

# Willhight.Com: Radio Market Audience Estimate Data

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Daypart: Monday-Friday, 6am-10am + 3pm-7pm  
 Area: Walla Walla/College Place, WA & Vic.  
 Period: January - April 2007  
 Measurement Type: Average Quarter Hour Persons

	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	737	737	537	429	192	131	131	131	22		606	606	406	406	192
KEYW FM	40	40	20	20		20	20				20	20	20	20	
KFAE FM	608	608	507	507	334	374	374	274	274	197	234	234	234	234	137
KFLD AM	45	45	45								45	45	45		
KGDC AM	248	248	248	248	129	106	106	106	106	106	142	142	142	142	23
KGTS FM	1292	1292	532	396	242	426	426	396	396	242	866	866	135		
KIOK FM	580	484	322	122	38	380	283	122	122	38	201	201	201		
KLRF FM	289	289	289	289	88	69	69	69	69	16	220	220	220	220	73
KNLT FM	231	231	231	231	123	178	178	178	178	69	54	54	54	54	54
KONA AM	311	311	311	311	190	62	62	62	62	62	249	249	249	249	128
KORD FM	535	496	496	429	104	321	282	282	282	86	214	214	214	146	18
KRKL FM	618	618	488	244	244	592	592	462	218	218	27	27	27	27	27
KTEL AM	246	246	246	246	79	180	180	180	180	79	66	66	66	66	
KUJ AM	418	418	418	283	147	105	105	105	105	21	314	314	314	178	125
KUJ FM	1971	1826	682	340	191	850	706	558	270	121	1121	1121	125	70	70
KUJJ FM	834	834	834	610	495	379	379	379	379	369	455	455	455	232	126
KUMA FM	324	324	324	194	68	324	324	324	194	68					
KWHT FM	974	974	974	974	637	637	637	637	637	460	337	337	337	337	178
KWWS FM	620	620	620	620	351	217	217	217	217	29	403	403	403	403	322
KXRX FM	1088	836	776	453	80	189	138	77	77		899	699	699	375	80
KZHR FM	482	482	198	198		374	374	89	89		109	109	109	109	
PUR	12999	12458	9572	7505	3927	6194	5854	4893	4122	2259	6805	6604	4679	3383	1668