

# 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

35-54 Adult Mon-Sun 6a-M			35-54 Adult Mon-Fri 6-10a			35-54 Adult Mon-Fri 10a-3p			35-54 Adult Mon-Fri 3p-7p			35-54 Adult Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KWHT	F 8.8	1	KWWS	F 12.4	1	KEGX	F 10.6	1	KWHT	F 11.3	1	KGDC	A 15.2
2	KWWS	F 8.1	2	KXRX	F 10.6	2	KWHT	F 9.6	2	KWWS	F 10.3	2	KZHR	F 14.8
3	KLRF	F 7.9	3	KORD	F 10.3	3	KXRX	F 8.1	3	KUJ	A 6.4	3	KLRF	F 13.9
4	KZHR	F 7.7	4	KWHT	F 9.7	4	KGDC	A 6.7	4	KFAE	F 6.3	4	KGTS	F 9.9
5	KGDC	A 6.9	5	KEGX	F 6.6	5	KGTS	F 6.7	5	KLRF	F 5.8	5	KFLD	A 7.2
6	KXRX	F 6.1	6	KLRF	F 6.6	6	KUJJ	F 6.6	6	KXRX	F 5.7	6	KWWS	F 7.0
7	KEGX	F 6.0	7	KUJ	F 5.2	7	KZHR	F 5.9	7	KEGX	F 5.7	7	KRKL	F 6.9
8	KORD	F 5.9	8	KZHR	F 4.4	8	KLRF	F 5.7	8	KGTS	F 5.2	8	KUJJ	F 5.6
9	KGTS	F 5.9	9	KTEL	A 4.3	9	KWWS	F 5.6	9	KUMA	F 5.0	9	KFAE	F 4.5
10	KUJJ	F 5.0	10	KNLT	F 3.6	10	KNLT	F 4.6	10	KNLT	F 4.6	10	KWHT	F 4.5
11	KUJ	A 4.0	11	KUJJ	F 3.3	11	KUJ	A 4.6	11	KORD	F 4.6	11	KORD	F 4.2
12	KFAE	F 3.7	12	KUMA	F 3.1	12	KUJ	F 4.1	12	KZHR	F 4.6	12	KUJ	A 3.3
13	KUMA	F 3.5	13	KRKL	F 2.8	13	KORD	F 3.5	13	KUJJ	F 4.5	13	KEYW	F 1.5
14	KRKL	F 3.1	14	KUJ	A 2.7	14	KONA	A 3.1	14	KGDC	A 4.0	14	KEGX	F .8
15	KNLT	F 3.1	15	KONA	A 2.5	15	KUMA	F 3.0	15	KIOK	F 3.8	15	KXRX	F .8
16	KUJ	F 2.7	16	KGTS	F 2.2	16	KIOK	F 3.0	16	KTEL	A 3.2			
17	KONA	A 2.1	17	KFAE	F 2.0	17	KRKL	F 2.6	17	KONA	A 3.1			
18	KIOK	F 2.0	18	KIOK	F 1.9	18	KFAE	F 1.8	18	KUJ	F 1.1			
19	KTEL	A 1.9	19	KGDC	A 1.7	19	KTEL	A 1.2						
20	KFLD	A 1.8	20	KEYW	F .8									
21	KEYW	F .6												