

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

18-34 Adult Mon-Sun 6a-M			18-34 Adult Mon-Fri 6-10a			18-34 Adult Mon-Fri 10a-3p			18-34 Adult Mon-Fri 3p-7p			18-34 Adult Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KUJ	F 23.7	1	KUJ	F 24.8	1	KUJ	F 26.3	1	KUJ	F 35.8	1	KEYW	F 34.4
2	KEYW	F 11.7	2	KGTS	F 13.8	2	KEGX	F 19.6	2	KGTS	F 22.9	2	KORD	F 25.3
3	KEGX	F 9.5	3	KEGX	F 11.8	3	KRKL	F 10.9	3	KRKL	F 8.8	3	KUJ	F 12.7
4	KORD	F 9.0	4	KIOK	F 10.4	4	KXRX	F 8.6	4	KXRX	F 6.8	4	KXRX	F 10.0
5	KXRX	F 8.3	5	KXRX	F 8.6	5	KIOK	F 8.2	5	KUJ	A 5.8	5	KEGX	F 6.5
6	KGTS	F 7.4	6	KRKL	F 6.4	6	KUJJ	F 7.2	6	KZHR	F 5.3	6	KGTS	F 3.6
7	KIOK	F 6.7	7	KZHR	F 6.2	7	KZHR	F 5.3	7	KUJJ	F 4.8	7	KUJ	A 3.0
8	KRKL	F 6.3	8	KUMA	F 5.0	8	KFAE	F 3.4	8	KIOK	F 3.9	8	KFAE	F .5
9	KUJJ	F 3.4	9	KUJJ	F 4.2	9	KNLT	F 3.4	9	KORD	F 2.9			
10	KZHR	F 3.3	10	KFAE	F 3.8				10	KFLD	A 1.9			
11	KFAE	F 2.4	11	KEYW	F .8									
12	KUJ	A 2.0												
13	KNLT	F 1.0												
14	KUMA	F .9												
15	KFLD	A .3												