

# 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

25-54 Adult Mon-Sun 6a-M			25-54 Adult Mon-Fri 6-10a			25-54 Adult Mon-Fri 10a-3p			25-54 Adult Mon-Fri 3p-7p			25-54 Adult Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KXRX	F 8.6	1	KXRX	F 12.3	1	KXRX	F 11.2	1	KXRX	F 9.0	1	KORD	F 12.8
2	KORD	F 6.6	2	KUJ	F 9.0	2	KUJJ	F 9.2	2	KUJ	A 8.7	2	KGTS	F 12.1
3	KUJJ	F 6.5	3	KWWS	F 8.8	3	KUJ	F 8.3	3	KGTS	F 7.9	3	KGDC	A 11.2
4	KWHT	F 6.0	4	KEGX	F 7.8	4	KEGX	F 8.2	4	KWHT	F 7.3	4	KZHR	F 10.9
5	KGTS	F 5.9	5	KORD	F 7.3	5	KIOK	F 7.0	5	KUJJ	F 6.7	5	KLRF	F 10.2
6	KUJ	F 5.9	6	KWHT	F 6.8	6	KWHT	F 5.9	6	KWWS	F 6.7	6	KUJ	A 6.6
7	KRKL	F 5.8	7	KUMA	F 6.0	7	KRKL	F 5.7	7	KUJ	F 6.0	7	KFLD	A 5.3
8	KWWS	F 5.5	8	KUJJ	F 5.5	8	KNLT	F 5.3	8	KIOK	F 5.5	8	KWWS	F 5.1
9	KLRF	F 5.3	9	KLRF	F 4.7	9	KGDC	A 4.2	9	KRKL	F 5.2	9	KRKL	F 5.1
10	KEGX	F 5.3	10	KIOK	F 4.6	10	KGTS	F 4.1	10	KORD	F 5.2	10	KUJJ	F 4.1
11	KZHR	F 5.2	11	KRKL	F 4.5	11	KZHR	F 3.6	11	KFAE	F 4.1	11	KFAE	F 4.0
12	KGDC	A 4.7	12	KZHR	F 3.1	12	KFAE	F 3.6	12	KLRF	F 3.7	12	KWHT	F 3.3
13	KUJ	A 4.5	13	KTEL	A 3.0	13	KLRF	F 3.5	13	KEGX	F 3.7	13	KXRX	F 1.9
14	KIOK	F 4.4	14	KNLT	F 2.6	14	KWWS	F 3.5	14	KUMA	F 3.2	14	KEYW	F 1.1
15	KFAE	F 3.5	15	KUJ	A 1.9	15	KUJ	A 2.9	15	KNLT	F 3.0	15	KEGX	F .6
16	KUMA	F 3.2	16	KONA	A 1.8	16	KORD	F 2.2	16	KZHR	F 3.0			
17	KNLT	F 3.0	17	KGTS	F 1.5	17	KONA	A 1.9	17	KGDC	A 2.6			
18	KFLD	A 1.5	18	KFAE	F 1.4	18	KUMA	F 1.8	18	KTEL	A 2.0			
19	KONA	A 1.4	19	KGDC	A 1.2	19	KTEL	A .7	19	KONA	A 2.0			
20	KTEL	A 1.3	20	KEYW	F .6				20	KFLD	A 1.5			
21	KEYW	F .4												