

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 Persons

	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	437	631	631	267	261	62	94	94	94	32	375	536	536	173	229
KEYW FM	540	540	559	19	19	337	337	337			202	202	221	19	19
KFAE FM	113	193	240	177	325	105	169	193	130	160	8	24	47	47	166
KFLD AM	14	14	75	75	92						14	14	75	75	92
KGDC AM		81	203	235	235			62	94	94		81	141	141	141
KGTS FM	340	445	515	300	264	10	115	185	202	264	330	330	330	98	
KIOK FM	309	367	367	221	70	158	216	216	70	70	151	151	151	151	
KLRF FM		134	176	269	279		44	86	86	96		90	90	183	183
KNLT FM	48	110	120	153	136	48	110	110	143	95			10	10	40
KONA AM			71	71	95					25			71	71	71
KORD FM	414	566	604	334	272	282	432	432	150	220	132	134	172	184	52
KRKL FM	289	325	325	291	144	289	325	325	291	107					37
KTEL AM		65	65	65	76		44	44	44	52		21	21	21	24
KUJ AM	90	165	165	227	156		58	58	58	58	90	107	107	169	99
KUJ FM	1095	1186	1186	296	178	445	536	536	279	178	650	650	650	18	
KUJJ FM	158	241	241	328	316		6	6	64	152	158	235	235	264	164
KUMA FM	41	119	119	163	121	41	119	119	163	121					
KWHT FM		160	210	302	469		66	117	208	375		94	94	94	94
KWWS FM		2	191	277	326		2	102	107	131			89	170	195
KXRX FM	382	589	589	433	235	40	100	100	62	62	342	489	489	371	173
KZHR FM	154	417	417	263	263	154	215	215	61	61		202	202	202	202
PUR	4618	6636	7369	5057	4550	1980	3090	3452	2412	2484	2638	3546	3916	2645	2066