

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 Female Mon-Sun 6a-M		35-54 Female Mon-Fri 6-10a		35-54 Female Mon-Fri 10a-3p		35-54 Female Mon-Fri 3p-7p		35-54 Female Sat-Sun 6a-M	
Rk	Call Share	Rk	Call Share	Rk	Call Share	Rk	Call Share	Rk	Call Share
1	KWHT F 11.3	1	KWHT F 13.4	1	KGTS F 11.8	1	KWHT F 13.0	1	KGTS F 19.5
2	KGTS F 10.9	2	KUJ F 11.0	2	KWHT F 9.6	2	KWWS F 9.5	2	KGDC A 15.8
3	KORD F 8.1	3	KORD F 9.3	3	KUJ F 7.3	3	KGTS F 9.3	3	KRKL F 13.6
4	KUMA F 6.6	4	KWWS F 8.8	4	KWWS F 7.1	4	KUMA F 8.9	4	KLRF F 12.3
5	KWWS F 5.8	5	KNLT F 7.7	5	KNLT F 6.5	5	KZHR F 8.2	5	KUJJ F 11.0
6	KRKL F 5.8	6	KTEL A 6.8	6	KUMA F 5.2	6	KNLT F 8.2	6	KFAE F 9.0
7	KNLT F 5.2	7	KUMA F 6.6	7	KIOK F 5.2	7	KORD F 8.2	7	KWHT F 8.9
8	KGDC A 5.1	8	KRKL F 6.0	8	KORD F 5.2	8	KIOK F 6.9	8	KORD F 8.4
9	KUJ F 4.9	9	KGTS F 4.6	9	KXRX F 5.2	9	KFAE F 6.2	9	KXRX F 1.5
10	KFAE F 4.8	10	KLRF F 4.6	10	KUJ A 5.2	10	KUJ A 4.1		
11	KLRF F 4.6	11	KIOK F 4.1	11	KRKL F 4.6	11	KXRX F 3.1		
12	KIOK F 3.8	12	KXRX F 3.8	12	KGDC A 4.6	12	KEGX F 2.1		
13	KUJJ F 3.5	13	KUJ A 3.4	13	KEGX F 4.2	13	KUJ F 2.1		
14	KXRX F 3.4	14	KUJJ F 2.3	14	KFAE F 3.2	14	KTEL A 2.1		
15	KZHR F 3.3	15	KFAE F .8	15	KZHR F 3.1				
16	KUJ A 3.1			16	KLRF F 2.8				
17	KTEL A 2.4			17	KTEL A 2.1				
18	KEGX F 1.7			18	KUJJ F 1.4				