

# Willhight.Com: Radio Market Audience Estimate Data

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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 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 | 1975  | 1975  | 912   | 773  | 213  | 265  | 265  | 265  | 125  |      | 1710 | 1710 | 648  | 648  | 213  |
| KEYW FM |       |       |       |      |      |      |      |      |      |      |      |      |      |      |      |
| KFAE FM | 820   | 820   | 820   | 611  | 516  | 644  | 644  | 644  | 435  | 339  | 176  | 176  | 176  | 176  | 176  |
| KFLD AM |       |       |       |      |      |      |      |      |      |      |      |      |      |      |      |
| KGDC AM | 525   | 525   | 525   | 525  | 308  | 308  | 308  | 308  | 308  | 308  | 217  | 217  | 217  | 217  |      |
| KGTS FM | 524   | 524   | 524   | 524  | 170  | 524  | 524  | 524  | 524  | 170  |      |      |      |      |      |
| KIOK FM | 662   | 662   | 598   | 156  |      | 221  | 221  | 156  | 156  |      | 441  | 441  | 441  |      |      |
| KLRF FM | 303   | 303   | 303   | 303  |      | 85   | 85   | 85   | 85   |      | 217  | 217  | 217  | 217  |      |
| KNLT FM | 454   | 454   | 454   | 245  | 55   | 405  | 405  | 405  | 196  | 55   | 49   | 49   | 49   | 49   |      |
| KONA AM | 187   | 187   | 187   | 187  | 25   | 25   | 25   | 25   | 25   | 25   | 162  | 162  | 162  | 162  |      |
| KORD FM | 359   | 359   | 359   | 359  | 203  | 330  | 330  | 330  | 330  | 174  | 29   | 29   | 29   | 29   | 29   |
| KRKL FM | 1190  | 1190  | 867   | 519  | 519  | 1047 | 1047 | 725  | 376  | 376  | 143  | 143  | 143  | 143  | 143  |
| KTEL AM | 109   | 109   | 109   | 109  | 46   | 109  | 109  | 109  | 109  | 46   |      |      |      |      |      |
| KUJ AM  | 823   | 823   | 823   | 823  | 667  | 326  | 326  | 326  | 326  | 170  | 497  | 497  | 497  | 497  | 497  |
| KUJ FM  | 2082  | 2082  | 955   | 467  | 248  | 1019 | 1019 | 955  | 467  | 248  | 1062 | 1062 |      |      |      |
| KUJJ FM | 1131  | 1131  | 1131  | 690  | 457  | 235  | 235  | 235  | 235  | 220  | 896  | 896  | 896  | 454  | 237  |
| KUMA FM | 190   | 190   | 190   | 190  | 34   | 190  | 190  | 190  | 190  | 34   |      |      |      |      |      |
| KWHT FM | 1267  | 1267  | 1267  | 1267 | 761  | 785  | 785  | 785  | 785  | 496  | 482  | 482  | 482  | 482  | 265  |
| KWWS FM | 395   | 395   | 395   | 395  | 157  | 313  | 313  | 313  | 313  | 99   | 82   | 82   | 82   | 82   | 58   |
| KXRX FM | 957   | 957   | 957   | 428  |      | 156  | 156  | 156  | 156  |      | 801  | 801  | 801  | 272  |      |
| KZHR FM | 634   | 634   | 311   | 311  |      | 417  | 417  | 94   | 94   |      | 217  | 217  | 217  | 217  |      |
| PUR     | 15614 | 15571 | 12672 | 9425 | 4757 | 7670 | 7670 | 6896 | 5502 | 2861 | 7943 | 7900 | 5776 | 3923 | 1896 |