



Ranker

LAUREL-HATTIESBURG, MS (Metro Survey Area)

SP14 / FA13

Station Rankings Based on: In the Book

Women 25-54					
M-Su 6a-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	14.0	1.7	700	8,500
2	WBBN-FM	12.0	1.5	600	8,600
3	WNSL-FM	10.0	1.2	500	9,200
4	WJKX-FM	8.0	1.0	400	7,800
5t	WXRR-FM	4.0	0.5	200	5,000
5t	WKZW-FM	4.0	0.5	200	5,400
5t	WFFX-FM	4.0	0.5	200	5,000
5t	WJMG-FM	4.0	0.5	200	3,300
5t	WZKX-FM	4.0	0.5	200	6,100
10t	WGDQ-FM	2.0	0.2	100	2,400
10t	WHLH-FM	2.0	0.2	100	2,600
12t	WXHB-FM	0.0	0.0	0	600
12t	WFMM-FM	0.0	0.0	0	1,500
12t	WFOR-AM	0.0	0.0	0	500
12t	WLAU-FM	0.0	0.0	0	300
12t	WMJY-FM	0.0	0.0	0	600
12t	WMXI-FM	0.0	0.0	0	1,500
12t	WORV-AM	0.0	0.0	0	100
12t	WZNF-FM	0.0	0.0	0	1,800

Women 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	14.5	2.5	1,000	6,300
2	WBBN-FM	13.0	2.2	900	5,600
3	WJKX-FM	10.1	1.7	700	4,700
4	WNSL-FM	8.7	1.5	600	4,900
5	WKZW-FM	5.8	1.0	400	3,100
6t	WXRR-FM	4.3	0.7	300	1,900
6t	WFFX-FM	4.3	0.7	300	2,100
6t	WJMG-FM	4.3	0.7	300	1,700
9t	WGDQ-FM	2.9	0.5	200	1,700



Women 25-54					
M-F 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
9t	WHLH-FM	2.9	0.5	200	1,300
9t	WZKX-FM	2.9	0.5	200	2,800
12t	WXHB-FM	0.0	0.0	0	300
12t	WFMM-FM	0.0	0.0	0	400
12t	WFOR-AM	0.0	0.0	0	300
12t	WLAU-FM	0.0	0.0	0	300
12t	WMJY-FM	0.0	0.0	0	100
12t	WMXI-FM	0.0	0.0	0	500
12t	WORV-AM	0.0	0.0	0	0
12t	WZNF-FM	0.0	0.0	0	500

Women 25-54					
M-F 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WBBN-FM	15.6	2.5	1,000	5,400
2	WZLD-FM	12.5	2.0	800	4,800
3	WNSL-FM	9.4	1.5	600	4,900
4	WJKX-FM	7.8	1.2	500	3,300
5t	WKZW-FM	4.7	0.7	300	3,100
5t	WFFX-FM	4.7	0.7	300	1,800
5t	WJMG-FM	4.7	0.7	300	1,600
8t	WXRR-FM	3.1	0.5	200	2,100
8t	WGDQ-FM	3.1	0.5	200	1,400
8t	WZKX-FM	3.1	0.5	200	2,800
11t	WFMM-FM	1.6	0.2	100	700
11t	WHLH-FM	1.6	0.2	100	1,500
11t	WMXI-FM	1.6	0.2	100	700
11t	WZNF-FM	1.6	0.2	100	1,200
15t	WXHB-FM	0.0	0.0	0	400
15t	WFOR-AM	0.0	0.0	0	300
15t	WLAU-FM	0.0	0.0	0	0
15t	WMJY-FM	0.0	0.0	0	100
15t	WORV-AM	0.0	0.0	0	100

Women 25-54					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	14.9	2.5	1,000	6,800
2	WNSL-FM	11.9	2.0	800	6,800



Women 25-54					
M-F 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
3	WBBN-FM	10.4	1.7	700	5,400
4	WZKX-FM	6.0	1.0	400	4,400
5t	WXRR-FM	4.5	0.7	300	2,700
5t	WFFX-FM	4.5	0.7	300	3,100
5t	WGDQ-FM	4.5	0.7	300	2,000
5t	WJKX-FM	4.5	0.7	300	2,500
5t	WJMG-FM	4.5	0.7	300	2,100
10	WKZW-FM	3.0	0.5	200	3,000
11t	WHLH-FM	1.5	0.2	100	1,200
11t	WMXI-FM	1.5	0.2	100	1,300
11t	WZNF-FM	1.5	0.2	100	1,300
14t	WXHB-FM	0.0	0.0	0	300
14t	WFMM-FM	0.0	0.0	0	1,000
14t	WFOR-AM	0.0	0.0	0	300
14t	WLAU-FM	0.0	0.0	0	100
14t	WMJY-FM	0.0	0.0	0	200
14t	WORV-AM	0.0	0.0	0	100

Women 25-54					
M-F 7p-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	20.8	1.2	500	4,100
2t	WJKX-FM	12.5	0.7	300	2,200
2t	WJMG-FM	12.5	0.7	300	1,200
4	WNSL-FM	8.3	0.5	200	2,200
5t	WBBN-FM	4.2	0.2	100	3,000
5t	WXRR-FM	4.2	0.2	100	1,400
5t	WKZW-FM	4.2	0.2	100	800
5t	WFFX-FM	4.2	0.2	100	1,400
5t	WZKX-FM	4.2	0.2	100	1,500
10t	WXHB-FM	0.0	0.0	0	200
10t	WFMM-FM	0.0	0.0	0	200
10t	WFOR-AM	0.0	0.0	0	300
10t	WGDQ-FM	0.0	0.0	0	700
10t	WHLH-FM	0.0	0.0	0	500
10t	WLAU-FM	0.0	0.0	0	100
10t	WMJY-FM	0.0	0.0	0	100
10t	WMXI-FM	0.0	0.0	0	0
10t	WORV-AM	0.0	0.0	0	100



Women 25-54					
M-F 7p-12m					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
10t	WZNF-FM	0.0	0.0	0	500

Women 25-54					
Sa 6a-10a					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	WBBN-FM	16.7	1.2	500	1,200
1t	WZLD-FM	16.7	1.2	500	2,000
3t	WXRR-FM	10.0	0.7	300	300
3t	WJKX-FM	10.0	0.7	300	1,300
5t	WJMG-FM	3.3	0.2	100	300
5t	WNSL-FM	3.3	0.2	100	800
5t	WZNF-FM	3.3	0.2	100	200
8t	WKZW-FM	0.0	0.0	0	300
8t	WXHB-FM	0.0	0.0	0	100
8t	WFFX-FM	0.0	0.0	0	200
8t	WFMM-FM	0.0	0.0	0	0
8t	WFOR-AM	0.0	0.0	0	300
8t	WGDQ-FM	0.0	0.0	0	200
8t	WHLH-FM	0.0	0.0	0	200
8t	WLAU-FM	0.0	0.0	0	0
8t	WMJY-FM	0.0	0.0	0	100
8t	WMXI-FM	0.0	0.0	0	0
8t	WORV-AM	0.0	0.0	0	0
8t	WZKX-FM	0.0	0.0	0	0

Women 25-54					
Sa 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	16.4	2.2	900	2,100
2	WBBN-FM	12.7	1.7	700	2,500
3	WXRR-FM	10.9	1.5	600	2,000
4	WNSL-FM	9.1	1.2	500	1,300
5	WZKX-FM	7.3	1.0	400	1,400
6	WJKX-FM	5.5	0.7	300	900
7	WFFX-FM	3.6	0.5	200	900
8t	WKZW-FM	1.8	0.2	100	900
8t	WGDQ-FM	1.8	0.2	100	700
8t	WHLH-FM	1.8	0.2	100	200
8t	WJMG-FM	1.8	0.2	100	300



Women 25-54					
Sa 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
8t	WMJY-FM	1.8	0.2	100	200
8t	WZNF-FM	1.8	0.2	100	600
14t	WXHB-FM	0.0	0.0	0	0
14t	WFMM-FM	0.0	0.0	0	100
14t	WFOR-AM	0.0	0.0	0	0
14t	WLAU-FM	0.0	0.0	0	0
14t	WMXI-FM	0.0	0.0	0	100
14t	WORV-AM	0.0	0.0	0	0

Women 25-54					
Sa 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WZLD-FM	21.6	2.7	1,100	2,800
2	WNSL-FM	15.7	2.0	800	2,000
3t	WBBN-FM	9.8	1.2	500	2,000
3t	WXRR-FM	9.8	1.2	500	1,000
5t	WJKX-FM	7.8	1.0	400	800
5t	WZKX-FM	7.8	1.0	400	1,400
7t	WKZW-FM	3.9	0.5	200	1,300
7t	WFFX-FM	3.9	0.5	200	800
9	WHLH-FM	2.0	0.2	100	500
10t	WXHB-FM	0.0	0.0	0	100
10t	WFMM-FM	0.0	0.0	0	200
10t	WFOR-AM	0.0	0.0	0	0
10t	WGDQ-FM	0.0	0.0	0	300
10t	WJMG-FM	0.0	0.0	0	0
10t	WLAU-FM	0.0	0.0	0	0
10t	WMJY-FM	0.0	0.0	0	0
10t	WMXI-FM	0.0	0.0	0	100
10t	WORV-AM	0.0	0.0	0	0
10t	WZNF-FM	0.0	0.0	0	0

Women 25-54					
Su 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1	WJKX-FM	19.1	2.2	900	2,300
2	WBBN-FM	12.8	1.5	600	2,100
3	WZLD-FM	10.6	1.2	500	1,300
4	WNSL-FM	6.4	0.7	300	700



Women 25-54					
Su 10a-3p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
5t	WKZW-FM	4.3	0.5	200	1,000
5t	WFFX-FM	4.3	0.5	200	1,000
5t	WGDQ-FM	4.3	0.5	200	1,200
5t	WJMG-FM	4.3	0.5	200	900
5t	WZKX-FM	4.3	0.5	200	1,200
10t	WXRR-FM	2.1	0.2	100	800
10t	WFOR-AM	2.1	0.2	100	300
10t	WHLH-FM	2.1	0.2	100	800
13t	WXHB-FM	0.0	0.0	0	100
13t	WFMM-FM	0.0	0.0	0	0
13t	WLAU-FM	0.0	0.0	0	0
13t	WMJY-FM	0.0	0.0	0	0
13t	WMXI-FM	0.0	0.0	0	0
13t	WORV-AM	0.0	0.0	0	0
13t	WZNF-FM	0.0	0.0	0	100

Women 25-54					
Su 3p-7p					
	Station	Average Share	Average Rating*	Average Persons	Weekly Cume Persons
1t	WBBN-FM	13.6	1.5	600	1,700
1t	WJKX-FM	13.6	1.5	600	1,600
3	WNSL-FM	11.4	1.2	500	1,500
4t	WZKX-FM	9.1	1.0	400	1,100
4t	WZLD-FM	9.1	1.0	400	1,400
6t	WFFX-FM	4.5	0.5	200	600
6t	WHLH-FM	4.5	0.5	200	600
6t	WJMG-FM	4.5	0.5	200	300
9t	WKZW-FM	2.3	0.2	100	600
9t	WFOR-AM	2.3	0.2	100	300
9t	WMJY-FM	2.3	0.2	100	200
12t	WXRR-FM	0.0	0.0	0	0
12t	WXHB-FM	0.0	0.0	0	100
12t	WFMM-FM	0.0	0.0	0	100
12t	WGDQ-FM	0.0	0.0	0	300
12t	WLAU-FM	0.0	0.0	0	0
12t	WMXI-FM	0.0	0.0	0	200
12t	WORV-AM	0.0	0.0	0	0
12t	WZNF-FM	0.0	0.0	0	300



AN UNCOMMON SENSE OF THE CONSUMER™





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 6a-10a; Saturday 10a-3p; Saturday 3p-7p; Sunday 10a-3p; Sunday 3p-7p
Demo/Intab/Population:

Age/Gender	Population	Intab
Women 25-54	40,200	258

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>

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