

# 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+ Male Mon-Sun 6a-M			50+ Male Mon-Fri 6-10a			50+ Male Mon-Fri 10a-3p			50+ Male Mon-Fri 3p-7p			50+ Male Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KFAE	F 16.9	1	KWWS	F 25.9	1	KUJ	A 26.2	1	KUJJ	F 15.4	1	KFAE	F 32.3
2	KUJ	A 13.7	2	KWHT	F 16.0	2	KWHT	F 14.0	2	KFAE	F 13.3	2	KWHT	F 16.6
3	KWHT	F 13.0	3	KEGX	F 11.5	3	KUJJ	F 12.5	3	KEGX	F 11.6	3	KLRF	F 16.4
4	KWWS	F 8.7	4	KONA	A 10.8	4	KEGX	F 11.3	4	KLRF	F 10.4	4	KFLD	A 8.1
5	KEGX	F 7.7	5	KUJ	A 6.4	5	KFAE	F 9.3	5	KWWS	F 10.3	5	KUJ	A 7.7
6	KLRF	F 6.9	6	KNLT	F 5.5	6	KRKL	F 7.5	6	KUJ	F 9.9	6	KUJ	F 6.3
7	KUJJ	F 6.5	7	KFAE	F 4.6	7	KWWS	F 3.1	7	KUJ	A 9.1	7	KONA	A 4.7
8	KONA	A 4.4	8	KXRX	F 2.8	8	KORD	F 1.5	8	KXRX	F 7.6	8	KNLT	F 3.5
9	KUJ	F 3.5	9	KRKL	F 2.8				9	KWHT	F 3.3	9	KTEL	A .9
10	KRKL	F 2.7	10	KORD	F 1.9				10	KONA	A 3.3			
11	KFLD	A 2.4	11	KUJJ	F 1.8				11	KGDC	A 3.3			
12	KNLT	F 2.3												
13	KXRX	F 1.9												
14	KORD	F .9												
15	KGDC	A .5												
16	KTEL	A .3												