

# Willhight.Com: Radio Weekly Cume Estimate Data

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Measurement: Weekly Cume Persons  
 Daypart: Monday-Sunday, 6am-Midnight  
 Area: Walla Walla/College Place, WA & Vic.  
 Period: January - April 2007

	18-34 A	18-44 A	18-49 A	25-54 A	35-64 A	18-34 F	18-44 F	18-49 F	25-54 F	35-64 F	18-34 M	18-44 M	18-49 M	25-54 M	35-64 M
KEGX FM	1678	2758	2881	1697	1626	261	506	506	506	244	1416	2252	2376	1192	1382
KEYW FM	2802	3458	3834	1598	1139	1081	1569	1698	878	724	1722	1889	2136	720	415
KFAE FM	1821	2400	3027	1889	1917	807	1052	1308	762	715	1014	1348	1719	1127	1202
KFLD AM	305	305	429	429	314						305	305	429	429	314
KGDC AM		334	586	674	781			128	216	323		334	458	458	458
KGTS FM	1548	2616	2872	2153	1693	534	1268	1524	1513	1359	1014	1348	1348	640	334
KIOK FM	852	1308	1432	1148	843	546	668	668	385	385	305	640	763	763	458
KLRF FM		289	545	662	769		122	378	378	485		167	167	283	283
KNLT FM	1809	3012	3392	2614	1988	796	1162	1419	1233	817	1014	1849	1973	1381	1171
KONA AM	305	305	429	429	231					107	305	305	429	429	124
KORD FM	579	1235	1610	1803	1914	273	762	890	967	1288	305	473	720	836	626
KRKL FM	534	779	903	892	726	534	779	779	768	507			124	124	219
KTEL AM		289	289	405	608		122	122	122	229		167	167	283	378
KUJ AM	305	762	762	994	1177		122	122	122	229	305	640	640	872	947
KUJ FM	3675	4543	4543	2307	1082	1342	1709	1709	889	581	2333	2834	2834	1418	501
KUJJ FM	305	884	884	1263	1469		244	244	507	828	305	640	640	756	641
KUMA FM	261	628	628	716	454	261	628	628	716	454					
KWHT FM	305	1006	1258	1869	1992		367	495	757	1186	305	640	763	1112	806
KWWS FM		244	744	1296	1712		244	373	460	781			371	836	931
KXRX FM	3446	4892	4892	3250	1862	807	1419	1419	960	699	2638	3474	3474	2290	1163
KZHR FM	579	1035	1035	762	456	273	395	395	122	122	305	640	640	640	334
Populati	14906	23162	27187	22793	20327	6686	10597	12518	10631	10631	8220	12565	14669	12162	10476