TAPSCAN®

Multi-Daypart/Demo Rank Report

LAUREL-HATTIESBURG

FA13/SP13 (AVG) Maximi$er METRO Survey Area
Population/Sample: 40,400/236
Using Maximi$er METRO
Stations Ranked by Average Persons

M-F 6A-10A — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WBBN-FM	1,100	2.7%	15.1%	6,100
2 WZLD-FM	800	2.0%	11.0%	6,000
tie WNSL-FM	800	2.0%	11.0%	5,800
4 WJKX-FM	600	1.5%	8.2%	3,900
5 WFFX-FM	500	1.2%	6.8%	2,700
6 WKZW-FM	400	1.0%	5.5%	2,900
tie WJMG-FM	400	1.0%	5.5%	2,000
8 WXRR-FM	300	0.7%	4.1%	2,200
9 WZKX-FM	200	0.5%	2.7%	2,300
10 WORV-AM	100	0.2%	1.4%	400
tie WGDQ-FM	100	0.2%	1.4%	600
tie WMXI-FM	100	0.2%	1.4%	700
tie WHLH-FM	100	0.2%	1.4%	1,100
14 WFOR-AM	0	0.0%	0.0%	300
tie WKXI-FM	0	0.0%	0.0%	200
tie WFMM-FM	0	0.0%	0.0%	200
tie WLAU-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	200
tie WMSI-FM	0	0.0%	0.0%	100
tie WXHB-FM	0	0.0%	0.0%	400
tie WZNF-FM	0	0.0%	0.0%	100

M-F 10A-3P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WBBN-FM	1,000	2.5%	15.2%	6,100
2 WZLD-FM	700	1.7%	10.6%	4,700
3 WMXI-FM	500	1.2%	7.6%	1,500
tie WKZW-FM	500	1.2%	7.6%	3,100
5 WJKX-FM	400	1.0%	6.1%	3,600
tie WNSL-FM	400	1.0%	6.1%	4,800
tie WJMG-FM	400	1.0%	6.1%	2,200
8 WXRR-FM	200	0.5%	3.0%	1,900
tie WZKX-FM	200	0.5%	3.0%	3,000
tie WGDQ-FM	200	0.5%	3.0%	1,200
11 WFFX-FM	100	0.2%	1.5%	1,000
tie WFMM-FM	100	0.2%	1.5%	1,000
tie WHLH-FM	100	0.2%	1.5%	1,400
tie WXHB-FM	100	0.2%	1.5%	800
15 WFOR-AM	0	0.0%	0.0%	300
tie WLAU-FM	0	0.0%	0.0%	100
tie WMJY-FM	0	0.0%	0.0%	200
tie WORV-AM	0	0.0%	0.0%	400
tie WKXI-FM	0	0.0%	0.0%	500
tie WZNF-FM	0	0.0%	0.0%	400

M-F 3P-7P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	1,000	2.5%	16.1%	6,100
2 WBBN-FM	700	1.7%	11.3%	6,100
tie WNSL-FM	700	1.7%	11.3%	6,900
4 WJMG-FM	500	1.2%	8.1%	2,200
5 WKZW-FM	400	1.0%	6.5%	4,200
6 WJKX-FM	300	0.7%	4.8%	2,600
tie WZKX-FM	300	0.7%	4.8%	3,400
8 WXRR-FM	200	0.5%	3.2%	2,700
tie WMXI-FM	200	0.5%	3.2%	1,000
tie WGDQ-FM	200	0.5%	3.2%	1,200
11 WFFX-FM	100	0.2%	1.6%	2,100
tie WHLH-FM	100	0.2%	1.6%	1,400
13 WFMM-FM	0	0.0%	0.0%	500
14 WFOR-AM	0	0.0%	0.0%	300
tie WKXI-FM	0	0.0%	0.0%	500
tie WLAU-FM	0	0.0%	0.0%	100
tie WMJY-FM	0	0.0%	0.0%	300
tie WORV-AM	0	0.0%	0.0%	400
tie WXHB-FM	0	0.0%	0.0%	200
tie WZNF-FM	0	0.0%	0.0%	600

M-F 7P-12M — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	500	1.2%	22.7%	4,900
2 WJKX-FM	300	0.7%	13.6%	2,200
3 WBBN-FM	200	0.5%	9.1%	3,100
tie WNSL-FM	200	0.5%	9.1%	2,900
tie WJMG-FM	200	0.5%	9.1%	1,100
6 WKZW-FM	100	0.2%	4.5%	1,600
7 WFFX-FM	0	0.0%	0.0%	300
tie WFMM-FM	0	0.0%	0.0%	100
tie WFOR-AM	0	0.0%	0.0%	300
tie WGDQ-FM	0	0.0%	0.0%	200
tie WHLH-FM	0	0.0%	0.0%	300
tie WKXI-FM	0	0.0%	0.0%	400
tie WMJY-FM	0	0.0%	0.0%	100
tie WXHB-FM	0	0.0%	0.0%	100
tie WXRR-FM	0	0.0%	0.0%	900
tie WZKX-FM	0	0.0%	0.0%	1,200
tie WZNF-FM	0	0.0%	0.0%	300

SA 6A-10A — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WBBN-FM	500	1.2%	19.2%	1,500
2 WZLD-FM	400	1.0%	15.4%	1,500
3 WJMG-FM	300	0.7%	11.5%	600
4 WNSL-FM	200	0.5%	7.7%	1,500
5 WKZW-FM	100	0.2%	3.8%	600
tie WJKX-FM	100	0.2%	3.8%	500
tie WHLH-FM	100	0.2%	3.8%	300
tie WORV-AM	100	0.2%	3.8%	400
9 WFFX-FM	0	0.0%	0.0%	200
tie WFOR-AM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	100
tie WXHB-FM	0	0.0%	0.0%	300
tie WXRR-FM	0	0.0%	0.0%	300

SA 10A-3P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	800	2.0%	14.3%	2,300
2 WJKX-FM	700	1.7%	12.5%	1,400
tie WBBN-FM	700	1.7%	12.5%	2,800
4 WNSL-FM	600	1.5%	10.7%	2,000
5 WXRR-FM	400	1.0%	7.1%	1,500
6 WZKX-FM	200	0.5%	3.6%	1,100
tie WORV-AM	200	0.5%	3.6%	600
tie WKZW-FM	200	0.5%	3.6%	1,500
9 WFFX-FM	100	0.2%	1.8%	200
tie WXHB-FM	100	0.2%	1.8%	500
tie WZNF-FM	100	0.2%	1.8%	500
tie WMJY-FM	100	0.2%	1.8%	200
tie WHLH-FM	100	0.2%	1.8%	400
tie WJMG-FM	100	0.2%	1.8%	500
15 WFMM-FM	0	0.0%	0.0%	400
tie WGDQ-FM	0	0.0%	0.0%	200

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LAUREL-HATTIESBURG

FA13/SP13 (AVG) Maximi$er METRO Survey Area
Population/Sample: 40,400/236
Using Maximi$er METRO
Stations Ranked by Average Persons

SA 3P-7P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	1,500	3.7%	25.9%	2,800
2 WBBN-FM	700	1.7%	12.1%	2,200
3 WNSL-FM	500	1.2%	8.6%	1,400
4 WXRR-FM	400	1.0%	6.9%	800
tie WJKX-FM	400	1.0%	6.9%	1,000
tie WZKX-FM	400	1.0%	6.9%	1,200
7 WKZW-FM	200	0.5%	3.4%	1,000
8 WORV-AM	100	0.2%	1.7%	400
tie WJMG-FM	100	0.2%	1.7%	500
tie WFFX-FM	100	0.2%	1.7%	400
11 WFMM-FM	0	0.0%	0.0%	100
tie WHLH-FM	0	0.0%	0.0%	200
tie WXHB-FM	0	0.0%	0.0%	300

SA 7P-12M — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	500	1.2%	17.2%	2,300
2 WJKX-FM	200	0.5%	6.9%	900
tie WZKX-FM	200	0.5%	6.9%	700
tie WBBN-FM	200	0.5%	6.9%	800
tie WXRR-FM	200	0.5%	6.9%	500
6 WNSL-FM	100	0.2%	3.4%	700
7 WFFX-FM	0	0.0%	0.0%	100
tie WJMG-FM	0	0.0%	0.0%	300
tie WKZW-FM	0	0.0%	0.0%	200
tie WMJY-FM	0	0.0%	0.0%	100
tie WXHB-FM	0	0.0%	0.0%	100

SU 6A-10A — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WJMG-FM	600	1.5%	15.0%	1,300
tie WBBN-FM	600	1.5%	15.0%	2,600
3 WJKX-FM	500	1.2%	12.5%	1,600
4 WZLD-FM	300	0.7%	7.5%	1,000
tie WFFX-FM	300	0.7%	7.5%	900
6 WHLH-FM	200	0.5%	5.0%	800
tie WNSL-FM	200	0.5%	5.0%	900
8 WKZW-FM	100	0.2%	2.5%	1,100
tie WXHB-FM	100	0.2%	2.5%	500
tie WFOR-AM	100	0.2%	2.5%	500
11 WGDQ-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	100
tie WMXI-FM	0	0.0%	0.0%	100
tie WXRR-FM	0	0.0%	0.0%	300
tie WZKX-FM	0	0.0%	0.0%	200

SU 10A-3P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WJKX-FM	700	1.7%	15.9%	1,800
2 WBBN-FM	600	1.5%	13.6%	2,100
3 WZLD-FM	400	1.0%	9.1%	1,800
4 WNSL-FM	300	0.7%	6.8%	1,900
tie WZKX-FM	300	0.7%	6.8%	1,000
6 WKZW-FM	200	0.5%	4.5%	1,500
tie WFFX-FM	200	0.5%	4.5%	800
8 WORV-AM	100	0.2%	2.3%	400
tie WHLH-FM	100	0.2%	2.3%	900
tie WFOR-AM	100	0.2%	2.3%	300
tie WXRR-FM	100	0.2%	2.3%	700
tie WJMG-FM	100	0.2%	2.3%	600
tie WGDQ-FM	100	0.2%	2.3%	500
14 WKXI-FM	0	0.0%	0.0%	200
tie WMSI-FM	0	0.0%	0.0%	100
tie WXHB-FM	0	0.0%	0.0%	200
tie WZNF-FM	0	0.0%	0.0%	100

SU 3P-7P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	800	2.0%	19.0%	1,900
2 WBBN-FM	700	1.7%	16.7%	2,800
3 WJKX-FM	600	1.5%	14.3%	1,300
4 WZKX-FM	300	0.7%	7.1%	1,100
tie WNSL-FM	300	0.7%	7.1%	1,400
6 WKZW-FM	200	0.5%	4.8%	800
tie WHLH-FM	200	0.5%	4.8%	600
8 WMJY-FM	100	0.2%	2.4%	200
tie WKXI-FM	100	0.2%	2.4%	200
tie WFOR-AM	100	0.2%	2.4%	300
11 WFFX-FM	0	0.0%	0.0%	200
tie WGDQ-FM	0	0.0%	0.0%	100
tie WZNF-FM	0	0.0%	0.0%	100

SU 7P-12M — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WNSL-FM	200	0.5%	12.5%	800
tie WJKX-FM	200	0.5%	12.5%	500
tie WZLD-FM	200	0.5%	12.5%	1,000
4 WKZW-FM	100	0.2%	6.3%	200
tie WXRR-FM	100	0.2%	6.3%	200
tie WBBN-FM	100	0.2%	6.3%	600
tie WFOR-AM	100	0.2%	6.3%	300
tie WZKX-FM	100	0.2%	6.3%	400
9 WHLH-FM	0	0.0%	0.0%	100
tie WJMG-FM	0	0.0%	0.0%	100
tie WKXI-FM	0	0.0%	0.0%	200
tie WMSI-FM	0	0.0%	0.0%	100

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LAUREL-HATTIESBURG

FA13/SP13 (AVG) Maximi$er METRO Survey Area
Population/Sample: 40,400/236
Using Maximi$er METRO
Stations Ranked by Average Persons

M-F 6A-10A+3P-7P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WBBN-FM	**900**	**2.2%**	**13.2%**	**7,800**
tie WZLD-FM	900	2.2%	13.2%	7,500
3 WNSL-FM	700	1.7%	10.3%	8,700
4 WJKX-FM	400	1.0%	5.9%	5,000
tie WKZW-FM	**400**	**1.0%**	**5.9%**	**5,200**
tie WJMG-FM	400	1.0%	5.9%	2,500
7 WXRR-FM	**300**	**0.7%**	**4.4%**	**3,600**
tie WFFX-FM	300	0.7%	4.4%	3,600
9 WZKX-FM	200	0.5%	2.9%	3,900
10 WORV-AM	100	0.2%	1.5%	400
tie WHLH-FM	100	0.2%	1.5%	1,800
tie WGDQ-FM	100	0.2%	1.5%	1,300
tie WMXI-FM	100	0.2%	1.5%	1,500
14 WFMM-FM	0	0.0%	0.0%	500
tie WFOR-AM	0	0.0%	0.0%	300
tie WKXI-FM	0	0.0%	0.0%	700
tie WLAU-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	400
tie WMSI-FM	0	0.0%	0.0%	100
tie WXHB-FM	**0**	**0.0%**	**0.0%**	**500**
tie WZNF-FM	0	0.0%	0.0%	600

M-F 6A-7P — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WBBN-FM	**900**	**2.2%**	**13.4%**	**8,500**
2 WZLD-FM	800	2.0%	11.9%	7,700
3 WNSL-FM	600	1.5%	9.0%	9,200
4 WJKX-FM	400	1.0%	6.0%	5,800
tie WKZW-FM	**400**	**1.0%**	**6.0%**	**6,400**
tie WJMG-FM	400	1.0%	6.0%	3,000
7 WMXI-FM	300	0.7%	4.5%	2,000
8 WFFX-FM	200	0.5%	3.0%	4,000
tie WXRR-FM	**200**	**0.5%**	**3.0%**	**4,400**
tie WZKX-FM	200	0.5%	3.0%	4,600
11 WGDQ-FM	100	0.2%	1.5%	1,300
tie WHLH-FM	100	0.2%	1.5%	2,100
13 WFMM-FM	0	0.0%	0.0%	1,100
tie WFOR-AM	0	0.0%	0.0%	300
tie WLAU-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	400
tie WMSI-FM	0	0.0%	0.0%	100
tie WORV-AM	0	0.0%	0.0%	400
tie WKXI-FM	0	0.0%	0.0%	1,100
tie WXHB-FM	**0**	**0.0%**	**0.0%**	**800**
tie WZNF-FM	0	0.0%	0.0%	600

M-F 6A-12M — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WBBN-FM	**700**	**1.7%**	**12.7%**	**8,600**
tie WZLD-FM	700	1.7%	12.7%	7,800
3 WNSL-FM	500	1.2%	9.1%	9,300
4 WJKX-FM	400	1.0%	7.3%	6,100
tie WJMG-FM	400	1.0%	7.3%	3,000
6 WKZW-FM	**300**	**0.7%**	**5.5%**	**6,700**
7 WXRR-FM	**200**	**0.5%**	**3.6%**	**4,600**
tie WFFX-FM	200	0.5%	3.6%	4,200
tie WZKX-FM	200	0.5%	3.6%	4,800
tie WMXI-FM	200	0.5%	3.6%	2,000
11 WGDQ-FM	100	0.2%	1.8%	1,300
tie WHLH-FM	100	0.2%	1.8%	2,200
13 WFMM-FM	0	0.0%	0.0%	1,200
tie WFOR-AM	0	0.0%	0.0%	300
tie WKXI-FM	0	0.0%	0.0%	1,300
tie WLAU-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	400
tie WMSI-FM	0	0.0%	0.0%	100
tie WORV-AM	0	0.0%	0.0%	400
tie WXHB-FM	**0**	**0.0%**	**0.0%**	**900**
tie WZNF-FM	0	0.0%	0.0%	600

SA-SU 6A-12M — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	600	1.5%	15.8%	4,600
2 WBBN-FM	**500**	**1.2%**	**13.2%**	**6,000**
3 WJKX-FM	400	1.0%	10.5%	3,900
4 WNSL-FM	300	0.7%	7.9%	4,800
5 WXRR-FM	**200**	**0.5%**	**5.3%**	**2,900**
tie WZKX-FM	200	0.5%	5.3%	3,200
tie WJMG-FM	200	0.5%	5.3%	1,700
8 WFFX-FM	100	0.2%	2.6%	1,800
tie WORV-AM	100	0.2%	2.6%	600
tie WKZW-FM	**100**	**0.2%**	**2.6%**	**3,200**
tie WHLH-FM	100	0.2%	2.6%	1,800
tie WFOR-AM	100	0.2%	2.6%	500
13 WFMM-FM	0	0.0%	0.0%	500
tie WGDQ-FM	0	0.0%	0.0%	700
tie WKXI-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	500
tie WMSI-FM	0	0.0%	0.0%	100
tie WMXI-FM	0	0.0%	0.0%	100
tie WXHB-FM	**0**	**0.0%**	**0.0%**	**800**
tie WZNF-FM	0	0.0%	0.0%	600

M-SU 6A-12M — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WZLD-FM	700	1.7%	14.0%	7,800
2 WBBN-FM	**600**	**1.5%**	**12.0%**	**9,500**
3 WNSL-FM	400	1.0%	8.0%	9,900
tie WJKX-FM	400	1.0%	8.0%	6,600
5 WKZW-FM	**300**	**0.7%**	**6.0%**	**6,900**
tie WJMG-FM	300	0.7%	6.0%	3,200
7 WXRR-FM	**200**	**0.5%**	**4.0%**	**5,300**
tie WZKX-FM	200	0.5%	4.0%	5,800
tie WMXI-FM	200	0.5%	4.0%	2,000
10 WGDQ-FM	100	0.2%	2.0%	1,600
tie WFFX-FM	100	0.2%	2.0%	5,200
tie WHLH-FM	100	0.2%	2.0%	2,600
13 WFMM-FM	0	0.0%	0.0%	1,600
tie WFOR-AM	0	0.0%	0.0%	500
tie WKXI-FM	0	0.0%	0.0%	1,400
tie WLAU-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	700
tie WMSI-FM	0	0.0%	0.0%	100
tie WORV-AM	0	0.0%	0.0%	600
tie WXHB-FM	**0**	**0.0%**	**0.0%**	**1,000**
tie WZNF-FM	0	0.0%	0.0%	700

M-SA 6A-10A — WOMEN 25-54

STATION	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS
1 WBBN-FM	**1,000**	**2.5%**	**15.4%**	**6,400**
2 WZLD-FM	700	1.7%	10.8%	6,100
tie WNSL-FM	700	1.7%	10.8%	6,200
4 WJKX-FM	500	1.2%	7.7%	3,900
5 WJMG-FM	400	1.0%	6.2%	2,000
tie WFFX-FM	400	1.0%	6.2%	2,800
7 WXRR-FM	**300**	**0.7%**	**4.6%**	**2,500**
tie WKZW-FM	**300**	**0.7%**	**4.6%**	**3,300**
9 WZKX-FM	200	0.5%	3.1%	2,300
10 WHLH-FM	100	0.2%	1.5%	1,400
tie WORV-AM	100	0.2%	1.5%	400
tie WGDQ-FM	100	0.2%	1.5%	600
tie WMXI-FM	100	0.2%	1.5%	700
14 WFOR-AM	0	0.0%	0.0%	500
tie WFMM-FM	0	0.0%	0.0%	200
tie WKXI-FM	0	0.0%	0.0%	200
tie WLAU-FM	0	0.0%	0.0%	300
tie WMJY-FM	0	0.0%	0.0%	200
tie WMSI-FM	0	0.0%	0.0%	100
tie WXHB-FM	**0**	**0.0%**	**0.0%**	**700**
tie WZNF-FM	0	0.0%	0.0%	100

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