

# 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 Rating (%)

	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	4.4	4.4	3.7	2.2	2.4	1.8	1.7	1.5	1.7	.6	6.5	6.6	5.7	2.6	4.1
KEYW FM	.1	.1	.1	.1	.1	.2	.1	.1					.1	.1	.1
KFAE FM	1.0	.9	1.1	1.0	.8	2.1	1.9	1.8	1.5	1.1		.1	.4	.5	.6
KFLD AM	.2	.1	.1	.1							.3	.2	.2	.2	
KGDC AM		.7	.6	.9	1.0				.5	.5		1.2	1.1	1.3	1.5
KGTS FM	3.7	2.8	2.9	1.4	1.3	.3	1.1	2.0	2.2	2.6	6.5	4.2	3.6	.7	
KIOK FM	2.8	2.3	1.9	1.9	.7	1.9	2.2	1.9	1.3	1.4	3.6	2.3	2.0	2.4	
KLRF FM		.8	.9	1.2	1.4			.5	.6	.8		1.4	1.2	1.8	2.1
KNLT FM	.5	.9	.8	1.2	1.2	1.2	1.9	1.6	2.5	1.9			.1	.2	.5
KONA AM			.5	.6	.9					.5			.9	1.1	1.3
KORD FM	.3	1.0	1.1	1.4	2.0		1.7	1.4	1.7	3.1	.5	.4	.8	1.2	1.0
KRKL FM	3.3	2.1	1.8	1.7	.8	7.3	4.6	3.9	3.6	1.0					.7
KTEL AM		.5	.5	.6	.7		.8	.7	.8	1.0		.3	.3	.3	.4
KUJ AM	.6	1.0	.8	1.3	1.2		1.1	.9	1.0	1.1	1.0	.9	.8	1.5	1.3
KUJ FM	10.3	7.4	6.3	2.5	1.7	7.2	6.2	5.2	5.1	3.5	12.8	8.4	7.2	.3	
KUJJ FM	2.1	2.0	1.7	2.4	2.5		.1	.1	.3	1.9	3.7	3.6	3.1	4.2	3.0
KUMA FM	.5	.9	.8	1.1	.8	1.2	2.1	1.7	2.3	1.7					
KWHT FM		1.3	1.5	2.1	3.8		1.2	1.8	2.8	6.1		1.4	1.2	1.5	1.7
KWWS FM			.9	1.9	2.5			1.6	2.0	2.6			.4	1.8	2.5
KXRX FM	3.0	3.6	3.1	3.5	2.2	.6	1.4	1.2	1.0	1.1	4.9	5.5	4.7	5.7	3.2
KZHR FM	2.0	2.3	2.0	1.1	1.2	4.5	3.7	3.1	.9	.9		1.2	1.0	1.2	1.4
PUR Rat	36.3	36.8	34.6	31.8	31.0	28.4	33.2	32.4	33.3	35.5	42.7	39.8	36.5	30.5	26.7