 200 | 2,100 | 2.1 | 2:15 | 64.7 | 70.5 | 9.0 | ^ |



| Adults 35+ | | | | | | | | | | |
|-------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|
| 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 | 1.1 | 0.2 | 200 | 900 | 0.9 | 3:45 | 62.8 | 82.2 | 5.5 | ^ |

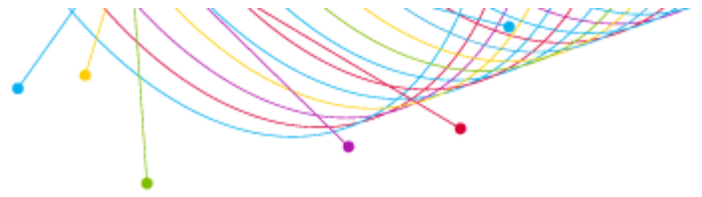
| Adults 35+ | | | | | | | | | | |
|-------------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|
| M-F 10a-3p | | | | | | | | | | |
| Station | Average 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 WBBN-FM | 11.7 | 2.0 | 2,000 | 13,200 | 13.1 | 3:45 | 72.9 | 70.8 | 6.7 | ^ |
| 2 WMXI-FM | 11.1 | 1.9 | 1,900 | 7,700 | 7.6 | 6:15 | 97.0 | 91.9 | 4.0 | ^ |
| 3 WXRR-FM | 8.2 | 1.4 | 1,400 | 8,600 | 8.5 | 4:00 | 69.2 | 65.1 | 6.3 | ^ |
| 4t WJKX-FM | 5.3 | 0.9 | 900 | 6,300 | 6.3 | 3:30 | 49.9 | 48.0 | 7.1 | ^ |
| 4t WNSL-FM | 5.3 | 0.9 | 900 | 9,000 | 8.9 | 2:30 | 37.4 | 41.5 | 9.5 | ^ |
| 6 WFFX-FM | 4.7 | 0.8 | 800 | 4,100 | 4.1 | 5:00 | 43.8 | 39.7 | 5.1 | ^ |
| 7t WKZW-FM | 3.5 | 0.6 | 600 | 7,100 | 7.0 | 2:00 | 71.1 | 66.2 | 12.5 | ^ |
| 7t WFMM-FM | 3.5 | 0.6 | 600 | 2,300 | 2.3 | 6:00 | 95.5 | 92.5 | 4.1 | ^ |
| 7t WJMG-FM | 3.5 | 0.6 | 600 | 3,400 | 3.4 | 4:00 | 55.5 | 54.7 | 6.2 | ^ |
| 10 WZLD-FM | 2.9 | 0.5 | 500 | 4,800 | 4.8 | 2:45 | 22.7 | 28.3 | 8.9 | ^ |
| 11 WGDQ-FM | 1.2 | 0.2 | 200 | 700 | 0.7 | 7:15 | 69.5 | 32.0 | 3.4 | ^ |
| 12t WLAU-FM | 0.6 | 0.1 | 100 | 1,400 | 1.4 | 2:00 | 74.0 | 71.9 | 12.4 | ^ |
| 12t WORV-AM | 0.6 | 0.1 | 100 | 900 | 0.9 | 3:00 | 100.0 | 100.0 | 8.0 | ^ |

| Adults 35+ | | | | | | | | | | |
|-------------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|
| 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 WBBN-FM | 12.9 | 1.8 | 1,800 | 13,100 | 13.0 | 2:45 | 67.4 | 70.4 | 7.3 | ^ |
| 2t WXRR-FM | 7.1 | 1.0 | 1,000 | 7,800 | 7.7 | 2:30 | 60.5 | 58.5 | 7.8 | ^ |
| 2t WJKX-FM | 7.1 | 1.0 | 1,000 | 6,200 | 6.2 | 3:30 | 54.2 | 51.0 | 5.9 | ^ |
| 4t WMXI-FM | 5.7 | 0.8 | 800 | 6,400 | 6.3 | 2:15 | 93.2 | 90.9 | 8.6 | ^ |
| 4t WZLD-FM | 5.7 | 0.8 | 800 | 6,000 | 6.0 | 2:45 | 24.4 | 26.6 | 7.4 | ^ |
| 6 WNSL-FM | 5.0 | 0.7 | 700 | 8,800 | 8.7 | 1:45 | 29.4 | 38.9 | 11.9 | ^ |
| 7 WJMG-FM | 3.6 | 0.5 | 500 | 3,000 | 3.0 | 3:30 | 45.7 | 45.6 | 5.6 | ^ |
| 8t WKZW-FM | 2.9 | 0.4 | 400 | 5,700 | 5.7 | 1:30 | 62.9 | 60.3 | 13.0 | ^ |
| 8t WFFX-FM | 2.9 | 0.4 | 400 | 3,600 | 3.6 | 2:00 | 26.1 | 28.8 | 9.7 | ^ |
| 8t WFMM-FM | 2.9 | 0.4 | 400 | 2,900 | 2.9 | 2:45 | 95.3 | 83.2 | 7.1 | ^ |
| 11 WGDQ-FM | 2.1 | 0.3 | 300 | 2,000 | 2.0 | 2:30 | 67.7 | 58.7 | 7.7 | ^ |
| 12t WLAU-FM | 0.7 | 0.1 | 100 | 800 | 0.8 | 2:00 | 86.2 | 65.6 | 10.1 | ^ |
| 12t WORV-AM | 0.7 | 0.1 | 100 | 600 | 0.6 | 1:45 | 100.0 | 100.0 | 11.1 | ^ |



| Adults 35+ | | | | | | | | | | | |
|-------------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|--|
| 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 | 17.5 | 0.7 | 700 | 4,000 | 4.0 | 4:15 | 57.1 | 51.6 | 5.8 | ^ | |
| 2t WBBN-FM | 7.5 | 0.3 | 300 | 4,600 | 4.6 | 1:30 | 54.4 | 65.2 | 16.2 | ^ | |
| 2t WZLD-FM | 7.5 | 0.3 | 300 | 3,400 | 3.4 | 2:30 | 22.7 | 27.2 | 10.4 | ^ | |
| 4t WXRR-FM | 5.0 | 0.2 | 200 | 2,700 | 2.7 | 2:00 | 50.9 | 53.7 | 11.8 | ^ | |
| 4t WJMG-FM | 5.0 | 0.2 | 200 | 1,600 | 1.6 | 2:45 | 44.7 | 45.4 | 9.1 | ^ | |
| 4t WNSL-FM | 5.0 | 0.2 | 200 | 2,100 | 2.1 | 2:30 | 19.2 | 19.8 | 10.4 | ^ | |
| 7t WKZW-FM | 2.5 | 0.1 | 100 | 2,600 | 2.6 | 1:15 | 70.3 | 64.7 | 19.9 | ^ | |
| 7t WFFX-FM | 2.5 | 0.1 | 100 | 1,400 | 1.4 | 1:30 | 18.7 | 23.7 | 17.8 | ^ | |
| 7t WFMM-FM | 2.5 | 0.1 | 100 | 1,400 | 1.4 | 2:45 | 100.0 | 100.0 | 9.5 | ^ | |
| 7t WLAU-FM | 2.5 | 0.1 | 100 | 600 | 0.6 | 2:00 | 55.0 | 46.5 | 11.9 | ^ | |
| 7t WMXI-FM | 2.5 | 0.1 | 100 | 1,300 | 1.3 | 2:30 | 100.0 | 100.0 | 9.7 | ^ | |
| 12t WGDQ-FM | 0.0 | 0.0 | 0 | 500 | 0.5 | 1:00 | 55.9 | 62.4 | 26.9 | ^ | |
| 12t WORV-AM | 0.0 | 0.0 | 0 | 300 | 0.3 | 2:00 | 100.0 | 100.0 | 11.8 | ^ | |

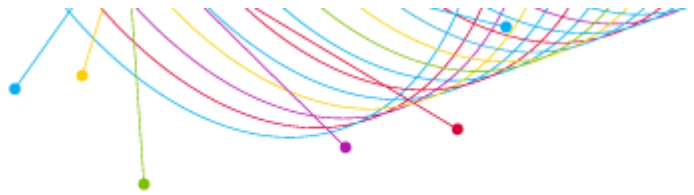
| Adults 35+ | | | | | | | | | | | |
|-------------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|--|
| M-F 6a-7p | | | | | | | | | | | |
| Station | 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 WBBN-FM | 12.9 | 2.1 | 2,100 | 18,700 | 18.6 | 7:15 | 73.3 | 66.3 | 9.1 | ^ | |
| 2 WXRR-FM | 8.0 | 1.3 | 1,300 | 12,600 | 12.5 | 6:30 | 69.9 | 65.5 | 9.9 | ^ | |
| 3t WJKX-FM | 7.4 | 1.2 | 1,200 | 10,700 | 10.6 | 7:15 | 56.8 | 48.3 | 9.0 | ^ | |
| 3t WMXI-FM | 7.4 | 1.2 | 1,200 | 10,000 | 9.9 | 7:45 | 96.3 | 88.6 | 8.3 | ^ | |
| 5 WNSL-FM | 4.9 | 0.8 | 800 | 11,900 | 11.8 | 4:15 | 32.8 | 38.6 | 15.3 | ^ | |
| 6t WKZW-FM | 4.3 | 0.7 | 700 | 10,000 | 9.9 | 4:15 | 71.9 | 62.4 | 15.0 | ^ | |
| 6t WFFX-FM | 4.3 | 0.7 | 700 | 6,500 | 6.4 | 7:00 | 40.9 | 36.8 | 9.2 | ^ | |
| 6t WZLD-FM | 4.3 | 0.7 | 700 | 9,100 | 9.0 | 5:15 | 27.7 | 31.1 | 12.4 | ^ | |
| 9 WJMG-FM | 3.1 | 0.5 | 500 | 4,800 | 4.8 | 7:15 | 47.0 | 53.3 | 8.8 | ^ | |
| 10 WFMM-FM | 2.5 | 0.4 | 400 | 4,300 | 4.3 | 6:30 | 95.8 | 87.9 | 10.2 | ^ | |
| 11 WGDQ-FM | 1.2 | 0.2 | 200 | 2,700 | 2.7 | 5:30 | 69.9 | 52.2 | 11.7 | ^ | |
| 12t WLAU-FM | 0.6 | 0.1 | 100 | 2,300 | 2.3 | 4:00 | 70.7 | 63.0 | 16.2 | ^ | |
| 12t WORV-AM | 0.6 | 0.1 | 100 | 1,200 | 1.2 | 6:00 | 78.7 | 86.1 | 10.9 | ^ | |



| Adults 35+ | | | | | | | | | | |
|-------------------|----------------|----------------|-----------------|---------------------|--------------------|---------------------|---------------------|-------------------------|-----------------|------------|
| 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 WBBN-FM | 12.9 | 1.1 | 1,100 | 12,500 | 12.4 | 3:15 | 70.5 | 67.6 | 11.2 | ^ |
| 2 WJKX-FM | 11.8 | 1.0 | 1,000 | 7,800 | 7.7 | 4:30 | 59.4 | 46.4 | 8.2 | ^ |
| 3 WXRR-FM | 7.1 | 0.6 | 600 | 8,300 | 8.2 | 2:45 | 50.4 | 68.2 | 13.1 | ^ |
| 4t WJMG-FM | 4.7 | 0.4 | 400 | 3,400 | 3.4 | 4:15 | 62.6 | 62.4 | 8.3 | ^ |
| 4t WNSL-FM | 4.7 | 0.4 | 400 | 7,400 | 7.3 | 2:00 | 29.2 | 40.1 | 18.7 | ^ |
| 6t WKZW-FM | 3.5 | 0.3 | 300 | 6,700 | 6.6 | 1:45 | 66.1 | 66.0 | 20.3 | ^ |
| 6t WZLD-FM | 3.5 | 0.3 | 300 | 5,600 | 5.6 | 2:15 | 24.4 | 30.2 | 16.7 | ^ |
| 8t WFFX-FM | 2.4 | 0.2 | 200 | 3,400 | 3.4 | 2:30 | 23.1 | 32.8 | 14.3 | ^ |
| 8t WFMM-FM | 2.4 | 0.2 | 200 | 2,100 | 2.1 | 3:15 | 90.2 | 76.4 | 11.5 | ^ |
| 8t WGDQ-FM | 2.4 | 0.2 | 200 | 2,200 | 2.2 | 2:30 | 56.4 | 45.6 | 14.3 | ^ |
| 11t WMXI-FM | 1.2 | 0.1 | 100 | 3,300 | 3.3 | 1:15 | 54.9 | 84.7 | 26.4 | ^ |
| 11t WORV-AM | 1.2 | 0.1 | 100 | 700 | 0.7 | 5:00 | 90.0 | 78.2 | 7.2 | ^ |
| 13 WLAU-FM | 0.0 | 0.0 | 0 | 700 | 0.7 | :45 | 43.5 | 52.9 | 41.7 | ^ |



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 35+ | 100,800 | 742 |

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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