

Willhight.Com: Radio Market Audience Estimate Data

Copyright © 2007 North Central Willamette Research

www.willhight.com / www.ncwr.com

Daypart: Monday-Friday, 7pm-Midnight
 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																
KEYW FM																
KFAE FM	14.2	16.3	18.4	21.5	22.5	12.5	15.2	10.3	12.5	11.5	19.1	19.1	56.5	56.5	48.7	
KFLD AM																
KGDC AM																
KGTS FM	6.3	7.2	12.7	14.8	21.3	8.5	10.3	15.4	18.7	23.7						
KIOK FM	20.5	17.6				27.7	25.0									
KLRF FM	.9	1.1	1.9	2.2	3.2						3.6	3.6	10.7	10.7	12.7	
KNLT FM	1.0	1.2	2.0			1.4	1.7	2.5								
KONA AM																
KORD FM	3.4	4.0	7.0	8.1		4.6	5.6	8.5	10.2							
KRKL FM	6.1	7.0	12.3			8.2	9.9	14.9								
KTEL AM																
KUJ AM	2.4	2.8	4.8	5.7	8.1						9.3	9.3	27.5	27.5	32.4	
KUJ FM	17.1	19.7									66.3	66.3				
KUJJ FM	5.2	5.9	10.5	12.2	17.5	7.0	8.5	12.7	15.4	19.5						
KUMA FM	5.7	6.6	11.6	13.6	15.6	7.7	9.4	14.1	17.1	17.3						
KWHT FM	3.1	3.5	6.2	7.2	10.4	4.1	5.0	7.5	9.1	11.5						
KWWS FM	.5	.5	.9	1.1	1.6						1.8	1.8	5.3	5.3	6.2	
KXRX FM	7.9					10.7										
KZHR FM	2.3	2.6	4.6	5.4		3.1	3.8	5.6	6.8							
PUR	3105	2694	1532	1313	916	2304	1893	1262	1042	687	802	802	270	270	229	