

# 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 Male Mon-Sun 6a-M			35-64 Male Mon-Fri 6-10a			35-64 Male Mon-Fri 10a-3p			35-64 Male Mon-Fri 3p-7p			35-64 Male Sat-Sun 6a-M		
Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share	Rk	Call	Share
1	KEGX	F 11.1	1	KXRX	F 15.1	1	KEGX	F 19.6	1	KUJJ	F 14.7	1	KFAE	F 21.0
2	KZHR	F 9.8	2	KWWS	F 14.7	2	KUJJ	F 15.4	2	KWWS	F 12.2	2	KZHR	F 20.5
3	KWWS	F 9.4	3	KEGX	F 12.8	3	KXRX	F 9.2	3	KEGX	F 12.2	3	KFLD	A 15.3
4	KLRF	F 8.9	4	KORD	F 9.0	4	KWHT	F 7.4	4	KXRX	F 12.1	4	KLRF	F 10.7
5	KXRX	F 8.4	5	KLRF	F 6.7	5	KGDC	A 7.4	5	KLRF	F 10.3	5	KGDC	A 10.0
6	KFAE	F 8.0	6	KZHR	F 6.7	6	KZHR	F 7.4	6	KUJ	A 8.2	6	KWWS	F 9.7
7	KUJJ	F 7.9	7	KWHT	F 5.0	7	KLRF	F 7.4	7	KGDC	A 7.1	7	KUJ	A 4.6
8	KGDC	A 6.8	8	KUJJ	F 4.5	8	KONA	A 5.5	8	KWHT	F 7.1	8	KNLT	F 2.2
9	KUJ	A 4.8	9	KONA	A 3.7	9	KUJ	A 4.9	9	KONA	A 5.6	9	KEYW	F 2.1
10	KWHT	F 4.5	10	KNLT	F 3.3	10	KRKL	F 4.8	10	KFAE	F 5.2	10	KEGX	F 1.1
11	KFLD	A 4.5	11	KUJ	A 2.8	11	KWWS	F 2.8	11	KTEL	A 3.6	11	KTEL	A .6
12	KONA	A 3.4	12	KGDC	A 2.5	12	KNLT	F 1.6						
13	KORD	F 2.5	13	KFAE	F 2.5	13	KORD	F 1.0						
14	KNLT	F 1.9	14	KTEL	A 1.7									
15	KRKL	F 1.8	15	KRKL	F 1.7									
16	KTEL	A 1.2	16	KEYW	F 1.2									
17	KEYW	F .9												