

Willhight.Com: Radio Market Audience Estimate Data

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Daypart: Monday-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	6.6	6.8	4.6	4.8	3.0	1.7	1.7	2.3	.9		12.0	12.2	7.1	10.1	7.7
KEYW FM	5.0	5.2	.2	.3		5.8	6.1				4.1	4.2	.5	.7	
KFAE FM	6.8	7.1	8.9	10.5	15.3	8.3	8.8	10.3	10.8	9.9	5.1	5.2	7.4	10.2	16.9
KFLD AM	1.0	1.0	1.4	1.5	.9						2.0	2.0	2.9	3.5	2.4
KGDC AM	2.8	2.9	4.0	5.0	3.1	2.8	2.9	3.9	4.6	3.3	2.8	2.8	4.0	5.7	.5
KGTS FM	6.5	6.7	6.2	6.2	6.1	6.7	7.1	9.4	10.9	7.0	6.2	6.3	2.7		
KIOK FM	3.9	3.5	2.8	1.1	.4	5.0	4.1	1.7	2.0	.4	2.8	2.9	4.1		
KLRF FM	2.6	2.7	3.7	4.7	3.4	1.8	1.9	2.6	3.0	.7	3.4	3.5	5.0	7.0	6.9
KNLT FM	2.1	1.7	2.3	2.2	1.9	3.2	2.6	3.5	2.7	1.1	.8	.8	1.1	1.5	2.3
KONA AM	1.4	1.4	2.0	2.5	2.5	.4	.4	.6	.7	.8	2.4	2.5	3.5	5.0	4.4
KORD FM	6.2	6.4	5.2	4.4	2.4	8.8	9.1	5.4	6.2	2.3	3.5	3.5	5.0	2.0	.9
KRKL FM	5.2	5.4	6.1	4.7	7.5	9.3	9.8	10.6	7.1	7.3	.7	.7	1.0	1.4	2.7
KTEL AM	.9	1.0	1.3	1.7	1.1	1.3	1.4	1.9	2.2	1.2	.5	.5	.7	.9	.3
KUJ AM	3.9	4.0	5.5	5.6	7.9	2.4	2.6	3.5	4.0	2.8	5.5	5.5	7.9	7.6	13.7
KUJ FM	13.1	12.3	5.5	3.7	3.9	13.1	11.3	8.9	5.0	2.9	13.1	13.2	1.7	1.8	3.5
KUJJ FM	5.2	5.4	7.4	6.8	9.9	4.4	4.6	6.2	7.2	8.4	6.0	6.1	8.7	6.2	6.5
KUMA FM	1.6	1.6	2.3	2.2	1.7	3.0	3.2	4.3	3.8	1.9					
KWHT FM	6.8	7.1	9.8	12.4	16.2	8.5	9.0	12.1	14.0	12.8	5.0	5.1	7.2	10.2	13.0
KWWS FM	3.7	3.8	5.3	6.7	6.5	3.5	3.7	5.0	5.8	3.5	3.9	3.9	5.6	7.8	8.7
KXRX FM	6.7	5.7	5.9	3.8	.8	2.9	1.9	1.5	1.8	.1	10.8	9.8	10.7	6.6	1.9
KZHR FM	3.7	3.9	3.4	4.3		3.7	3.9	1.5	1.7		3.8	3.8	5.5	7.7	
PUR	11197	10776	7801	6158	3407	5865	5516	4101	3536	2063	5333	5260	3701	2622	1344