

# Willhight.Com: Radio Market Audience Estimate Data

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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 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	310	310	310	310	162	44	44	44	44		265	265	265	265	162
KEYW FM															
KFAE FM	698	698	698	698	453	400	400	400	400	267	298	298	298	298	186
KFLD AM	90	90	90								90	90	90		
KGDC AM	202	202	202	202	46						202	202	202	202	46
KGTS FM	1584	1584	787	516	314	516	516	516	516	314	1067	1067	271		
KIOK FM	329	329	329	148	59	148	148	148	148	59	180	180	180		
KLRF FM	223	223	223	223	145						223	223	223	223	145
KNLT FM	178	178	178	178		178	178	178	178						
KONA AM	168	168	168	168	46						168	168	168	168	46
KORD FM	392	392	392	256	79	256	256	256	256	79	135	135	135		
KRKL FM	412	412	314			412	412	314							
KTEL AM	122	122	122	122		44	44	44	44		78	78	78	78	
KUJ AM	538	538	538	267	127	89	89	89	89		449	449	449	178	127
KUJ FM	1973	1973	615	302	257	772	772	476	162	118	1202	1202	139	139	139
KUJJ FM	914	914	914	688	585	369	369	369	369	369	544	544	544	319	215
KUMA FM	193	193	193	193	59	193	193	193	193	59					
KWHT FM	790	790	790	790	590	588	588	588	588	544	202	202	202	202	46
KWWS FM	471	471	471	471	144	206	206	206	206		265	265	265	265	144
KXRX FM	933	645	645	329	107	169	67	67	67		763	578	578	262	107
KZHR FM	424	424	178	178		424	424	178	178						
PUR	11362	11074	8525	6409	3366	5194	5091	4401	3774	1966	6168	5983	4124	2635	1400