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Daypart: Monday-Friday, 10am-3pm
 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	12.6	12.7	7.2	8.2	4.5	3.4	3.4	3.8	2.3		21.5	21.6	11.2	16.5	11.3
KEYW FM															
KFAE FM	5.3	5.3	6.5	6.5	10.8	8.4	8.4	9.3	7.9	8.3	2.2	2.2	3.1	4.5	9.3
KFLD AM															
KGDC AM	3.4	3.4	4.1	5.6	6.5	4.0	4.0	4.5	5.6	7.5	2.7	2.7	3.8	5.5	
KGTS FM	3.4	3.4	4.1	5.6	3.6	6.8	6.8	7.6	9.5	4.1					
KIOK FM	4.2	4.3	4.7	1.7		2.9	2.9	2.3	2.8		5.6	5.6	7.6		
KLRF FM	1.9	1.9	2.4	3.2		1.1	1.1	1.2	1.6		2.7	2.7	3.8	5.5	
KNLT FM	2.9	2.9	3.6	2.6	1.2	5.3	5.3	5.9	3.6	1.3	.6	.6	.8	1.2	
KONA AM	1.2	1.2	1.5	2.0	.5	.3	.3	.4	.5	.6	2.0	2.0	2.8	4.1	
KORD FM	2.3	2.3	2.8	3.8	4.3	4.3	4.3	4.8	6.0	4.2	.4	.4	.5	.7	1.5
KRKL FM	7.6	7.6	6.8	5.5	10.9	13.7	13.7	10.5	6.8	9.2	1.8	1.8	2.5	3.6	7.5
KTEL AM	.7	.7	.9	1.2	1.0	1.4	1.4	1.6	2.0	1.1					
KUJ AM	5.3	5.3	6.5	8.7	14.0	4.3	4.3	4.7	5.9	4.1	6.3	6.3	8.6	12.7	26.2
KUJ FM	13.3	13.4	7.5	5.0	5.2	13.3	13.3	13.8	8.5	6.0	13.4	13.4			
KUJJ FM	7.2	7.3	8.9	7.3	9.6	3.1	3.1	3.4	4.3	5.3	11.3	11.3	15.5	11.6	12.5
KUMA FM	1.2	1.2	1.5	2.0	.7	2.5	2.5	2.8	3.5	.8					
KWHT FM	8.1	8.1	10.0	13.4	16.0	10.2	10.2	11.4	14.3	12.1	6.1	6.1	8.3	12.3	14.0
KWWS FM	2.5	2.5	3.1	4.2	3.3	4.1	4.1	4.5	5.7	2.4	1.0	1.0	1.4	2.1	3.1
KXRX FM	6.1	6.1	7.6	4.5		2.0	2.0	2.3	2.8		10.1	10.1	13.9	6.9	
KZHR FM	4.1	4.1	2.5	3.3		5.4	5.4	1.4	1.7		2.7	2.7	3.8	5.5	
PUR	15614	15571	12672	9425	4757	7670	7670	6896	5502	2861	7943	7900	5776	3923	1896