

Willhight.Com: Radio Audience Estimate Data

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Measurement: Daily Time Spent Listening (Hours)
 Area: Walla Walla/College Place, WA & Vic.
 Period: January - April 2007

	12+ Per	18+ A	25+ A	35+ A	50+ A	12+ F	18+ F	25+ F	35+ F	50+ F	12+ M	18+ M	25+ M	35+ M	50+ M
KEGX FM	3.4	3.9	3.2	3.1	3.4	1.9	3.3	3.3	2.3		3.9	3.9	3.2	3.2	3.4
KEYW FM	2.6	2.6	.2	.3		3.4	3.4				1.9	1.9	.5	.8	
KFAE FM	3.2	3.2	4.2	4.8	7.6	4.6	4.6	5.5	6.2	4.7	2.1	2.1	3.0	3.6	6.6
KFLD AM	2.6	2.6	2.6	3.8	1.8						2.6	2.6	2.6	3.8	1.8
KGDC AM	3.3	3.3	3.3	3.3	1.7	2.9	2.9	2.9	2.9	1.6	3.8	3.8	3.8	3.8	.5
KGTS FM	3.3	3.4	3.1	3.1	4.2	2.7	2.9	3.2	3.7	2.7	4.4	4.4	2.8		
KIOK FM	3.7	4.0	3.5	1.5	.8	3.8	4.4	3.3	3.3	.8	3.6	3.6	3.6		
KLRF FM	5.8	5.8	5.8	5.8	5.8	3.1	3.1	3.1	3.1	.5	11.6	11.6	11.6	11.6	14.5
KNLT FM	1.0	.9	1.2	1.2	2.8	1.9	1.6	1.9	2.1	.8	.3	.3	.5	.6	2.6
KONA AM	3.1	3.1	3.1	4.7	3.2	4.1	4.1	4.1	4.1	4.1	2.9	2.9	2.9	4.8	2.9
KORD FM	4.4	4.7	3.1	2.4	1.4	4.8	5.3	2.8	2.8	1.2	3.6	3.6	3.6	1.5	1.0
KRKL FM	5.0	6.3	6.1	4.6	6.0	5.2	6.8	6.7	5.0	5.9	3.0	3.0	3.0	3.0	7.0
KTEL AM	1.7	2.1	2.1	2.1	1.2	2.0	2.8	2.8	2.8	1.6	1.2	1.2	1.2	1.2	.3
KUJ AM	2.8	3.1	3.1	2.8	2.8	4.1	4.1	4.1	4.1	3.0	2.4	2.8	2.8	2.3	2.7
KUJ FM	4.5	4.9	2.9	3.4	7.2	5.3	5.8	6.0	5.5	7.4	3.8	4.2	.8	1.4	7.0
KUJJ FM	4.8	4.8	4.8	4.0	4.7	3.7	3.7	3.7	3.7	4.6	6.1	6.1	6.1	4.6	5.1
KUMA FM	3.7	3.7	3.7	4.1	4.6	3.7	3.7	3.7	4.1	4.6					
KWHT FM	4.3	4.3	4.3	4.8	5.2	6.1	6.1	6.1	6.1	5.6	2.8	2.8	2.8	3.4	3.3
KWWS FM	3.6	3.6	3.6	3.6	3.0	4.1	4.1	4.1	4.1	2.4	3.2	3.2	3.2	3.2	2.6
KXRX FM	2.0	2.1	2.5	2.3	1.2	1.5	1.2	1.2	1.6	.4	2.2	2.4	3.0	2.7	1.4
KZHR FM	7.3	7.3	6.2	10.4		9.8	9.8	9.0	9.0		5.7	5.7	5.7	10.9	