## Laurel-Hattiesburg, MS

## Spectrometer

## Population Estimates

|  |  | Rank | Population 12+ |  |  |  | Service |  | Ethnic Type | Report Type |  | Available Reports |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | SA | 205 |  | 0,100 |  |  | Nielsen |  | General Market | Cond |  | Sp/Fa; $\mathrm{Fa} / \mathrm{Sp}$ |  |
|  | MA | 168 |  | 6,100 |  |  |  |  |  |  |  |  |  |
|  | spanic | 208 | 8 , | 00 | 4.66\% |  |  |  |  |  |  |  |  |
|  | ack | 110 |  | ,700 | 29.82\% |  |  |  |  |  |  |  |  |
|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ <br> Foreign <br> Language | Religion | NonCommercial |
| $\underset{\chi}{\underline{4}}$ |  |  |  |  |  |  | WFOR-SPR |  | WAML-GOS WHJA-URB |  |  | WORV-REL |  |
| $\boldsymbol{\Sigma}$ | WNSL-CHR | $\begin{aligned} & \text { WFFX-CLR } \\ & \text { WXRR-CLR } \end{aligned}$ | WKZW-HAC |  |  | WBBN-COU | WFMM-TLK WLAU-N/T WMXI-TLK |  | WBBL-GOS <br> WGDQ-GOS <br> WJKX-UAC <br> WJMG-URB <br> WZLD-URB |  |  |  | WLVZ-NCL WUSM-EDU |

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

## COMBOS (+ LMA's)

WBBL-FM, WBBN-FM, WKZW-FM, WXRR-FM
WJMG-FM, WORV-AM
WFOR-AM, WMXI-FM
WFFX-FM, WJKX-FM, WNSL-FM, WZLD-FM
WFMM-FM, WLAU-FM

Blakeney Communications Inc. Circuit Broadcasting Co. of Hattiesburg

Eagle Broadcasting, LLC
iHeartMedia, Inc.
Telesouth Communications

## SIMULCASTS (TOTAL WEEK)

## NATIONAL REPS

## LOCAL SPORTS COVERAGE

WMXI-FM

F = Flagship

Mississippi State-Basketbal
Mississippi State-Football

## TRANSLATORS

PRIMARY STATION

## FORMAT <br> Gospel

Sports Urban Contemporary

TRANSLATOR FREQUENCY
95.1
92.7
101.

