

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 (%)

	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	6.5	5.7	5.0	.6	.6						14.0	12.7	10.4	1.0	1.1
KEYW FM	34.4	28.2	25.3	1.1	1.1	39.8	31.9	29.6			28.1	23.7	20.6	1.8	2.1
KFAE FM	.5	1.8	2.1	4.0	18.5		2.6	3.4	9.0	15.4	1.1	.9	.8	1.1	21.0
KFLD AM			2.8	5.3	8.3								5.8	8.5	15.3
KGDC AM			5.7	11.2	11.5			5.6	15.8	13.2			5.8	8.5	10.0
KGTS FM	3.6	5.9	5.1	12.1	9.1		5.4	5.0	19.5	20.0	7.7	6.5	5.3	7.7	
KIOK FM															
KLRF FM		2.3	2.4	10.2	11.0		4.3	4.6	12.3	11.3				9.0	10.7
KNLT FM					1.2										2.2
KONA AM															
KORD FM	25.3	22.6	19.8	12.8	3.9	33.9	30.6	28.4	8.4	8.6	15.3	12.9	10.6	15.4	
KRKL FM		1.9	1.6	5.1	5.2		3.4	3.2	13.6	11.4					
KTEL AM					.3										.6
KUJ AM	3.0	2.5	2.2	6.6	2.5						6.6	5.5	4.5	10.5	4.6
KUJ FM	12.7	10.4	9.1			23.7	19.0	17.6							
KUJJ FM				4.1	4.2				11.0	9.2					
KUMA FM															
KWHT FM		.2	.1	3.3	4.4		.3	.3	8.9	9.6					
KWWS FM			2.7	5.1	5.3								5.6	8.2	9.7
KXRX FM	10.0	8.4	7.4	1.9	.6	2.5	2.5	2.3	1.5	1.2	18.6	15.7	12.8	2.2	
KZHR FM		6.6	5.7	10.9	11.2							14.6	11.9	17.4	20.5
PUR	5432	6609	7566	3981	3886	2909	3628	3912	1480	1770	2523	2982	3654	2501	2116