

# Willhight.Com: Radio Market Audience Estimate Data

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Daypart: Saturday-Sunday, 6am-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	3.5	3.4	.4	.4		.4					7.5	7.5	.7	1.0	
KEYW FM	16.3	17.1	.6	.8		17.2	18.8				15.0	15.0	1.2	1.7	
KFAE FM	9.5	9.9	16.4	18.9	26.3	9.5	10.4	19.7	19.7	15.6	9.4	9.4	13.3	17.7	32.3
KFLD AM	2.7	2.9	4.7	5.6	3.1						6.4	6.4	9.1	12.9	8.1
KGDC AM	3.8	4.0	6.5	7.7	.4	3.5	3.8	7.2	7.2	.5	4.2	4.2	6.0	8.5	
KGTS FM	5.1	5.4	8.8	7.0	5.8	6.0	6.6	12.5	12.5	6.5	3.8	3.8	5.4		
KIOK FM															
KLRF FM	4.0	4.2	6.8	8.1	7.8	3.6	3.9	7.4	7.4	1.8	4.5	4.5	6.4	9.0	16.4
KNLT FM	1.8	.4	.7	.8	1.3	2.4					.9	.9	1.3	1.9	3.5
KONA AM	.6	.6	1.0	1.1	1.8						1.3	1.3	1.8	2.6	4.7
KORD FM	13.0	13.6	7.9	2.6	.8	16.9	18.5	4.7	4.7	.9	7.7	7.7	10.9		
KRKL FM	3.3	3.4	5.6	6.6	7.1	5.8	6.2	11.7	11.7	7.9					
KTEL AM	.1	.1	.2	.2	.3						.2	.2	.3	.5	.9
KUJ AM	3.6	3.8	6.3	4.5	7.2	2.3	2.5	4.7	4.7	4.7	5.4	5.4	7.7	4.3	7.7
KUJ FM	9.6	6.9	1.3	1.5	2.4	15.6	11.2				1.7	1.7	2.5	3.5	6.3
KUJJ FM	1.7	1.8	2.9	3.5	5.5	3.0	3.2	6.1	6.1	6.1					
KUMA FM															
KWHT FM	5.5	5.8	9.5	11.2	17.5	6.2	6.8	12.8	12.8	12.5	4.5	4.5	6.4	9.1	16.6
KWWS FM	4.0	4.2	6.9	8.2	7.3	3.9	4.3	8.2	8.2	8.2	4.1	4.1	5.8	8.2	
KXRX FM	4.8	5.0	1.1	.4	.2	1.4	1.6	.7	.7	.2	9.3	9.3	1.6		
KZHR FM	3.7	3.9	6.4	7.5							8.6	8.6	12.2	17.3	
PUR	11749	11190	6806	5758	3624	6719	6160	3251	3251	2248	5030	5030	3555	2507	1376