

Willhight.Com: Radio Weekly Cume Estimate Data

Copyright © 2007 North Central Willamette Research, Inc.

www.willhight.com / www.ncwr.com

Measurement: Weekly Cume Persons
 Daypart: Monday-Sunday, 6am-Midnight
 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	3874	3426	2009	1748	544	954	506	506	244		2920	2920	1504	1504	544
KEYW FM	3941	3941	1705	1139	107	1805	1805	985	724	107	2136	2136	720	415	
KFAE FM	4262	4262	3007	2441	1235	1924	1924	1378	1117	616	2338	2338	1630	1324	619
KFLD AM	741	741	741	436	312						741	741	741	436	312
KGDC AM	1694	1694	1694	1694	1108	992	992	992	992	864	701	701	701	701	243
KGTS FM	4001	3777	2796	2229	905	2653	2429	2156	1895	905	1348	1348	640	334	
KIOK FM	2142	1694	1148	843	263	1379	931	385	385	263	763	763	763	458	
KLRF FM	903	903	903	903	357	619	619	619	619	241	283	283	283	283	116
KNLT FM	4021	3797	2816	1988	406	1837	1613	1340	817	195	2184	2184	1476	1171	211
KONA AM	901	901	901	596	472	107	107	107	107	107	794	794	794	489	365
KORD FM	2851	2627	2354	2048	1017	1919	1695	1422	1422	805	931	931	931	626	211
KRKL FM	2110	1662	1389	1128	760	1891	1443	1170	909	664	219	219	219	219	95
KTEL AM	1100	876	876	876	586	721	497	497	497	375	378	378	378	378	211
KUJ AM	2816	2492	2492	2187	1730	631	631	631	631	509	2185	1861	1861	1556	1221
KUJ FM	5874	4878	2643	1204	336	2595	1923	1104	581	214	3280	2956	1539	623	122
KUJJ FM	2176	2176	2176	1871	1292	1230	1230	1230	1230	986	946	946	946	641	307
KUMA FM	849	849	849	588	221	849	849	849	588	221					
KWHT FM	3174	3174	3174	2868	1915	1454	1454	1454	1454	959	1720	1720	1720	1415	957
KWWS FM	2090	2090	2090	2090	1346	915	915	915	915	543	1174	1174	1174	1174	803
KXXRX FM	6727	5307	3345	1862	415	1954	1506	960	699	88	4773	3801	2385	1163	327
KZHR FM	1035	1035	762	456		395	395	122	122		640	640	640	334	
Pop	48906	43850	36051	28944	16663	24090	21626	18076	14940	9108	24816	22224	17975	14004	7555