

# Willhight.Com: Radio Audience Estimate Data

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Audience Cross Cume (Cross Sampling) 12+ Persons: Weekly Cume Persons  
 Daypart: Monday-Sunday  
 Area: Walla Walla/College Place WA & Vic.  
 Period: January - April 2007

	Excl.	KEGX	KEYW	KFAE	KFLD	KGDC	KGTS	KIOK	KLRF	KNLT	KONA	KORD	KRKL	KTEL	KUJ	KUJ	KUJJ	KUMA	KWHT	KWWS	KXRX	KZHR
	%	FM	FM	FM	AM	AM	FM	FM	FM	FM	AM	FM	FM	AM	AM	FM	FM	FM	FM	FM	FM	FM
KEGX FM	2032	---	708				167			725	124				116				167			1042
KEYW FM	829	708	---		305					1061		380				1103	122		122	124	2209	
KFAE FM	2160			---			261		530	167										374	273	
KFLD AM	122		305		---	124																305
KGDC AM	484				124	---	167				122			107	712		301		256			
KGTS FM	2156	167		261		167	---	88	122	167		88	434		167		343					167
KIOK FM	741						88	---				567	88		122	167						224
KLRF FM	134			530			122		---					116								
KNLT FM	1105	725	1061	167			167			---		412				1135		261	167			997
KONA AM	229	124				122				---					122				427			
KORD FM	843		380				88	567		412		---	210	134		305			317			312
KRKL FM	978						434	88				210	---				134		124			95
KTEL AM	384					107			116			134		---		224						
KUJ AM	1371	116				712	167	122			122				---		167		122	95	305	
KUJ FM	2391		1103					167		1135		305		224		---	107		122		1258	867
KUJJ FM	1308		122			301	343						134		167	107	---			116	122	
KUMA FM	332									261								---			122	
KWHT FM	1564	167	122			256				167	427	317	124		122	122			---			586
KWWS FM	917		124	374											95		116	122		---		
KXRX FM	2535	1042	2209	273	305		167	224		997		312	95		305	1258	122		586		---	167
KZHR FM																867					167	---

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