

# 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 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		2.1	1.9	3.7	6.0		1.6	1.4	1.6	1.5		2.4	2.3	5.5	12.2
KEYW FM															
KFAE FM		2.6	3.2	4.1	6.3		4.7	4.3	4.8	7.2		1.2	2.5	3.5	5.2
KFLD AM	1.9	1.3	1.2	1.5							2.7	2.1	2.0	2.8	
KGDC AM		2.2	2.0	2.6	3.0							3.6	3.4	4.9	7.1
KGTS FM	22.9	16.8	16.5	7.9	5.5		4.7	6.5	7.2	9.5	31.9	24.9	23.3	8.5	
KIOK FM	3.9	3.8	3.5	5.5	2.9		3.1	2.8	5.3	5.0	5.4	4.2	3.9	5.6	
KLRF FM		1.1	1.0	3.7	4.4							1.8	1.7	7.0	10.3
KNLT FM		2.5	2.3	3.0	3.5		6.2	5.7	6.4	6.0					
KONA AM			1.6	2.0	2.4								2.6	3.8	5.6
KORD FM	2.9	4.4	4.1	5.2	5.0		6.2	5.7	6.4	8.7	4.0	3.2	3.0	4.2	
KRKL FM	8.8	5.8	5.3	5.2		31.3	14.5	13.2	11.2						
KTEL AM		1.7	1.6	2.0	2.4		1.6	1.4	1.6	1.5		1.8	1.7	2.4	3.6
KUJ AM	5.8	5.8	5.3	8.7	5.2		3.1	2.8	3.2	3.0	8.1	7.5	7.0	13.5	8.2
KUJ FM	35.8	24.1	22.3	6.0	3.2	46.3	22.9	20.9	12.8	5.5	31.7	24.8	23.2		
KUJJ FM	4.8	4.6	4.3	6.7	9.3					5.3	6.7	7.7	7.2	12.6	14.7
KUMA FM		1.9	1.7	3.2	3.8		4.7	4.3	6.9	6.5					
KWHT FM		2.8	2.6	7.3	10.8		1.6	1.4	10.1	13.6		3.6	3.4	4.9	7.1
KWWS FM			4.2	6.7	9.2			6.6	7.4	7.0			2.6	6.1	12.2
KXRX FM	6.8	7.5	7.0	9.0	6.4		2.3	2.1	2.4	2.3	9.4	11.0	10.3	14.7	12.1
KZHR FM	5.3	6.0	5.5	3.0	3.5	18.7	14.9	13.6	6.4	6.0					
PUR	4666	7130	7708	5987	5120	1317	2851	3125	2791	2949	3348	4279	4583	3195	2170