

Willhight.Com: Radio Market Audience Estimate Data

Copyright © 2007 North Central Willamette Research

www.willhight.com / www.ncwr.com

Daypart: Monday-Friday, 6am-10am
 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 | 11.8 | 11.5 | 10.1 | 7.8 | 6.5 | 10.2 | 6.4 | 5.4 | 6.7 | | 12.9 | 15.2 | 13.7 | 8.8 | 12.8 |
| KEYW FM | .8 | .5 | .9 | .6 | .6 | 1.9 | 1.2 | 1.0 | | | | | .8 | 1.1 | 1.2 |
| KFAE FM | 3.8 | 2.7 | 3.2 | 1.4 | 1.6 | 9.4 | 6.5 | 5.4 | .6 | .6 | | | 1.5 | 2.2 | 2.5 |
| KFLD AM | | | | | | | | | | | | | | | |
| KGDC AM | | 1.0 | .9 | 1.2 | 1.3 | | | | | | | 1.7 | 1.5 | 2.2 | 2.5 |
| KGTS FM | 13.8 | 8.9 | 8.9 | 1.5 | 1.7 | 2.8 | 1.8 | 4.1 | 3.3 | 3.4 | 21.5 | 13.9 | 12.5 | | |
| KIOK FM | 10.4 | 7.6 | 6.6 | 4.6 | 1.5 | 15.0 | 11.8 | 9.9 | 3.0 | 3.0 | 7.1 | 4.6 | 4.2 | 6.0 | |
| KLRF FM | | 2.7 | 3.5 | 4.7 | 5.5 | | | 2.6 | 3.3 | 4.3 | | 4.6 | 4.1 | 5.9 | 6.7 |
| KNLT FM | | .5 | .4 | 2.6 | 4.4 | | 1.2 | 1.0 | 5.5 | 5.6 | | | | | 3.3 |
| KONA AM | | | 1.3 | 1.8 | 3.8 | | | | | 3.9 | | | 2.3 | 3.3 | 3.7 |
| KORD FM | | 2.8 | 5.0 | 7.3 | 9.4 | | 6.3 | 5.3 | 6.7 | 9.7 | | .3 | 4.8 | 7.9 | 9.0 |
| KRKL FM | 6.4 | 4.1 | 3.6 | 4.5 | 3.0 | 15.6 | 9.9 | 8.3 | 9.7 | 4.4 | | | | | 1.7 |
| KTEL AM | | 2.6 | 2.3 | 3.0 | 3.8 | | 4.6 | 3.8 | 4.8 | 5.9 | | 1.1 | 1.0 | 1.5 | 1.7 |
| KUJ AM | | 1.6 | 1.4 | 1.9 | 2.6 | | 2.3 | 1.9 | 2.4 | 2.5 | | 1.1 | 1.0 | 1.5 | 2.8 |
| KUJ FM | 24.8 | 19.1 | 16.6 | 9.0 | 5.9 | 12.2 | 15.2 | 12.7 | 16.0 | 11.9 | 33.6 | 21.8 | 19.7 | 3.0 | |
| KUJJ FM | 4.2 | 4.3 | 3.7 | 5.5 | 6.0 | | .6 | .5 | 1.7 | 7.6 | 7.1 | 6.9 | 6.2 | 8.9 | 4.5 |
| KUMA FM | 5.0 | 4.6 | 4.0 | 6.0 | 2.4 | 12.2 | 11.1 | 9.3 | 12.8 | 4.8 | | | | | |
| KWHT FM | | 3.2 | 5.1 | 6.8 | 11.3 | | 2.9 | 7.7 | 9.6 | 17.6 | | 3.4 | 3.1 | 4.4 | 5.0 |
| KWWS FM | | .1 | 2.2 | 8.8 | 11.0 | | .3 | 4.2 | 6.3 | 7.2 | | | .8 | 10.9 | 14.7 |
| KXRX FM | 8.6 | 11.9 | 10.4 | 12.3 | 9.0 | 5.6 | 6.2 | 5.1 | 2.7 | 2.8 | 10.7 | 16.1 | 14.5 | 20.7 | 15.1 |
| KZHR FM | 6.2 | 6.6 | 5.8 | 3.1 | 3.4 | 15.0 | 9.5 | 7.9 | | | | 4.6 | 4.1 | 5.9 | 6.7 |
| PUR | 5240 | 8161 | 9354 | 6930 | 6415 | 2145 | 3397 | 4064 | 3232 | 3177 | 3095 | 4765 | 5291 | 3698 | 3238 |