

# Willhight.Com: Radio Audience Estimate Data

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Audience Cross Cume (Cross Sampling) 25-54 Persons: Percent (%) of Weekly Cume  
 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	46	---					10			30	7				7				10			20
KEYW FM	35		---		19					15						8	8		8	8		50
KFAE FM	26			---			14		22	9											13	
KFLD AM			71		---	29																71
KGDC AM	32				18	---	25								50		25					
KGTS FM	37	8		12		8	---	4	6	8		4	10		8		16					8
KIOK FM	45						8	---				30	8		11	15						
KLRF FM				64			18		---					18								
KNLT FM	39	19	9	6			6			---		12				16		10	6			11
KONA AM		29									---								71			
KORD FM	41						5	19		17		---	12			17			12			5
KRKL FM	49						24	10				24	---						14			
KTEL AM	71								29					---								
KUJ AM	12	12				34	17	12							---		17					31
KUJ FM	32		5					7		19		13				---			5			24
KUJJ FM	61		10			13	27							13		---				9		10
KUMA FM	46									36								---			17	
KWHT FM	33	9	7							9	16	11	7			7			---			31
KWWS FM	44		10	19													9	9		---		
KXRX FM	33	10	24		9		5			9		3			9	17	4		18			---
KZHR FM																78					22	---