

# 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 Share (%)

	18-34	18-44	18-49	25-54	35-64	18-34	18-44	18-49	25-54	35-64	18-34	18-44	18-49	25-54	35-64
	A	A	A	A	A	F	F	F	F	F	M	M	M	M	M
KEGX FM	9.5	9.5	8.6	5.3	5.7	3.1	3.0	2.7	3.9	1.3	14.2	15.1	13.7	6.5	11.1
KEYW FM	11.7	8.1	7.6	.4	.4	17.0	10.9	9.8			7.7	5.7	5.7	.7	.9
KFAE FM	2.4	2.9	3.3	3.5	7.2	5.3	5.5	5.6	5.4	6.4	.3	.7	1.2	1.8	8.0
KFLD AM	.3	.2	1.0	1.5	2.0						.5	.4	1.9	2.8	4.5
KGDC AM		1.2	2.8	4.7	5.2			1.8	3.9	3.8		2.3	3.6	5.3	6.8
KGTS FM	7.4	6.7	7.0	5.9	5.8	.5	3.7	5.4	8.4	10.6	12.5	9.3	8.4	3.7	
KIOK FM	6.7	5.5	5.0	4.4	1.5	8.0	7.0	6.2	2.9	2.8	5.7	4.3	3.9	5.7	
KLRF FM		2.0	2.4	5.3	6.1		1.4	2.5	3.6	3.9		2.5	2.3	6.9	8.9
KNLT FM	1.0	1.7	1.6	3.0	3.0	2.4	3.6	3.2	5.9	3.8			.2	.4	1.9
KONA AM			1.0	1.4	2.1					1.0			1.8	2.7	3.4
KORD FM	9.0	8.5	8.2	6.6	6.0	14.2	14.0	12.5	6.2	8.8	5.0	3.8	4.4	7.0	2.5
KRKL FM	6.3	4.9	4.4	5.8	3.2	14.6	10.5	9.4	12.1	4.3					1.8
KTEL AM		1.0	.9	1.3	1.7		1.4	1.3	1.8	2.1		.6	.5	.8	1.2
KUJ AM	2.0	2.5	2.2	4.5	3.4		1.9	1.7	2.4	2.3	3.4	3.0	2.7	6.4	4.8
KUJ FM	23.7	17.9	16.1	5.9	3.9	22.5	17.3	15.5	11.6	7.2	24.6	18.3	16.6	.7	
KUJJ FM	3.4	3.6	3.3	6.5	6.9		.2	.2	2.6	6.1	6.0	6.6	6.0	10.0	7.9
KUMA FM	.9	1.8	1.6	3.2	2.7	2.1	3.9	3.5	6.7	4.9					
KWHT FM		2.4	2.9	6.0	10.3		2.1	3.4	8.6	15.1		2.6	2.4	3.5	4.5
KWWS FM			2.6	5.5	7.2		.1	3.0	4.5	5.3			2.3	6.4	9.4
KXRX FM	8.3	8.9	8.0	8.6	5.2	2.0	3.2	2.9	2.6	2.5	12.9	13.8	12.5	14.0	8.4
KZHR FM	3.3	6.3	5.7	5.2	5.8	7.8	7.0	6.2	2.5	2.5		5.7	5.2	7.6	9.8
PUR	4618	6636	7369	5057	4550	1980	3090	3452	2412	2484	2638	3546	3916	2645	2066