

Willhight.Com: Radio Market Audience Estimate Data

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Daypart: Monday-Friday, 6am-7pm
 Area: Walla Walla/College Place, WA & Vic.
 Period: January - April 2007
 Measurement Type: Average Quarter Hour Share (%)

	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	8.7	8.9	6.3	6.8	4.7	2.7	2.8	3.2	1.3		14.2	14.5	9.8	13.9	11.4
KEYW FM	.2	.2	.1	.2		.2	.2				.2	.2	.2	.3	
KFAE FM	4.9	5.0	5.8	6.6	9.5	7.1	7.3	7.3	7.2	6.9	2.9	3.0	4.1	5.9	8.7
KFLD AM	.2	.2	.3								.4	.4	.5		
KGDC AM	2.5	2.6	3.3	4.3	4.7	2.7	2.8	3.2	3.9	5.0	2.4	2.4	3.3	4.8	.8
KGTS FM	7.1	7.3	4.9	5.4	5.0	6.9	7.1	7.9	9.6	5.9	7.4	7.5	1.6		
KIOK FM	4.4	4.0	4.0	1.6	.6	4.7	4.0	2.4	2.9	.6	4.0	4.1	5.7		
KLRF FM	2.1	2.2	2.7	3.6	1.3	1.1	1.1	1.3	1.6	.3	3.0	3.1	4.3	6.1	2.5
KNLT FM	2.3	2.3	2.9	2.9	2.3	3.9	4.0	4.7	4.0	1.8	.7	.7	1.0	1.4	1.9
KONA AM	1.9	1.9	2.4	3.2	3.0	.7	.7	.8	1.0	1.3	3.0	3.0	4.2	6.0	4.5
KORD FM	3.3	3.2	4.1	4.9	3.3	4.8	4.6	5.3	6.5	3.3	2.0	2.0	2.8	2.8	1.3
KRKL FM	6.0	6.1	5.9	4.2	8.2	11.3	11.7	9.9	6.0	7.6	1.0	1.0	1.4	2.0	4.1
KTEL AM	1.4	1.4	1.8	2.3	1.6	2.3	2.3	2.7	3.3	1.8	.6	.6	.8	1.1	
KUJ AM	4.1	4.2	5.3	6.0	8.2	2.8	2.9	3.4	4.1	2.1	5.3	5.4	7.5	8.4	15.3
KUJ FM	14.4	14.1	7.3	4.7	5.0	13.5	12.6	12.5	7.4	4.7	15.2	15.5	1.5	1.2	2.4
KUJJ FM	6.8	6.9	8.8	7.8	11.3	4.8	4.9	5.7	7.0	8.6	8.6	8.8	12.2	8.8	9.6
KUMA FM	1.9	2.0	2.5	2.3	1.3	4.0	4.2	4.8	4.1	1.5					
KWHT FM	7.8	8.0	10.1	13.2	16.1	10.3	10.6	12.3	14.9	13.0	5.4	5.5	7.7	10.9	12.0
KWWS FM	3.8	3.9	5.0	6.5	6.5	3.8	3.9	4.5	5.5	1.5	3.9	3.9	5.5	7.8	12.6
KXRX FM	7.4	6.5	7.9	5.4	1.2	2.6	2.2	1.9	2.3		11.9	10.4	14.5	9.3	2.8
KZHR FM	3.9	4.0	2.2	2.9		5.8	6.0	1.6	2.0		2.1	2.1	2.9	4.2	
PUR	14004	13655	10764	8243	4246	6762	6552	5664	4653	2491	7243	7103	5101	3590	1755