

# Willhight.Com: Radio Market Audience Estimate Data

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Daypart: Monday-Friday, 7pm-Midnight  
 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																
KEYW FM																
KFAE FM	11.4	13.2	13.2	8.7	17.5	18.5	16.0	16.0	4.4	14.6		7.2	7.2	58.8	48.9	
KFLD AM																
KGDC AM																
KGTS FM					16.1					17.6						
KIOK FM	34.3	26.6	26.6			55.6	39.2	39.2								
KLRF FM				3.3	3.0									41.2	34.3	
KNLT FM	2.3	1.8	1.8	3.6		3.7	2.6	2.6	3.9							
KONA AM																
KORD FM		6.0	6.0	12.1	10.9		8.8	8.8	13.1	12.0						
KRKL FM	13.6	10.6	10.6	21.3		22.1	15.6	15.6	23.2							
KTEL AM																
KUJ AM																
KUJ FM	38.4	29.9	29.9								100.0	92.8	92.8			
KUJJ FM					4.8					5.3						
KUMA FM		2.0	2.0	20.2	18.2		2.9	2.9	21.9	20.0						
KWHT FM				10.8	9.7				11.7	10.7						
KWWS FM					1.5											16.9
KXRX FM																
KZHR FM		4.0	4.0	8.1	7.3		5.9	5.9	8.8	8.0						
PUR	1382	1779	1779	883	976	851	1206	1206	813	892	531	573	573	70	85	