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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 (%)

	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	12.0	11.9	10.8	6.9	7.8	6.4	5.2	4.5	5.1	1.8	15.1	16.6	15.5	8.7	15.4
KEYW FM	.2	.1	.3	.2	.2	.7	.4	.3					.2	.3	.4
KFAE FM	2.6	2.6	3.0	3.1	2.7	7.5	5.7	5.6	4.6	3.1		.3	1.1	1.6	2.1
KFLD AM	.5	.3	.3	.4							.8	.6	.5	.7	
KGDC AM		1.8	1.7	2.9	3.3				1.5	1.5		3.1	2.9	4.2	5.6
KGTS FM	10.2	7.6	8.3	4.3	4.1	1.0	3.2	6.2	6.5	7.3	15.2	10.7	10.0	2.2	
KIOK FM	7.7	6.2	5.6	5.9	2.1	6.5	6.7	5.8	3.8	3.9	8.3	5.9	5.5	7.9	
KLRF FM		2.0	2.6	3.9	4.7			1.6	1.9	2.2		3.5	3.3	5.9	7.8
KNLT FM	1.5	2.4	2.3	3.9	3.8	4.2	5.7	5.0	7.5	5.3			.3	.5	1.8
KONA AM			1.5	1.9	2.9					1.4			2.6	3.7	4.9
KORD FM	.8	2.7	3.2	4.5	6.4		5.1	4.5	5.1	8.6	1.2	.9	2.3	3.8	3.6
KRKL FM	9.0	5.7	5.2	5.2	2.7	25.7	13.9	12.0	10.7	2.7					2.6
KTEL AM		1.5	1.3	1.7	2.2		2.4	2.1	2.4	2.9		.8	.8	1.1	1.4
KUJ AM	1.5	2.7	2.4	4.1	4.0		3.2	2.7	3.1	3.2	2.4	2.3	2.2	4.9	4.9
KUJ FM	28.4	20.1	18.2	7.9	5.5	25.3	18.7	16.2	15.3	9.9	30.0	21.1	19.7	.9	
KUJJ FM	5.7	5.5	5.0	7.5	8.0		.3	.3	.9	5.3	8.7	9.1	8.5	13.8	11.3
KUMA FM	1.5	2.6	2.3	3.4	2.6	4.2	6.2	5.4	7.0	4.8					
KWHT FM		3.6	4.3	6.5	12.4		3.5	5.4	8.3	17.1		3.6	3.4	4.9	6.5
KWWS FM			2.7	5.8	8.2		.1	4.9	5.9	7.3			1.1	5.8	9.3
KXRX FM	8.1	9.8	8.9	11.0	7.0	2.0	4.1	3.6	3.0	3.1	11.5	13.8	12.9	18.5	12.0
KZHR FM	5.5	6.3	5.7	3.3	3.8	15.8	11.1	9.6	2.6	2.6		3.0	2.8	4.0	5.4
PUR	5412	8519	9409	7258	6292	1899	3517	4062	3543	3492	3512	5002	5347	3714	2800