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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 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	6.2	7.1	6.4	5.9	6.3	6.3	4.2	3.6	4.4	.7	6.2	9.2	8.4	7.3	12.6
KEYW FM	.4	.3	.5	.3	.4	1.2	.6	.6					.4	.6	.7
KFAE FM	2.0	2.7	3.2	2.7	3.7	5.8	5.7	4.9	2.5	3.8		.6	2.0	2.8	3.6
KFLD AM	.9	.6	.5	.7							1.4	1.0	.9	1.3	
KGDC AM		1.5	1.4	1.8	2.1							2.6	2.4	3.4	4.4
KGTS FM	18.1	12.6	12.3	4.5	3.4	1.7	3.1	5.1	5.1	6.3	26.9	19.1	17.5	3.9	
KIOK FM	7.3	5.8	5.2	5.0	2.1	9.3	7.8	6.8	4.0	4.0	6.2	4.4	4.1	5.8	
KLRF FM		1.9	2.4	4.2	5.0			1.5	1.8	2.2		3.3	3.0	6.4	8.1
KNLT FM		1.4	1.3	2.8	4.0		3.5	3.0	5.9	5.8					2.0
KONA AM			1.4	1.9	3.2					2.0			2.5	3.5	4.5
KORD FM	1.4	3.5	4.6	6.4	7.4		6.3	5.5	6.5	9.2	2.1	1.6	4.0	6.2	5.4
KRKL FM	7.5	4.9	4.4	4.8	1.7	21.6	12.0	10.4	10.4	2.3					1.0
KTEL AM		2.2	2.0	2.6	3.2		3.2	2.8	3.3	3.8		1.5	1.3	1.9	2.4
KUJ AM	2.7	3.6	3.2	5.1	3.8		2.7	2.3	2.8	2.7	4.2	4.2	3.8	7.0	5.0
KUJ FM	30.0	21.4	19.2	7.6	4.7	25.1	18.7	16.3	14.5	8.8	32.6	23.2	21.3	1.6	
KUJJ FM	4.5	4.4	4.0	6.1	7.5		.3	.3	.9	6.5	6.9	7.3	6.7	10.6	8.6
KUMA FM	2.6	3.3	3.0	4.7	3.0	7.5	8.2	7.1	10.1	5.6					
KWHT FM		3.0	3.9	7.1	11.1		2.3	4.9	9.8	15.7		3.5	3.2	4.6	5.9
KWWS FM		.1	3.2	7.8	10.2		.2	5.2	6.8	7.1			1.6	8.7	13.7
KXRX FM	7.8	9.9	8.9	10.8	7.8	3.5	4.4	3.8	2.6	2.5	10.0	13.7	12.5	17.9	13.9
KZHR FM	5.7	6.3	5.7	3.1	3.4	16.4	12.0	10.4	3.0	2.9		2.4	2.2	3.2	4.0
PUR	4953	7646	8531	6458	5768	1731	3124	3594	3011	3063	3221	4522	4937	3447	2704