

# Willhight.Com: Radio Market Audience Estimate Data

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Daypart: Monday-Friday, 6am-10am  
 Area: Walla Walla/College Place, WA & Vic.  
 Period: January - April 2007  
 Measurement Type: Average Quarter Hour Share (%)

	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	8.0	8.4	7.2	6.4	4.9	3.0	3.3	4.0			12.7	13.1	10.5	13.3	11.5
KEYW FM	.6	.6	.4	.5		.6	.6				.5	.6	.8	1.0	
KFAE FM	3.5	3.7	3.0	3.7	4.8	4.8	5.3	2.7	3.3	3.6	2.3	2.3	3.2	4.1	4.6
KFLD AM															
KGDC AM	2.0	2.1	2.8	3.4	4.7	2.9	3.2	3.9	4.7	6.0	1.1	1.1	1.6	2.0	
KGTS FM	6.8	7.2	2.6	3.2	3.8	4.7	5.1	5.1	6.2	4.8	8.9	9.2			
KIOK FM	5.7	4.6	3.0	1.1	.4	8.5	6.3	1.8	2.1	.5	3.0	3.1	4.2		
KLRF FM	2.4	2.6	3.3	4.1	.7	1.9	2.1	2.6	3.1	.9	2.9	3.0	4.2	5.3	
KNLT FM	1.9	2.1	2.7	3.3	5.5	2.5	2.7	3.3	4.0	3.9	1.4	1.5	2.0	2.6	5.5
KONA AM	3.1	3.3	4.3	5.3	7.4	1.7	1.9	2.3	2.8	3.5	4.4	4.6	6.3	8.0	10.8
KORD FM	4.6	4.3	5.7	7.0	2.9	5.4	4.7	5.7	6.9	2.6	3.9	4.0	5.6	7.1	1.9
KRKL FM	5.6	6.0	6.2	5.7	10.9	10.7	11.7	11.3	9.7	12.2	.7	.7	1.0	1.3	2.8
KTEL AM	2.5	2.7	3.5	4.3	3.5	4.4	4.8	5.8	7.0	4.4	.7	.8	1.0	1.3	
KUJ AM	2.0	2.2	2.8	3.5	3.7	1.7	1.8	2.2	2.7	1.2	2.4	2.5	3.4	4.3	6.4
KUJ FM	13.4	12.1	7.1	4.4	2.8	12.9	9.7	11.9	8.5	3.5	14.0	14.4	2.1		
KUJJ FM	5.1	5.4	7.1	6.2	9.0	5.4	5.9	7.2	8.7	10.4	4.9	5.1	7.0	3.5	1.8
KUMA FM	3.1	3.3	4.3	2.3	1.7	6.3	6.9	8.5	4.3	2.2					
KWHT FM	7.9	8.4	10.9	13.5	15.2	9.5	10.4	12.7	15.4	10.6	6.3	6.5	9.0	11.4	16.0
KWWS FM	5.3	5.6	7.2	8.9	12.4	3.2	3.4	4.2	5.1	1.6	7.3	7.5	10.3	13.1	25.9
KXRX FM	8.5	7.4	8.5	6.7	1.2	2.9	3.2	1.6	2.0		13.9	11.3	15.6	11.8	2.8
KZHR FM	3.7	3.9	2.0	2.5		4.5	4.9				2.9	3.0	4.2	5.3	
PUR	14635	13842	10619	8602	4487	7193	6616	5385	4471	2552	7442	7226	5234	4131	1935