

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

35-64 Adult Mon-Sun 6a-M			35-64 Adult Mon-Fri 6-10a			35-64 Adult Mon-Fri 10a-3p			35-64 Adult Mon-Fri 3p-7p			35-64 Adult Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KWHT	F 10.3	1	KWHT	F 11.3	1	KWHT	F 14.1	1	KWHT	F 10.8	1	KFAE	F 18.5
2	KWWS	F 7.2	2	KWWS	F 11.0	2	KEGX	F 9.9	2	KUJJ	F 9.3	2	KGDC	A 11.5
3	KFAE	F 7.2	3	KORD	F 9.4	3	KUJJ	F 8.7	3	KWWS	F 9.2	3	KZHR	F 11.2
4	KUJJ	F 6.9	4	KXRX	F 9.0	4	KUJ	F 6.5	4	KXRX	F 6.4	4	KLRF	F 11.0
5	KLRF	F 6.1	5	KEGX	F 6.5	5	KXRX	F 6.0	5	KFAE	F 6.3	5	KGTS	F 9.1
6	KORD	F 6.0	6	KUJJ	F 6.0	6	KWWS	F 5.5	6	KEGX	F 6.0	6	KFLD	A 8.3
7	KGTS	F 5.8	7	KUJ	F 5.9	7	KORD	F 5.0	7	KGTS	F 5.5	7	KWWS	F 5.3
8	KZHR	F 5.8	8	KLRF	F 5.5	8	KGDC	A 5.0	8	KUJ	A 5.2	8	KRKL	F 5.2
9	KEGX	F 5.7	9	KNLT	F 4.4	9	KGTS	F 5.0	9	KORD	F 5.0	9	KWHT	F 4.4
10	KGDC	A 5.2	10	KONA	A 3.8	10	KZHR	F 4.4	10	KLRF	F 4.4	10	KUJJ	F 4.2
11	KXRX	F 5.2	11	KTEL	A 3.8	11	KLRF	F 4.2	11	KUMA	F 3.8	11	KORD	F 3.9
12	KUJ	F 3.9	12	KZHR	F 3.4	12	KUJ	A 4.2	12	KNLT	F 3.5	12	KUJ	A 2.5
13	KUJ	A 3.4	13	KRKL	F 3.0	13	KRKL	F 3.9	13	KZHR	F 3.5	13	KNLT	F 1.2
14	KRKL	F 3.2	14	KUJ	A 2.6	14	KNLT	F 3.4	14	KUJ	F 3.2	14	KEYW	F 1.1
15	KNLT	F 3.0	15	KUMA	F 2.4	15	KONA	A 2.6	15	KGDC	A 3.0	15	KEGX	F .6
16	KUMA	F 2.7	16	KGTS	F 1.7	16	KUMA	F 2.2	16	KIOK	F 2.9	16	KXRX	F .6
17	KONA	A 2.1	17	KFAE	F 1.6	17	KIOK	F 2.2	17	KTEL	A 2.4	17	KTEL	A .3
18	KFLD	A 2.0	18	KIOK	F 1.5	18	KFAE	F 1.3	18	KONA	A 2.4			
19	KTEL	A 1.7	19	KGDC	A 1.3	19	KTEL	A 1.1						
20	KIOK	F 1.5	20	KEYW	F .6									
21	KEYW	F .4												