

# Willhight.Com: Radio Audience Estimate Data

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Measurement: Average Quarter Hour Ranker  
 Area: Walla Walla/College Place, WA & Vic.  
 Period: January - April 2007

25+ Adult Mon-Sun 6a-M			25+ Adult Mon-Fri 6-10a			25+ Adult Mon-Fri 10a-3p			25+ Adult Mon-Fri 3p-7p			25+ Adult Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KWHT	F 9.8	1	KWHT	F 10.9	1	KWHT	F 10.0	1	KUJJ	F 10.7	1	KFAE	F 16.4
2	KFAE	F 8.9	2	KXRX	F 8.5	2	KUJJ	F 8.9	2	KWHT	F 9.3	2	KWHT	F 9.5
3	KUJJ	F 7.4	3	KWWS	F 7.2	3	KXRX	F 7.6	3	KGTS	F 9.2	3	KGTS	F 8.8
4	KGTS	F 6.2	4	KEGX	F 7.2	4	KUJ	F 7.5	4	KFAE	F 8.2	4	KORD	F 7.9
5	KRKL	F 6.1	5	KUJJ	F 7.1	5	KEGX	F 7.2	5	KXRX	F 7.6	5	KWWS	F 6.9
6	KXRX	F 5.9	6	KUJ	F 7.1	6	KRKL	F 6.8	6	KUJ	F 7.2	6	KLRF	F 6.8
7	KUJ	A 5.5	7	KRKL	F 6.2	7	KUJ	A 6.5	7	KUJ	A 6.3	7	KGDC	A 6.5
8	KUJ	F 5.5	8	KORD	F 5.7	8	KFAE	F 6.5	8	KWWS	F 5.5	8	KZHR	F 6.4
9	KWWS	F 5.3	9	KUMA	F 4.3	9	KIOK	F 4.7	9	KORD	F 4.6	9	KUJ	A 6.3
10	KORD	F 5.2	10	KONA	A 4.3	10	KGDC	A 4.1	10	KIOK	F 3.9	10	KRKL	F 5.6
11	KEGX	F 4.6	11	KTEL	A 3.5	11	KGTS	F 4.1	11	KRKL	F 3.7	11	KFLD	A 4.7
12	KGDC	A 4.0	12	KLRF	F 3.3	12	KNLT	F 3.6	12	KEGX	F 3.6	12	KUJJ	F 2.9
13	KLRF	F 3.7	13	KIOK	F 3.0	13	KWWS	F 3.1	13	KLRF	F 2.6	13	KUJ	F 1.3
14	KZHR	F 3.4	14	KFAE	F 3.0	14	KORD	F 2.8	14	KGDC	A 2.4	14	KXRX	F 1.1
15	KIOK	F 2.8	15	KUJ	A 2.8	15	KZHR	F 2.5	15	KUMA	F 2.3	15	KONA	A 1.0
16	KNLT	F 2.3	16	KGDC	A 2.8	16	KLRF	F 2.4	16	KNLT	F 2.1	16	KNLT	F .7
17	KUMA	F 2.3	17	KNLT	F 2.7	17	KUMA	F 1.5	17	KZHR	F 2.1	17	KEYW	F .6
18	KONA	A 2.0	18	KGTS	F 2.6	18	KONA	A 1.5	18	KONA	A 2.0	18	KEGX	F .4
19	KFLD	A 1.4	19	KZHR	F 2.0	19	KTEL	A .9	19	KTEL	A 1.4	19	KTEL	A .2
20	KTEL	A 1.3	20	KEYW	F .4				20	KFLD	A 1.1			
21	KEYW	F .2												