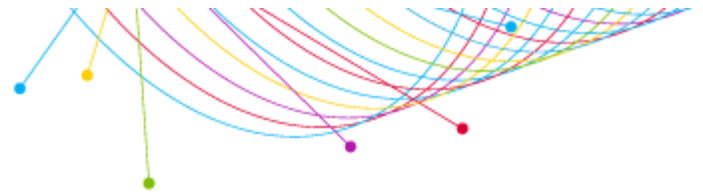


Ranker

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

Adults 55+										
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	15.8	1.8	900	10,700	21.1	10:30	44.7	33.9	11.9	^
2 WJKX-FM	10.5	1.2	600	4,300	8.5	17:00	32.4	15.9	7.4	^
3t WXHR-FM	8.8	1.0	500	7,500	14.8	8:45	37.4	31.0	14.4	^
3t WMXI-FM	8.8	1.0	500	7,300	14.4	9:00	70.0	57.5	14.1	^
5 WJMG-FM	7.0	0.8	400	3,100	6.1	14:45	41.3	28.2	8.6	^
6 WFMM-FM	3.5	0.4	200	3,500	6.9	5:45	50.4	51.5	21.7	^
7t WKZW-FM	1.8	0.2	100	4,100	8.1	4:30	22.6	21.6	27.4	^
7t WFFX-FM	1.8	0.2	100	2,300	4.5	4:00	5.8	11.4	30.9	^
7t WNSL-FM	1.8	0.2	100	2,600	5.1	5:15	6.1	7.8	23.9	^
7t WORV-AM	1.8	0.2	100	1,000	2.0	7:30	55.2	67.8	16.9	^
7t WZLD-FM	1.8	0.2	100	1,900	3.7	6:15	4.4	5.7	20.5	^
12t WGDQ-FM	0.0	0.0	0	1,000	2.0	4:15	13.4	15.5	29.1	^
12t WLAU-FM	0.0	0.0	0	1,400	2.8	4:30	37.7	34.6	28.4	^

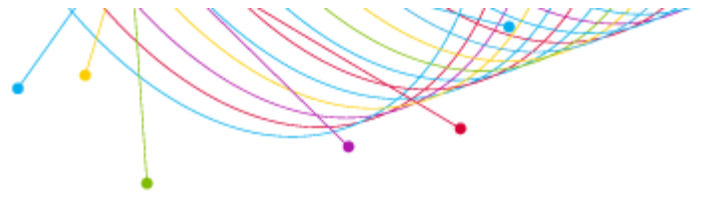
Adults 55+										
M-F 6a-10a										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1 WBBN-FM	16.7	2.8	1,400	7,300	14.4	4:00	46.3	36.7	5.1	^
2 WJKX-FM	13.1	2.2	1,100	3,400	6.7	6:30	40.9	20.6	3.1	^
3 WXHR-FM	10.7	1.8	900	3,800	7.5	4:30	48.0	38.1	4.4	^
4t WJMG-FM	6.0	1.0	500	2,000	3.9	5:00	37.2	36.1	3.9	^
4t WMXI-FM	6.0	1.0	500	3,900	7.7	2:45	66.7	58.5	7.5	^
6 WKZW-FM	3.6	0.6	300	2,000	3.9	2:30	19.2	18.5	8.0	^
7t WFFX-FM	2.4	0.4	200	1,600	3.2	2:30	11.1	14.8	8.0	^
7t WZLD-FM	2.4	0.4	200	700	1.4	4:45	6.7	4.2	4.3	^
9t WFMM-FM	1.2	0.2	100	1,300	2.6	1:45	41.9	60.5	11.4	^
9t WGDQ-FM	1.2	0.2	100	500	1.0	2:45	22.3	16.3	7.6	^
9t WLAU-FM	1.2	0.2	100	1,100	2.2	2:00	33.3	38.3	9.5	^
9t WNSL-FM	1.2	0.2	100	1,200	2.4	2:00	5.7	6.7	10.6	^



Adults 55+											
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
9t	WORV-AM	1.2	0.2	100	700	1.4	3:15	46.1	66.2	6.0	^

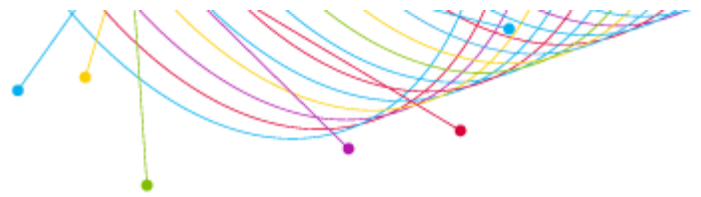
Adults 55+											
M-F 10a-3p											
	Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
	1 WMXI-FM	16.5	3.0	1,500	5,500	10.8	6:45	73.6	65.8	3.7	^
	2 WBBN-FM	14.3	2.6	1,300	7,000	13.8	4:30	47.9	37.5	5.4	^
	3 WXRR-FM	9.9	1.8	900	4,600	9.1	5:00	46.1	35.1	5.1	^
	4 WJKX-FM	6.6	1.2	600	2,500	4.9	5:30	31.1	19.3	4.6	^
	5 WJMG-FM	4.4	0.8	400	1,600	3.2	6:45	41.7	25.0	3.8	^
	6 WFMM-FM	3.3	0.6	300	1,800	3.6	4:00	50.5	72.4	6.1	^
	7t WKZW-FM	2.2	0.4	200	2,300	4.5	2:30	27.1	21.0	10.4	^
	7t WNSL-FM	2.2	0.4	200	1,600	3.2	3:15	8.1	7.5	7.9	^
	9t WFFX-FM	1.1	0.2	100	1,100	2.2	3:00	6.8	10.4	8.5	^
	9t WLAU-FM	1.1	0.2	100	1,100	2.2	2:30	70.0	56.1	10.2	^
	9t WORV-AM	1.1	0.2	100	600	1.2	4:00	87.7	69.4	6.4	^
	9t WZLD-FM	1.1	0.2	100	1,300	2.6	1:45	3.6	7.5	14.7	^
	13 WGDQ-FM	0.0	0.0	0	200	0.4	4:00	10.6	8.8	6.1	^

Adults 55+											
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	17.5	2.2	1,100	6,900	13.6	3:15	42.2	37.1	6.2	^
	2 WMXI-FM	9.5	1.2	600	4,600	9.1	2:30	73.4	64.5	7.7	^
	3t WXRR-FM	7.9	1.0	500	3,700	7.3	2:45	29.2	27.3	7.6	^
	3t WJKX-FM	7.9	1.0	500	2,000	3.9	4:45	25.0	16.9	4.2	^
	3t WJMG-FM	7.9	1.0	500	1,900	3.7	5:00	39.0	28.2	4.1	^
	6t WKZW-FM	3.2	0.4	200	2,200	4.3	1:15	21.7	23.5	14.7	^
	6t WFMM-FM	3.2	0.4	200	1,800	3.6	2:00	42.4	51.0	9.8	^
	8t WNSL-FM	1.6	0.2	100	1,300	2.6	1:30	3.8	5.7	13.3	^
	8t WZLD-FM	1.6	0.2	100	900	1.8	2:30	3.4	3.9	7.9	^
	10t WFFX-FM	0.0	0.0	0	600	1.2	1:30	3.0	4.4	12.9	^
	10t WGDQ-FM	0.0	0.0	0	400	0.8	2:15	10.9	10.4	8.4	^
	10t WLAU-FM	0.0	0.0	0	400	0.8	1:30	30.5	33.2	14.5	^
	10t WORV-AM	0.0	0.0	0	500	1.0	1:45	78.3	80.5	11.5	^



Adults 55+											
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	21.1	0.8	400	1,300	2.6	7:00	29.7	16.7	3.6	^	
2t WBBN-FM	10.5	0.4	200	2,300	4.5	1:45	32.1	32.4	13.6	^	
2t WJMG-FM	10.5	0.4	200	1,100	2.2	3:30	40.4	33.0	7.3	^	
4t WXRR-FM	5.3	0.2	100	1,100	2.2	2:45	26.6	21.3	9.0	^	
4t WKZW-FM	5.3	0.2	100	1,000	2.0	1:30	29.7	24.0	17.4	^	
4t WFMM-FM	5.3	0.2	100	900	1.8	2:00	52.0	65.0	11.8	^	
4t WMXI-FM	5.3	0.2	100	1,100	2.2	2:45	99.1	91.2	9.0	^	
4t WNSL-FM	5.3	0.2	100	400	0.8	4:45	7.3	3.8	5.3	^	
4t WZLD-FM	5.3	0.2	100	400	0.8	4:00	4.5	3.3	6.4	^	
10t WFFX-FM	0.0	0.0	0	200	0.4	1:00	1.6	2.8	25.0	^	
10t WGDQ-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^	
10t WLAU-FM	0.0	0.0	0	300	0.6	2:15	24.6	20.2	11.6	^	
10t WORV-AM	0.0	0.0	0	200	0.4	2:30	75.5	65.5	10.2	^	

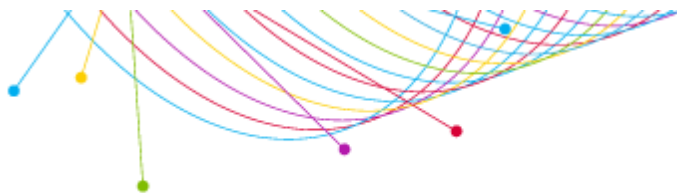
Adults 55+											
M-F 6a-7p											
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index	
1 WBBN-FM	16.3	2.6	1,300	9,600	18.9	8:45	45.7	33.9	7.5	^	
2 WMXI-FM	11.3	1.8	900	6,700	13.2	8:45	72.2	59.3	7.4	^	
3 WXRR-FM	10.0	1.6	800	6,200	12.2	8:00	42.0	32.3	8.1	^	
4 WJKX-FM	8.8	1.4	700	4,000	7.9	11:15	33.2	18.0	5.7	^	
5 WJMG-FM	6.3	1.0	500	2,600	5.1	11:30	39.3	28.4	5.6	^	
6t WKZW-FM	2.5	0.4	200	3,300	6.5	4:00	22.4	20.7	16.0	^	
6t WFMM-FM	2.5	0.4	200	2,700	5.3	5:00	46.4	54.2	13.0	^	
8t WFFX-FM	1.3	0.2	100	1,800	3.6	4:30	7.3	10.3	14.6	^	
8t WLAU-FM	1.3	0.2	100	1,300	2.6	4:30	44.2	35.0	14.4	^	
8t WNSL-FM	1.3	0.2	100	2,300	4.5	4:15	6.1	7.4	15.7	^	
8t WORV-AM	1.3	0.2	100	900	1.8	6:15	62.9	65.7	10.4	^	
8t WZLD-FM	1.3	0.2	100	1,800	3.6	4:15	4.4	6.0	15.2	^	
13 WGDQ-FM	0.0	0.0	0	800	1.6	4:00	14.0	14.8	16.6	^	



Adults 55+										
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	16.7	1.4	700	7,200	14.2	3:30	44.4	39.1	10.3	^
2 WJKX-FM	11.9	1.0	500	2,700	5.3	6:45	31.8	16.0	5.3	^
3 WXRR-FM	9.5	0.8	400	3,500	6.9	3:45	28.2	28.5	9.8	^
4 WJMG-FM	7.1	0.6	300	2,200	4.3	5:00	48.1	40.9	7.1	^
5t WKZW-FM	2.4	0.2	100	1,900	3.7	2:00	21.5	18.2	17.2	^
5t WFMM-FM	2.4	0.2	100	1,300	2.6	3:45	65.9	47.1	9.7	^
5t WMXI-FM	2.4	0.2	100	2,200	4.3	1:30	36.9	55.0	25.5	^
5t WNSL-FM	2.4	0.2	100	1,500	3.0	1:45	5.4	8.1	20.5	^
5t WZLD-FM	2.4	0.2	100	900	1.8	2:30	4.3	4.7	14.6	^
10t WFFX-FM	0.0	0.0	0	400	0.8	2:15	2.5	4.2	16.8	^
10t WGDQ-FM	0.0	0.0	0	600	1.2	2:00	13.4	12.9	17.1	^
10t WLAU-FM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^
10t WORV-AM	0.0	0.0	0	500	1.0	2:30	33.6	58.5	14.4	^



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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 55+	50,700	441

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

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