

# 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+ Female Mon-Sun 6a-M			50+ Female Mon-Fri 6-10a			50+ Female Mon-Fri 10a-3p			50+ Female Mon-Fri 3p-7p			50+ Female Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KWHT	F 18.4	1	KRKL	F 17.1	1	KWHT	F 17.3	1	KWHT	F 27.7	1	KFAE	F 22.6
2	KFAE	F 14.2	2	KWHT	F 14.7	2	KRKL	F 13.1	2	KUJJ	F 18.8	2	KWHT	F 18.1
3	KUJJ	F 12.1	3	KUJJ	F 14.5	3	KFAE	F 11.9	3	KGTS	F 16.0	3	KWWS	F 11.8
4	KRKL	F 10.5	4	KGDC	A 8.3	4	KGDC	A 10.8	4	KFAE	F 13.6	4	KRKL	F 11.4
5	KGTS	F 10.1	5	KGTS	F 6.6	5	KUJ	F 8.7	5	KUJ	F 6.0	5	KGTS	F 9.4
6	KWWS	F 5.1	6	KTEL	A 6.2	6	KUJJ	F 7.7	6	KORD	F 4.0	6	KUJJ	F 8.8
7	KGDC	A 4.8	7	KNLT	F 5.4	7	KORD	F 6.1	7	KIOK	F 3.0	7	KUJ	A 6.9
8	KUJ	F 4.2	8	KFAE	F 5.0	8	KUJ	A 5.9	8	KUMA	F 3.0	8	KLRF	F 2.5
9	KUJ	A 4.1	9	KUJ	F 4.9	9	KGTS	F 5.9				9	KORD	F 1.2
10	KORD	F 3.4	10	KONA	A 4.9	10	KWWS	F 3.5				10	KGDC	A .7
11	KUMA	F 2.7	11	KORD	F 3.6	11	KNLT	F 1.9				11	KXRX	F .3
12	KTEL	A 1.7	12	KUMA	F 3.0	12	KTEL	A 1.6						
13	KNLT	F 1.6	13	KWWS	F 2.3	13	KUMA	F 1.2						
14	KONA	A 1.2	14	KUJ	A 1.7	14	KONA	A .9						
15	KLRF	F 1.0	15	KLRF	F 1.2									
16	KIOK	F .6	16	KIOK	F .7									
17	KXRX	F .1												