

# Willhight.Com: Radio Market Audience Estimate Data

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Daypart: Monday-Sunday, 6am-Midnight  
 Area: Walla Walla/College Place, WA & Vic.  
 Period: January - April 2007  
 Measurement Type: Average Quarter Hour Rank

	12+	18+	25+	35+	50+	12+	18+	25+	35+	50+	12+	18+	25+	35+	50+
	Per	A	A	A	A	F	F	F	F	F	M	M	M	M	M
KEGX FM	5	4	11	8	11	18	18	14	18		2	2	6	3	5
KEYW FM	10	10	21	21		7	7				9	9	20	18	
KFAE FM	3	3	2	2	2	5	5	3	3	2	7	7	4	2	1
KFLD AM	20	20	19	19	17						17	17	14	12	11
KGDC AM	15	15	12	7	10	15	13	10	9	7	15	15	12	10	15
KGTS FM	6	5	4	5	7	6	6	4	2	5	4	4	15		
KIOK FM	11	14	15	20	19	8	9	16	15	16	14	14	11		
KLRF FM	16	16	13	9	9	17	16	13	12	15	13	13	10	7	6
KNLT FM	17	17	16	16	14	12	14	11	13	13	18	18	17	15	12
KONA AM	19	19	18	15	12	20	20	19	19	14	16	16	13	11	8
KORD FM	7	6	10	11	13	3	3	7	6	10	12	12	9	13	14
KRKL FM	8	8	5	10	5	2	2	2	5	4	19	19	18	16	10
KTEL AM	21	21	20	18	16	19	19	15	14	12	20	20	19	17	16
KUJ AM	12	11	7	6	4	16	15	12	10	9	6	6	3	6	2
KUJ FM	1	1	8	14	8	1	1	5	8	8	1	1	16	14	9
KUJJ FM	9	9	3	3	3	9	8	6	4	3	5	5	2	9	7
KUMA FM	18	18	17	17	15	13	12	9	11	11					
KWHT FM	2	2	1	1	1	4	4	1	1	1	8	8	5	1	3
KWWS FM	14	13	9	4	6	11	11	8	7	6	10	10	7	4	4
KXRX FM	4	7	6	13	18	14	17	17	16	17	3	3	1	8	13
KZHR FM	13	12	14	12		10	10	18	17		11	11	8	5	
PUR	11197	10776	7801	6158	3407	5865	5516	4101	3536	2063	5333	5260	3701	2622	1344