

# 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+ Female Mon-Sun 6a-M			25+ Female Mon-Fri 6-10a			25+ Female Mon-Fri 10a-3p			25+ Female Mon-Fri 3p-7p			25+ Female Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KWHT	F 12.1	1	KWHT	F 12.7	1	KUJ	F 13.8	1	KWHT	F 13.4	1	KFAE	F 19.7
2	KRKL	F 10.6	2	KUJ	F 11.9	2	KWHT	F 11.4	2	KGTS	F 11.7	2	KWHT	F 12.8
3	KFAE	F 10.3	3	KRKL	F 11.3	3	KRKL	F 10.5	3	KUJ	F 10.8	3	KGTS	F 12.5
4	KGTS	F 9.4	4	KUMA	F 8.5	4	KFAE	F 9.3	4	KFAE	F 9.1	4	KRKL	F 11.7
5	KUJ	F 8.9	5	KUJJ	F 7.2	5	KGTS	F 7.6	5	KUJJ	F 8.4	5	KWWS	F 8.2
6	KUJJ	F 6.2	6	KTEL	A 5.8	6	KNLT	F 5.9	6	KRKL	F 7.1	6	KLRF	F 7.4
7	KORD	F 5.4	7	KORD	F 5.7	7	KORD	F 4.8	7	KORD	F 5.8	7	KGDC	A 7.2
8	KWWS	F 5.0	8	KGTS	F 5.1	8	KUJ	A 4.7	8	KWWS	F 4.7	8	KUJJ	F 6.1
9	KUMA	F 4.3	9	KWWS	F 4.2	9	KWWS	F 4.5	9	KUMA	F 4.4	9	KUJ	A 4.7
10	KGDC	A 3.9	10	KEGX	F 4.0	10	KGDC	A 4.5	10	KZHR	F 4.0	10	KORD	F 4.7
11	KNLT	F 3.5	11	KGDC	A 3.9	11	KEGX	F 3.8	11	KNLT	F 4.0	11	KXRX	F .7
12	KUJ	A 3.5	12	KNLT	F 3.3	12	KUJJ	F 3.4	12	KIOK	F 3.4			
13	KLRF	F 2.6	13	KFAE	F 2.7	13	KUMA	F 2.8	13	KUJ	A 2.0			
14	KEGX	F 2.3	14	KLRF	F 2.6	14	KIOK	F 2.3	14	KXRX	F 1.5			
15	KTEL	A 1.9	15	KONA	A 2.3	15	KXRX	F 2.3	15	KEGX	F 1.0			
16	KIOK	F 1.7	16	KUJ	A 2.2	16	KTEL	A 1.6	16	KTEL	A 1.0			
17	KXRX	F 1.5	17	KIOK	F 1.8	17	KZHR	F 1.4						
18	KZHR	F 1.5	18	KXRX	F 1.6	18	KLRF	F 1.2						
19	KONA	A .6				19	KONA	A .4						