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Daypart: Monday-Friday, 3pm-7pm
 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	2.7	2.8	3.6	4.8	4.8	.9	.9	1.0	1.2		4.3	4.4	6.4	10.1	11.6
KEYW FM															
KFAE FM	6.1	6.3	8.2	10.9	13.4	7.7	7.9	9.1	10.6	8.5	4.8	5.0	7.2	11.3	13.3
KFLD AM	.8	.8	1.1								1.5	1.5	2.2		
KGDC AM	1.8	1.8	2.4	3.1	1.4						3.3	3.4	4.9	7.7	3.3
KGTS FM	13.9	14.3	9.2	8.1	9.3	9.9	10.1	11.7	13.7	10.0	17.3	17.8	6.6		
KIOK FM	2.9	3.0	3.9	2.3	1.8	2.9	2.9	3.4	3.9	1.9	2.9	3.0	4.4		
KLRF FM	2.0	2.0	2.6	3.5	4.3						3.6	3.7	5.4	8.5	10.4
KNLT FM	1.6	1.6	2.1	2.8		3.4	3.5	4.0	4.7						
KONA AM	1.5	1.5	2.0	2.6	1.4						2.7	2.8	4.1	6.4	3.3
KORD FM	3.4	3.5	4.6	4.0	2.3	4.9	5.0	5.8	6.8	2.5	2.2	2.3	3.3		
KRKL FM	3.6	3.7	3.7			7.9	8.1	7.1							
KTEL AM	1.1	1.1	1.4	1.9		.9	.9	1.0	1.2		1.3	1.3	1.9	2.9	
KUJ AM	4.7	4.9	6.3	4.2	3.8	1.7	1.7	2.0	2.4		7.3	7.5	10.9	6.8	9.1
KUJ FM	17.4	17.8	7.2	4.7	7.6	14.9	15.2	10.8	4.3	3.7	19.5	20.1	3.4	5.3	9.9
KUJJ FM	8.0	8.2	10.7	10.7	17.4	7.1	7.2	8.4	9.8	11.7	8.8	9.1	13.2	12.1	15.4
KUMA FM	1.7	1.7	2.3	3.0	1.8	3.7	3.8	4.4	5.1	1.9					
KWHT FM	7.0	7.1	9.3	12.3	17.5	11.3	11.6	13.4	15.6	17.3	3.3	3.4	4.9	7.7	3.3
KWWS FM	4.1	4.3	5.5	7.4	4.3	4.0	4.0	4.7	5.5		4.3	4.4	6.4	10.1	10.3
KXRX FM	8.2	5.8	7.6	5.1	3.2	3.3	1.3	1.5	1.8		12.4	9.7	14.0	10.0	7.6
KZHR FM	3.7	3.8	2.1	2.8		8.2	8.3	4.0	4.7						
PUR	11362	11074	8525	6409	3366	5194	5091	4401	3774	1966	6168	5983	4124	2635	1400