

# 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

50+ Adult Mon-Sun 6a-M			50+ Adult Mon-Fri 6-10a			50+ Adult Mon-Fri 10a-3p			50+ Adult Mon-Fri 3p-7p			50+ Adult Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KWHT	F 16.2	1	KWHT	F 15.2	1	KWHT	F 16.0	1	KWHT	F 17.5	1	KFAE	F 26.3
2	KFAE	F 15.3	2	KWWS	F 12.4	2	KUJ	A 14.0	2	KUJJ	F 17.4	2	KWHT	F 17.5
3	KUJJ	F 9.9	3	KRKL	F 10.9	3	KRKL	F 10.9	3	KFAE	F 13.4	3	KLRF	F 7.8
4	KUJ	A 7.9	4	KUJJ	F 9.0	4	KFAE	F 10.8	4	KGTS	F 9.3	4	KWWS	F 7.3
5	KRKL	F 7.5	5	KONA	A 7.4	5	KUJJ	F 9.6	5	KUJ	F 7.6	5	KUJ	A 7.2
6	KWWS	F 6.5	6	KNLT	F 5.5	6	KGDC	A 6.5	6	KEGX	F 4.8	6	KRKL	F 7.1
7	KGTS	F 6.1	7	KEGX	F 4.9	7	KUJ	F 5.2	7	KLRF	F 4.3	7	KGTS	F 5.8
8	KUJ	F 3.9	8	KFAE	F 4.8	8	KEGX	F 4.5	8	KWWS	F 4.3	8	KUJJ	F 5.5
9	KLRF	F 3.4	9	KGDC	A 4.7	9	KORD	F 4.3	9	KUJ	A 3.8	9	KFLD	A 3.1
10	KGDC	A 3.1	10	KGTS	F 3.8	10	KGTS	F 3.6	10	KXRX	F 3.2	10	KUJ	F 2.4
11	KEGX	F 3.0	11	KUJ	A 3.7	11	KWWS	F 3.3	11	KORD	F 2.3	11	KONA	A 1.8
12	KONA	A 2.5	12	KTEL	A 3.5	12	KNLT	F 1.2	12	KUMA	F 1.8	12	KNLT	F 1.3
13	KORD	F 2.4	13	KORD	F 2.9	13	KTEL	A 1.0	13	KIOK	F 1.8	13	KORD	F .8
14	KNLT	F 1.9	14	KUJ	F 2.8	14	KUMA	F .7	14	KGDC	A 1.4	14	KGDC	A .4
15	KUMA	F 1.7	15	KUMA	F 1.7	15	KONA	A .5	15	KONA	A 1.4	15	KTEL	A .3
16	KTEL	A 1.1	16	KXRX	F 1.2							16	KXRX	F .2
17	KFLD	A .9	17	KLRF	F .7									
18	KXRX	F .8	18	KIOK	F .4									
19	KIOK	F .4												