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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 (%)

	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	19.6	17.8	16.3	8.2	9.9	6.4	6.4	5.5	6.0	3.0	26.7	25.9	24.9	10.5	19.6
KEYW FM															
KFAE FM	3.4	2.4	2.8	3.6	1.3	9.6	5.8	6.3	6.9	2.3					
KFLD AM															
KGDC AM		2.2	2.0	4.2	5.0				3.2	3.3		3.8	3.6	5.2	7.4
KGTS FM		1.4	3.3	4.1	5.0		3.4	7.4	8.1	8.5					
KIOK FM	8.2	6.7	6.1	7.0	2.2	3.0	5.3	4.6	3.6	3.7	11.1	7.6	7.3	10.7	
KLRF FM		2.2	2.8	3.5	4.2			1.8	1.9	2.0		3.8	3.6	5.2	7.4
KNLT FM	3.4	3.5	3.7	5.3	3.4	9.6	8.4	7.3	9.2	4.7			.8	1.2	1.6
KONA AM			1.5	1.9	2.6					.6			2.7	3.9	5.5
KORD FM		1.6	1.4	2.2	5.0		3.8	3.3	3.6	7.9				.7	1.0
KRKL FM	10.9	6.8	6.2	5.7	3.9	31.0	16.2	14.0	11.1	3.3					4.8
KTEL AM		.6	.6	.7	1.1		1.5	1.3	1.4	1.8					
KUJ AM		1.6	1.4	2.9	4.2		3.8	3.3	3.6	3.7				2.1	4.9
KUJ FM	26.3	18.5	17.0	8.3	6.5	25.5	18.6	16.0	16.1	11.2	26.7	18.4	17.7		
KUJJ FM	7.2	6.8	6.2	9.2	8.7		.4	.3	1.0	4.0	11.1	11.4	11.0	18.0	15.4
KUMA FM		1.6	1.4	1.8	2.2		3.8	3.3	3.6	3.7					
KWHT FM		4.2	4.7	5.9	14.1		4.9	6.0	6.6	18.8		3.8	3.6	5.2	7.4
KWWS FM			2.2	3.5	5.5			4.4	4.9	7.5			.4	2.0	2.8
KXRX FM	8.6	9.7	8.9	11.2	6.0		3.8	3.3	3.6	3.7	13.3	13.9	13.3	19.3	9.2
KZHR FM	5.3	6.4	5.9	3.6	4.4	14.9	10.0	8.7	2.1	2.2		3.8	3.6	5.2	7.4
PUR	6146	9917	10814	8536	7131	2168	4147	4809	4395	4179	3978	5770	6005	4141	2952