

Willhight.Com: Radio Audience Estimate Data

Copyright © 2007 North Central Willamette Research

www.willhight.com / www.ncwr.com / www.wpwservices.com

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

12-24 Adult Mon-Sun 6a-M			12-24 Adult Mon-Fri 6-10a			12-24 Adult Mon-Fri 10a-3p			12-24 Adult Mon-Fri 3p-7p			12-24 Adult Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KUJ	F 30.5	1	KUJ	F 30.3	1	KUJ	F 38.3	1	KUJ	F 47.9	1	KEYW	F 37.8
2	KEYW	F 15.9	2	KGTS	F 18.0	2	KEGX	F 36.1	2	KGTS	F 28.1	2	KUJ	F 21.2
3	KEGX	F 11.3	3	KIOK	F 12.8	3	KZHR	F 11.0	3	KXRX	F 10.1	3	KORD	F 19.9
4	KORD	F 8.7	4	KEGX	F 9.9	4	KRKL	F 11.0	4	KZHR	F 8.7	4	KXRX	F 9.9
5	KXRX	F 8.5	5	KXRX	F 8.4	5	KIOK	F 2.2	5	KRKL	F 3.5	5	KEGX	F 7.7
6	KGTS	F 7.1	6	KZHR	F 8.0							6	KNLT	F 3.3
7	KIOK	F 6.5	7	KFAE	F 5.0							7	KRKL	F .2
8	KZHR	F 4.5	8	KRKL	F 4.0									
9	KRKL	F 3.2	9	KORD	F 1.9									
10	KFAE	F 1.9	10	KEYW	F 1.0									
11	KNLT	F 1.4												
