



Ranker

LAUREL-HATTIESBURG, MS (Metro Survey Area)
SP14 / FA13

Station Rankings Based on: In the Book

Men 25-54					
M-Su 6a-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	10.0	1.3	500	7,900
2t	WBBN-FM	8.0	1.0	400	7,700
2t	WXRR-FM	8.0	1.0	400	8,500
4t	WJKX-FM	6.0	0.8	300	5,600
4t	WNSL-FM	6.0	0.8	300	8,200
4t	WZKX-FM	6.0	0.8	300	4,600
7t	WKZW-FM	4.0	0.5	200	6,600
7t	WFFX-FM	4.0	0.5	200	5,900
7t	WFMM-FM	4.0	0.5	200	3,300
7t	WJMG-FM	4.0	0.5	200	2,100
7t	WMXI-FM	4.0	0.5	200	4,100
12t	WXHB-FM	2.0	0.3	100	600
12t	WFOR-AM	2.0	0.3	100	1,300
12t	WORV-AM	2.0	0.3	100	500
15t	WGDQ-FM	0.0	0.0	0	500
15t	WHLH-FM	0.0	0.0	0	900
15t	WLAU-FM	0.0	0.0	0	1,200
15t	WMJY-FM	0.0	0.0	0	400
15t	WZNF-FM	0.0	0.0	0	2,000

Men 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	WBBN-FM	9.1	1.8	700	4,900
1t	WKZW-FM	9.1	1.8	700	4,600
3t	WXRR-FM	7.8	1.5	600	4,200
3t	WZLD-FM	7.8	1.5	600	3,600
5t	WFFX-FM	6.5	1.3	500	4,100
5t	WNSL-FM	6.5	1.3	500	5,400
5t	WZKX-FM	6.5	1.3	500	2,700
8t	WFMM-FM	3.9	0.8	300	1,800
8t	WJKX-FM	3.9	0.8	300	3,800



Men 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
8t	WMXI-FM	3.9	0.8	300	1,900
11t	WFOR-AM	2.6	0.5	200	1,200
11t	WJMG-FM	2.6	0.5	200	1,000
13t	WXHB-FM	1.3	0.3	100	400
13t	WLAU-FM	1.3	0.3	100	900
13t	WORV-AM	1.3	0.3	100	500
13t	WZNF-FM	1.3	0.3	100	1,000
17t	WGDQ-FM	0.0	0.0	0	200
17t	WHLH-FM	0.0	0.0	0	400
17t	WMJY-FM	0.0	0.0	0	200

Men 25-54					
M-F 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	WBBN-FM	9.2	1.5	600	4,900
1t	WMXI-FM	9.2	1.5	600	3,000
1t	WZLD-FM	9.2	1.5	600	3,900
4	WNSL-FM	7.7	1.3	500	5,600
5t	WXRR-FM	6.2	1.0	400	3,900
5t	WZKX-FM	6.2	1.0	400	1,800
7t	WFFX-FM	4.6	0.8	300	2,200
7t	WFMM-FM	4.6	0.8	300	1,400
9t	WKZW-FM	3.1	0.5	200	3,400
9t	WJKX-FM	3.1	0.5	200	1,800
9t	WJMG-FM	3.1	0.5	200	1,800
12	WFOR-AM	1.5	0.3	100	900
13t	WXHB-FM	0.0	0.0	0	400
13t	WGDQ-FM	0.0	0.0	0	300
13t	WHLH-FM	0.0	0.0	0	500
13t	WLAU-FM	0.0	0.0	0	500
13t	WMJY-FM	0.0	0.0	0	0
13t	WORV-AM	0.0	0.0	0	200
13t	WZNF-FM	0.0	0.0	0	700

Men 25-54					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	11.6	2.1	800	4,100
2t	WBBN-FM	8.7	1.5	600	4,800



Men 25-54						
M-F 3p-7p						
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons	
2t	WXRR-FM	8.7	1.5	600	4,200	
2t	WNSL-FM	8.7	1.5	600	6,600	
5	WZKX-FM	7.2	1.3	500	3,000	
6	WJKX-FM	5.8	1.0	400	3,600	
7t	WJMG-FM	4.3	0.8	300	1,100	
7t	WMXI-FM	4.3	0.8	300	2,200	
9	WFMM-FM	2.9	0.5	200	1,300	
10t	WKZW-FM	1.4	0.3	100	2,000	
10t	WXHB-FM	1.4	0.3	100	400	
10t	WFFX-FM	1.4	0.3	100	2,600	
10t	WFOR-AM	1.4	0.3	100	1,200	
10t	WZNF-FM	1.4	0.3	100	700	
15t	WGDQ-FM	0.0	0.0	0	400	
15t	WHLH-FM	0.0	0.0	0	200	
15t	WLAU-FM	0.0	0.0	0	400	
15t	WMJY-FM	0.0	0.0	0	400	
15t	WORV-AM	0.0	0.0	0	300	

Men 25-54						
M-F 7p-12m						
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons	
1	WJKX-FM	14.3	0.8	300	1,900	
2t	WXRR-FM	9.5	0.5	200	2,400	
2t	WZLD-FM	9.5	0.5	200	3,200	
4t	WBBN-FM	4.8	0.3	100	2,300	
4t	WKZW-FM	4.8	0.3	100	1,400	
4t	WFFX-FM	4.8	0.3	100	1,300	
4t	WJMG-FM	4.8	0.3	100	800	
4t	WNSL-FM	4.8	0.3	100	1,600	
9t	WXHB-FM	0.0	0.0	0	100	
9t	WFMM-FM	0.0	0.0	0	700	
9t	WFOR-AM	0.0	0.0	0	500	
9t	WGDQ-FM	0.0	0.0	0	300	
9t	WHLH-FM	0.0	0.0	0	100	
9t	WLAU-FM	0.0	0.0	0	400	
9t	WMJY-FM	0.0	0.0	0	0	
9t	WMXI-FM	0.0	0.0	0	400	
9t	WORV-AM	0.0	0.0	0	300	
9t	WZKX-FM	0.0	0.0	0	600	



Men 25-54					
M-F 7p-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
9t	WZNF-FM	0.0	0.0	0	600

Men 25-54					
Sa-Su 6a-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WXRR-FM	11.8	1.0	400	4,800
2t	WJKX-FM	8.8	0.8	300	4,000
2t	WZLD-FM	8.8	0.8	300	4,700
4t	WBBN-FM	5.9	0.5	200	3,700
4t	WKZW-FM	5.9	0.5	200	2,800
4t	WFFX-FM	5.9	0.5	200	3,300
7t	WXHB-FM	2.9	0.3	100	300
7t	WJMG-FM	2.9	0.3	100	900
7t	WNSL-FM	2.9	0.3	100	4,500
7t	WORV-AM	2.9	0.3	100	500
7t	WZKX-FM	2.9	0.3	100	1,400
12t	WFMM-FM	0.0	0.0	0	400
12t	WFOR-AM	0.0	0.0	0	400
12t	WGDQ-FM	0.0	0.0	0	300
12t	WHLH-FM	0.0	0.0	0	500
12t	WLAU-FM	0.0	0.0	0	900
12t	WMJY-FM	0.0	0.0	0	200
12t	WMXI-FM	0.0	0.0	0	1,100
12t	WZNF-FM	0.0	0.0	0	700

Men 25-54					
M-F 6a-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	10.0	1.8	700	6,800
2	WBBN-FM	8.6	1.5	600	7,200
3t	WXRR-FM	7.1	1.3	500	6,600
3t	WNSL-FM	7.1	1.3	500	8,000
5t	WMXI-FM	5.7	1.0	400	3,700
5t	WZKX-FM	5.7	1.0	400	3,800
7t	WKZW-FM	4.3	0.8	300	5,700
7t	WFFX-FM	4.3	0.8	300	5,400
7t	WFMM-FM	4.3	0.8	300	3,300
7t	WJKX-FM	4.3	0.8	300	5,300
11	WJMG-FM	2.9	0.5	200	2,100



Men 25-54					
M-F 6a-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
12t	WXHB-FM	1.4	0.3	100	400
12t	WFOR-AM	1.4	0.3	100	1,300
12t	WZNF-FM	1.4	0.3	100	1,200
15t	WGDQ-FM	0.0	0.0	0	500
15t	WHLH-FM	0.0	0.0	0	500
15t	WLAU-FM	0.0	0.0	0	1,200
15t	WMJY-FM	0.0	0.0	0	400
15t	WORV-AM	0.0	0.0	0	500

Men 25-54					
Sa 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	WXRR-FM	11.5	1.5	600	2,700
1t	WFFX-FM	11.5	1.5	600	1,600
3t	WBBN-FM	7.7	1.0	400	2,100
3t	WJKX-FM	7.7	1.0	400	800
5t	WZKX-FM	5.8	0.8	300	1,100
5t	WZLD-FM	5.8	0.8	300	1,500
7t	WNSL-FM	3.8	0.5	200	700
7t	WORV-AM	3.8	0.5	200	300
9t	WKZW-FM	1.9	0.3	100	700
9t	WJMG-FM	1.9	0.3	100	700
9t	WMXI-FM	1.9	0.3	100	700
12t	WXHB-FM	0.0	0.0	0	0
12t	WFMM-FM	0.0	0.0	0	200
12t	WFOR-AM	0.0	0.0	0	0
12t	WGDQ-FM	0.0	0.0	0	0
12t	WHLH-FM	0.0	0.0	0	0
12t	WLAU-FM	0.0	0.0	0	200
12t	WMJY-FM	0.0	0.0	0	0
12t	WZNF-FM	0.0	0.0	0	400

Men 25-54					
Sa 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WXRR-FM	18.9	1.8	700	2,100
2	WZLD-FM	13.5	1.3	500	1,700
3	WJMG-FM	8.1	0.8	300	500
4t	WBBN-FM	5.4	0.5	200	1,000



Men 25-54					
Sa 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
4t	WFFX-FM	5.4	0.5	200	800
4t	WORV-AM	5.4	0.5	200	500
7t	WKZW-FM	2.7	0.3	100	500
7t	WJKX-FM	2.7	0.3	100	400
9t	WXHB-FM	0.0	0.0	0	0
9t	WFMM-FM	0.0	0.0	0	200
9t	WFOR-AM	0.0	0.0	0	0
9t	WGDQ-FM	0.0	0.0	0	0
9t	WHLH-FM	0.0	0.0	0	100
9t	WLAU-FM	0.0	0.0	0	400
9t	WMJY-FM	0.0	0.0	0	0
9t	WMXI-FM	0.0	0.0	0	400
9t	WNSL-FM	0.0	0.0	0	200
9t	WZKX-FM	0.0	0.0	0	100
9t	WZNF-FM	0.0	0.0	0	0

Men 25-54					
Su 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	18.4	1.8	700	1,500
2	WJKX-FM	10.5	1.0	400	900
3t	WBBN-FM	7.9	0.8	300	900
3t	WXRR-FM	7.9	0.8	300	1,300
5	WGDQ-FM	5.3	0.5	200	200
6t	WKZW-FM	2.6	0.3	100	700
6t	WXHB-FM	2.6	0.3	100	300
6t	WFFX-FM	2.6	0.3	100	400
6t	WFOR-AM	2.6	0.3	100	200
6t	WHLH-FM	2.6	0.3	100	400
6t	WJMG-FM	2.6	0.3	100	100
6t	WNSL-FM	2.6	0.3	100	500
6t	WORV-AM	2.6	0.3	100	200
6t	WZKX-FM	2.6	0.3	100	300
15t	WFMM-FM	0.0	0.0	0	0
15t	WLAU-FM	0.0	0.0	0	0
15t	WMJY-FM	0.0	0.0	0	0
15t	WMXI-FM	0.0	0.0	0	0
15t	WZNF-FM	0.0	0.0	0	300



Men 25-54					
Su 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	WJKX-FM	11.4	1.3	500	1,200
1t	WNSL-FM	11.4	1.3	500	1,100
3	WZLD-FM	9.1	1.0	400	900
4t	WXRR-FM	6.8	0.8	300	1,000
4t	WKZW-FM	6.8	0.8	300	900
6t	WBBN-FM	4.5	0.5	200	900
6t	WJMG-FM	4.5	0.5	200	300
8t	WXHB-FM	2.3	0.3	100	300
8t	WGDQ-FM	2.3	0.3	100	300
8t	WHLH-FM	2.3	0.3	100	300
8t	WORV-AM	2.3	0.3	100	200
12t	WFFX-FM	0.0	0.0	0	0
12t	WFMM-FM	0.0	0.0	0	0
12t	WFOR-AM	0.0	0.0	0	0
12t	WLAU-FM	0.0	0.0	0	0
12t	WMJY-FM	0.0	0.0	0	200
12t	WMXI-FM	0.0	0.0	0	0
12t	WZKX-FM	0.0	0.0	0	0
12t	WZNF-FM	0.0	0.0	0	300



Ranker Detailed Sourcing Summary

Market: LAUREL-HATTIESBURG, MS
Survey: Average of Nielsen Radio Spring 2014, Nielsen Radio Fall 2013
Geography: Metro
Daypart: Monday-Sunday 6a-midnight; Monday-Friday 6a-10a; Monday-Friday 10a-3p; Monday-Friday 3p-7p; Monday-Friday 7p-midnight; Saturday-Sunday 6a-midnight; Monday-Friday 6a-7p; Saturday 10a-3p; Saturday 3p-7p; Sunday 10a-3p; Sunday 3p-7p

Demo/Intab/Population:

Age/Gender	Population	Intab
Men 25-54	38,800	187

Stations: In the Book

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.

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/RR8/2013FAL/0522/pdfs/SpecialNotices.pdf>

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