

# 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 Female Mon-Sun 6a-M		25-54 Female Mon-Fri 6-10a		25-54 Female Mon-Fri 10a-3p		25-54 Female Mon-Fri 3p-7p		25-54 Female Sat-Sun 6a-M	
Rk	Call Share	Rk	Call Share	Rk	Call Share	Rk	Call Share	Rk	Call Share
1	KRKL F 12.1	1	KUJ F 16.0	1	KUJ F 16.1	1	KUJ F 12.8	1	KGTS F 19.5
2	KUJ F 11.6	2	KUMA F 12.8	2	KRKL F 11.1	2	KRKL F 11.2	2	KGDC A 15.8
3	KWHT F 8.6	3	KRKL F 9.7	3	KNLT F 9.2	3	KWHT F 10.1	3	KRKL F 13.6
4	KGTS F 8.4	4	KWHT F 9.6	4	KGTS F 8.1	4	KWWS F 7.4	4	KLRF F 12.3
5	KUMA F 6.7	5	KEGX F 6.7	5	KFAE F 6.9	5	KGTS F 7.2	5	KUJJ F 11.0
6	KORD F 6.2	6	KORD F 6.7	6	KWHT F 6.6	6	KUMA F 6.9	6	KFAE F 9.0
7	KNLT F 5.9	7	KWWS F 6.3	7	KEGX F 6.0	7	KNLT F 6.4	7	KWHT F 8.9
8	KFAE F 5.4	8	KNLT F 5.5	8	KWWS F 4.9	8	KZHR F 6.4	8	KORD F 8.4
9	KWWS F 4.5	9	KTEL A 4.8	9	KIOK F 3.6	9	KORD F 6.4	9	KXRX F 1.5
10	KGDC A 3.9	10	KGTS F 3.3	10	KUMA F 3.6	10	KIOK F 5.3		
11	KEGX F 3.9	11	KLRF F 3.3	11	KORD F 3.6	11	KFAE F 4.8		
12	KLRF F 3.6	12	KIOK F 3.0	12	KXRX F 3.6	12	KUJ A 3.2		
13	KIOK F 2.9	13	KXRX F 2.7	13	KUJ A 3.6	13	KXRX F 2.4		
14	KUJJ F 2.6	14	KUJ A 2.4	14	KGDC A 3.2	14	KEGX F 1.6		
15	KXRX F 2.6	15	KUJJ F 1.7	15	KZHR F 2.1	15	KTEL A 1.6		
16	KZHR F 2.5	16	KFAE F .6	16	KLRF F 1.9				
17	KUJ A 2.4			17	KTEL A 1.4				
18	KTEL A 1.8			18	KUJJ F 1.0				