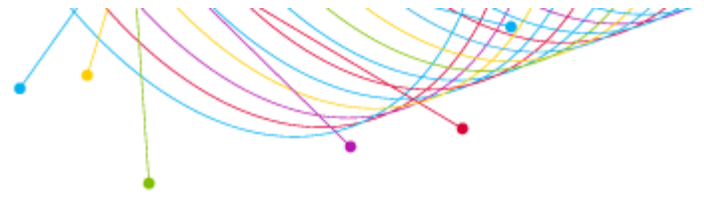


# Ranker

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

Men 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 WFFX-FM	10.6	1.3	500	6,900	17.7	9:15	39.6	34.9	13.8	^	
<b>2t WXRR-FM</b>	<b>8.5</b>	<b>1.0</b>	<b>400</b>	<b>7,400</b>	<b>19.0</b>	<b>6:15</b>	<b>26.8</b>	<b>30.8</b>	<b>19.9</b>	<b>^</b>	
2t WNSL-FM	8.5	1.0	400	8,900	22.9	6:15	24.4	26.4	20.0	^	
<b>4t WBBN-FM</b>	<b>6.4</b>	<b>0.8</b>	<b>300</b>	<b>6,000</b>	<b>15.4</b>	<b>5:30</b>	<b>13.3</b>	<b>19.2</b>	<b>22.6</b>	<b>^</b>	
4t WJKX-FM	6.4	0.8	300	4,900	12.6	7:15	16.2	18.5	17.2	^	
4t WZLD-FM	6.4	0.8	300	7,000	18.0	6:15	16.9	21.6	20.1	^	
<b>7t WKZW-FM</b>	<b>4.3</b>	<b>0.5</b>	<b>200</b>	<b>5,700</b>	<b>14.7</b>	<b>4:30</b>	<b>31.6</b>	<b>30.3</b>	<b>27.5</b>	<b>^</b>	
7t WJMG-FM	4.3	0.5	200	2,600	6.7	8:15	19.6	24.1	15.5	^	
9t WFMM-FM	2.1	0.3	100	1,600	4.1	8:45	36.5	24.5	14.3	^	
9t WLAU-FM	2.1	0.3	100	1,600	4.1	4:30	43.1	39.0	28.0	^	
9t WMXI-FM	2.1	0.3	100	2,600	6.7	6:30	17.9	20.2	19.4	^	
12t WGDQ-FM	0.0	0.0	0	900	2.3	5:30	14.8	13.3	22.8	^	
12t WORV-AM	0.0	0.0	0	400	1.0	15:15	41.0	24.8	8.3	^	

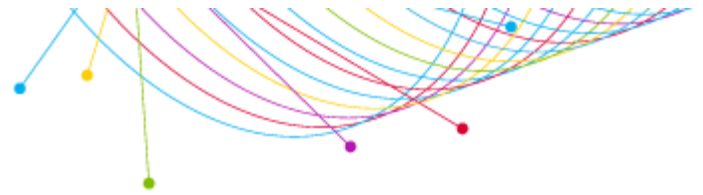
Men 25-54											
M-F 6a-10a											
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index	
1 WFFX-FM	11.8	2.3	900	4,200	10.8	4:15	47.1	37.6	4.8	^	
<b>2t WXRR-FM</b>	<b>7.9</b>	<b>1.5</b>	<b>600</b>	<b>3,700</b>	<b>9.5</b>	<b>3:15</b>	<b>33.8</b>	<b>37.4</b>	<b>6.1</b>	<b>^</b>	
<b>2t WKZW-FM</b>	<b>7.9</b>	<b>1.5</b>	<b>600</b>	<b>3,700</b>	<b>9.5</b>	<b>3:15</b>	<b>46.4</b>	<b>33.9</b>	<b>6.0</b>	<b>^</b>	
2t WNSL-FM	7.9	1.5	600	5,400	13.9	2:15	28.8	29.3	9.2	^	
<b>5 WBBN-FM</b>	<b>6.6</b>	<b>1.3</b>	<b>500</b>	<b>4,000</b>	<b>10.3</b>	<b>2:45</b>	<b>17.5</b>	<b>20.0</b>	<b>7.4</b>	<b>^</b>	
6 WZLD-FM	5.3	1.0	400	3,300	8.5	2:45	18.2	20.1	7.6	^	
7 WJKX-FM	3.9	0.8	300	3,100	8.0	2:00	11.2	19.1	10.5	^	
8t WJMG-FM	2.6	0.5	200	1,300	3.3	3:30	16.9	23.7	5.7	^	
8t WLAU-FM	2.6	0.5	200	1,200	3.1	3:00	50.4	40.8	6.7	^	
10t WFMM-FM	1.3	0.3	100	500	1.3	5:00	48.2	24.7	4.0	^	
10t WMXI-FM	1.3	0.3	100	1,600	4.1	1:45	19.1	24.5	11.0	^	
10t WORV-AM	1.3	0.3	100	400	1.0	7:45	53.9	33.8	2.6	^	



Men 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 WGDQ-FM	0.0	0.0	0	200	0.5	4:00	12.4	6.0	5.0	^

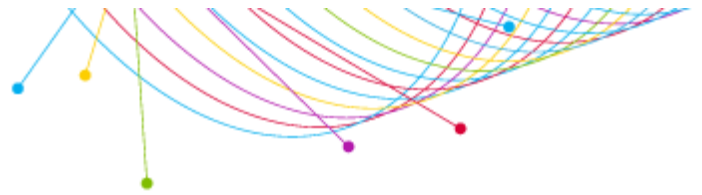
Men 25-54										
M-F 10a-3p										
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index
1t WFFX-FM	11.4	2.1	800	4,100	10.5	5:15	46.2	40.1	4.9	^
1t WNSL-FM	11.4	2.1	800	6,400	16.5	3:00	30.6	29.4	8.3	^
<b>3 WXRR-FM</b>	<b>8.6</b>	<b>1.5</b>	<b>600</b>	<b>3,900</b>	<b>10.0</b>	<b>3:45</b>	<b>30.0</b>	<b>29.3</b>	<b>6.5</b>	<b>^</b>
4 WZLD-FM	7.1	1.3	500	4,100	10.5	3:15	22.4	24.1	7.7	^
<b>5t WBBN-FM</b>	<b>5.7</b>	<b>1.0</b>	<b>400</b>	<b>4,600</b>	<b>11.8</b>	<b>2:00</b>	<b>14.1</b>	<b>24.6</b>	<b>12.1</b>	<b>^</b>
5t WMXI-FM	5.7	1.0	400	1,800	4.6	5:15	19.7	22.0	4.7	^
7t WFMM-FM	4.3	0.8	300	500	1.3	13:00	45.0	20.1	1.9	^
7t WJKX-FM	4.3	0.8	300	2,400	6.2	3:30	18.6	18.3	7.2	^
7t WJMG-FM	4.3	0.8	300	2,200	5.7	3:00	26.6	34.9	8.2	^
<b>10 WKZW-FM</b>	<b>2.9</b>	<b>0.5</b>	<b>200</b>	<b>3,200</b>	<b>8.2</b>	<b>1:15</b>	<b>22.4</b>	<b>30.3</b>	<b>18.2</b>	<b>^</b>
11t WGDQ-FM	0.0	0.0	0	400	1.0	2:30	12.0	16.1	10.0	^
11t WLAU-FM	0.0	0.0	0	700	1.8	1:00	20.3	36.9	23.2	^
11t WORV-AM	0.0	0.0	0	200	0.5	1:15	7.5	18.7	20.0	^

Men 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	700	6,600	17.0	2:00	25.9	29.0	10.1	^
2 WZLD-FM	9.8	1.5	600	3,900	10.0	3:00	17.8	17.4	6.6	^
<b>3t WXRR-FM</b>	<b>8.2</b>	<b>1.3</b>	<b>500</b>	<b>4,100</b>	<b>10.5</b>	<b>2:30</b>	<b>30.1</b>	<b>30.5</b>	<b>8.2</b>	<b>^</b>
3t WFFX-FM	8.2	1.3	500	4,200	10.8	2:30	36.7	33.0	7.9	^
<b>5t WBBN-FM</b>	<b>6.6</b>	<b>1.0</b>	<b>400</b>	<b>3,100</b>	<b>8.0</b>	<b>2:15</b>	<b>13.8</b>	<b>16.7</b>	<b>8.5</b>	<b>^</b>
5t WJKX-FM	6.6	1.0	400	2,900	7.5	3:00	22.7	23.9	6.6	^
7t WFMM-FM	3.3	0.5	200	800	2.1	5:00	43.1	21.4	4.0	^
7t WJMG-FM	3.3	0.5	200	1,300	3.3	3:15	18.8	19.9	5.9	^
<b>9t WKZW-FM</b>	<b>1.6</b>	<b>0.3</b>	<b>100</b>	<b>1,600</b>	<b>4.1</b>	<b>1:15</b>	<b>14.5</b>	<b>17.2</b>	<b>16.2</b>	<b>^</b>
9t WMXI-FM	1.6	0.3	100	1,700	4.4	1:45	18.4	23.7	11.4	^
11t WGDQ-FM	0.0	0.0	0	400	1.0	1:15	6.6	10.8	14.6	^
11t WLAU-FM	0.0	0.0	0	600	1.5	1:15	42.4	46.8	14.7	^
11t WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^



Men 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	
1t WJKX-FM	11.8	0.5	200	1,800	4.6	3:00	18.2	23.7	8.4	^	
1t WZLD-FM	11.8	0.5	200	2,600	6.7	2:00	14.0	20.4	12.7	^	
<b>3t WBBN-FM</b>	<b>5.9</b>	<b>0.3</b>	<b>100</b>	<b>1,200</b>	<b>3.1</b>	<b>1:15</b>	<b>10.6</b>	<b>16.9</b>	<b>21.5</b>	^	
<b>3t WXRR-FM</b>	<b>5.9</b>	<b>0.3</b>	<b>100</b>	<b>1,200</b>	<b>3.1</b>	<b>1:15</b>	<b>14.3</b>	<b>23.8</b>	<b>18.7</b>	^	
<b>3t WKZW-FM</b>	<b>5.9</b>	<b>0.3</b>	<b>100</b>	<b>1,100</b>	<b>2.8</b>	<b>1:00</b>	<b>26.6</b>	<b>28.1</b>	<b>22.8</b>	^	
3t WFFX-FM	5.9	0.3	100	1,600	4.1	1:30	22.4	28.2	17.7	^	
3t WJMG-FM	5.9	0.3	100	700	1.8	2:15	18.4	21.6	10.5	^	
3t WLAU-FM	5.9	0.3	100	700	1.8	2:00	51.5	48.7	13.3	^	
3t WNSL-FM	5.9	0.3	100	1,900	4.9	1:45	12.8	18.0	14.1	^	
10t WFMM-FM	0.0	0.0	0	200	0.5	1:30	10.0	16.9	16.0	^	
10t WGDQ-FM	0.0	0.0	0	200	0.5	1:15	26.8	22.3	20.0	^	
10t WMXI-FM	0.0	0.0	0	100	0.3	:15	0.9	8.8	100.0	^	
10t WORV-AM	0.0	0.0	0	0	0.0	:00	0.0	0.0	**	^	

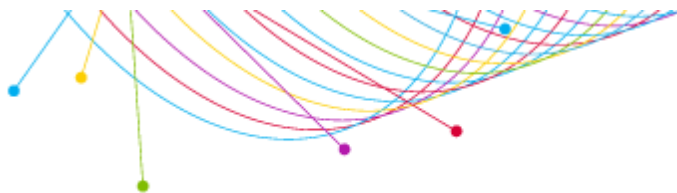
Men 25-54											
M-F 6a-7p											
Station	Average Share*	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	Average Composition	Weekly Cume Composition	Weekly Turnover	Qual Index	
1 WFFX-FM	11.6	2.1	800	6,400	16.5	7:45	44.0	36.5	8.5	^	
2 WNSL-FM	10.1	1.8	700	8,200	21.1	5:15	28.6	26.7	12.2	^	
<b>3 WXRR-FM</b>	<b>8.7</b>	<b>1.5</b>	<b>600</b>	<b>5,900</b>	<b>15.2</b>	<b>6:15</b>	<b>31.2</b>	<b>30.8</b>	<b>10.4</b>	^	
4 WZLD-FM	7.2	1.3	500	6,100	15.7	5:30	19.5	20.7	11.7	^	
<b>5t WBBN-FM</b>	<b>5.8</b>	<b>1.0</b>	<b>400</b>	<b>6,000</b>	<b>15.4</b>	<b>4:30</b>	<b>15.2</b>	<b>21.4</b>	<b>14.2</b>	^	
5t WJKX-FM	5.8	1.0	400	4,500	11.6	5:15	16.9	20.2	12.7	^	
<b>7 WKZW-FM</b>	<b>4.3</b>	<b>0.8</b>	<b>300</b>	<b>4,500</b>	<b>11.6</b>	<b>4:15</b>	<b>31.1</b>	<b>27.9</b>	<b>15.6</b>	^	
8t WFMM-FM	2.9	0.5	200	1,300	3.3	10:15	45.0	25.9	6.4	^	
8t WJMG-FM	2.9	0.5	200	2,400	6.2	6:30	20.7	26.3	9.9	^	
8t WMXI-FM	2.9	0.5	200	2,600	6.7	6:15	19.3	22.6	10.6	^	
11 WLAU-FM	1.4	0.3	100	1,500	3.9	3:30	40.0	41.3	18.8	^	
12t WGDQ-FM	0.0	0.0	0	600	1.5	4:00	10.2	10.7	16.5	^	
12t WORV-AM	0.0	0.0	0	400	1.0	8:15	33.2	26.4	7.9	^	



Men 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
1 WFFX-FM	10.0	0.8	300	4,000	10.3	3:00	31.3	38.5	12.4	^
<b>2t WXHR-FM</b>	<b>6.7</b>	<b>0.5</b>	<b>200</b>	<b>3,800</b>	<b>9.8</b>	<b>2:15</b>	<b>18.4</b>	<b>31.5</b>	<b>16.6</b>	<b>^</b>
<b>2t WKZW-FM</b>	<b>6.7</b>	<b>0.5</b>	<b>200</b>	<b>3,200</b>	<b>8.2</b>	<b>2:00</b>	<b>34.7</b>	<b>31.2</b>	<b>18.3</b>	<b>^</b>
2t WJKX-FM	6.7	0.5	200	3,000	7.7	2:30	13.6	17.8	13.7	^
2t WNSL-FM	6.7	0.5	200	5,400	13.9	1:30	17.8	29.1	22.3	^
<b>6t WBBN-FM</b>	<b>3.3</b>	<b>0.3</b>	<b>100</b>	<b>2,800</b>	<b>7.2</b>	<b>1:45</b>	<b>8.0</b>	<b>14.9</b>	<b>21.8</b>	<b>^</b>
6t WGDQ-FM	3.3	0.3	100	700	1.8	3:30	23.7	14.0	10.4	^
6t WJMG-FM	3.3	0.3	100	900	2.3	4:30	16.6	15.7	7.8	^
6t WORV-AM	3.3	0.3	100	400	1.0	7:00	66.4	41.5	5.2	^
6t WZLD-FM	3.3	0.3	100	3,100	8.0	1:30	10.0	16.7	22.6	^
11t WFMM-FM	0.0	0.0	0	500	1.3	2:30	16.1	17.8	15.0	^
11t WLAU-FM	0.0	0.0	0	1,100	2.8	:45	58.1	82.4	48.7	^
11t WMXI-FM	0.0	0.0	0	600	1.5	1:30	10.0	14.1	24.1	^



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
Men 25-54	38,900	196

**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)

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>

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