

# 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 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	652	1013	1013	504	493	121	182	182	182	62	531	830	830	322	431
KEYW FM	12	12	25	12	12	12	12	12					12	12	12
KFAE FM	142	217	286	224	167	142	202	226	164	108		16	59	59	59
KFLD AM	28	28	28	28							28	28	28	28	
KGDC AM		156	156	210	210				53	53		156	156	156	156
KGTS FM	551	647	783	315	255	19	114	250	231	255	533	533	533	83	
KIOK FM	417	529	529	428	135	124	236	236	135	135	293	293	293	293	
KLRF FM		174	240	285	294			66	66	75		174	174	219	219
KNLT FM	80	201	220	284	236	80	201	201	265	185			19	19	52
KONA AM			137	137	185					48			137	137	137
KORD FM	42	227	302	324	402		181	181	181	301	42	46	121	143	101
KRKL FM	488	488	488	380	167	488	488	488	380	96					71
KTEL AM		126	126	126	141		86	86	86	100		41	41	41	41
KUJ AM	83	228	228	295	250		112	112	112	112	83	116	116	183	138
KUJ FM	1536	1712	1712	575	346	480	657	657	541	346	1055	1055	1055	34	
KUJJ FM	307	468	468	545	504		12	12	33	187	307	456	456	512	317
KUMA FM	80	218	218	247	166	80	218	218	247	166					
KWHT FM		303	402	475	778		122	220	294	597		181	181	181	181
KWWS FM		3	257	424	513		3	198	208	254			59	215	259
KXRX FM	440	834	834	796	443	37	145	145	108	108	403	689	689	689	335
KZHR FM	299	540	540	241	241	299	390	390	91	91		150	150	150	150
PUR	5412	8519	9409	7258	6292	1899	3517	4062	3543	3492	3512	5002	5347	3714	2800