

# 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 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	1164	1164	765	547	222	218	218	218			946	946	547	547	222
KEYW FM	81	81	40	40		40	40				40	40	40	40	
KFAE FM	518	518	316	316	215	348	348	147	147	127	169	169	169	169	88
KFLD AM															
KGDC AM	294	294	294	294	212	212	212	212	212	212	81	81	81	81	
KGTS FM	1001	1001	276	276	170	337	337	276	276	170	664	664			
KIOK FM	831	639	316	96	17	611	418	96	96	17	221	221	221		
KLRF FM	355	355	355	355	31	138	138	138	138	31	217	217	217	217	
KNLT FM	285	285	285	285	246	178	178	178	178	139	107	107	107	107	107
KONA AM	455	455	455	455	333	124	124	124	124	124	331	331	331	331	209
KORD FM	678	601	601	601	129	385	308	308	308	93	293	293	293	293	36
KRKL FM	825	825	663	489	489	771	771	610	435	435	54	54	54	54	54
KTEL AM	369	369	369	369	158	315	315	315	315	158	54	54	54	54	
KUJ AM	299	299	299	299	166	121	121	121	121	42	178	178	178	178	124
KUJ FM	1968	1679	750	378	124	928	640	640	378	124	1040	1040	110		
KUJJ FM	754	754	754	533	405	389	389	389	389	369	365	365	365	144	36
KUMA FM	456	456	456	194	77	456	456	456	194	77					
KWHT FM	1158	1158	1158	1158	684	686	686	686	686	375	472	472	472	472	309
KWWS FM	769	769	769	769	558	228	228	228	228	58	541	541	541	541	500
KXRX FM	1244	1028	907	576	54	209	209	88	88		1035	819	819	488	54
KZHR FM	540	540	217	217		323	323				217	217	217	217	
PUR	14635	13842	10619	8602	4487	7193	6616	5385	4471	2552	7442	7226	5234	4131	1935