

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 Persons

	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	158	235	235	77	171	158	193	193	36	130		41	41	41	41
KFLD AM															
KGDC AM															
KGTS FM					157					157					
KIOK FM	473	473	473			473	473	473							
KLRF FM				29	29									29	29
KNLT FM	31	31	31	31		31	31	31	31						
KONA AM															
KORD FM		107	107	107	107		107	107	107	107					
KRKL FM	188	188	188	188		188	188	188	188						
KTEL AM															
KUJ AM															
KUJ FM	531	531	531								531	531	531		
KUJJ FM					47					47					
KUMA FM		36	36	178	178		36	36	178	178					
KWHT FM				95	95				95	95					
KWWS FM					14										14
KXRX FM															
KZHR FM		71	71	71	71		71	71	71	71					
PUR	1382	1779	1779	883	976	851	1206	1206	813	892	531	573	573	70	85