

Willhight.Com: Radio Weekly Cume Estimate Data

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

	12+	18+	25+	35+	50+	12+	18+	25+	35+	50+	12+	18+	25+	35+	50+
	Per	A	A	A	A	F	F	F	F	F	M	M	M	M	M
KEGX FM	7.9	7.8	5.6	6.0	3.3	4.0	2.3	2.8	1.6		11.8	13.1	8.4	10.7	7.2
KEYW FM	8.1	9.0	4.7	3.9	.6	7.5	8.3	5.5	4.8	.9	8.6	9.6	4.0	3.0	
KFAE FM	8.7	9.7	8.3	8.4	7.4	8.0	8.9	7.6	7.5	5.2	9.4	10.5	9.1	9.5	8.2
KFLD AM	1.5	1.7	2.1	1.5	1.9						3.0	3.3	4.1	3.1	4.1
KGDC AM	3.5	3.9	4.7	5.9	6.6	4.1	4.6	5.5	6.6	7.3	2.8	3.2	3.9	5.0	3.2
KGTS FM	8.2	8.6	7.8	7.7	5.4	11.0	11.2	11.9	12.7	7.7	5.4	6.1	3.6	2.4	
KIOK FM	4.4	3.9	3.2	2.9	1.6	5.7	4.3	2.1	2.6	2.2	3.1	3.4	4.2	3.3	
KLRF FM	1.8	2.1	2.5	3.1	2.1	2.6	2.9	3.4	4.1	2.0	1.1	1.3	1.6	2.0	1.5
KNLT FM	8.2	8.7	7.8	6.9	2.4	7.6	7.5	7.4	5.5	1.6	8.8	9.8	8.2	8.4	2.8
KONA AM	1.8	2.1	2.5	2.1	2.8	.4	.5	.6	.7	.9	3.2	3.6	4.4	3.5	4.8
KORD FM	5.8	6.0	6.5	7.1	6.1	8.0	7.8	7.9	9.5	6.8	3.8	4.2	5.2	4.5	2.8
KRKL FM	4.3	3.8	3.9	3.9	4.6	7.9	6.7	6.5	6.1	5.6	.9	1.0	1.2	1.6	1.3
KTEL AM	2.2	2.0	2.4	3.0	3.5	3.0	2.3	2.8	3.3	3.2	1.5	1.7	2.1	2.7	2.8
KUJ AM	5.8	5.7	6.9	7.6	10.4	2.6	2.9	3.5	4.2	4.3	8.8	8.4	10.4	11.1	16.2
KUJ FM	12.0	11.1	7.3	4.2	2.0	10.8	8.9	6.1	3.9	1.8	13.2	13.3	8.6	4.4	1.6
KUJJ FM	4.4	5.0	6.0	6.5	7.8	5.1	5.7	6.8	8.2	8.3	3.8	4.3	5.3	4.6	4.1
KUMA FM	1.7	1.9	2.4	2.0	1.3	3.5	3.9	4.7	3.9	1.9					
KWHT FM	6.5	7.2	8.8	9.9	11.5	6.0	6.7	8.0	9.7	8.1	6.9	7.7	9.6	10.1	12.7
KWWS FM	4.3	4.8	5.8	7.2	8.1	3.8	4.2	5.1	6.1	4.6	4.7	5.3	6.5	8.4	10.6
KXRX FM	13.8	12.1	9.3	6.4	2.5	8.1	7.0	5.3	4.7	.7	19.2	17.1	13.3	8.3	4.3
KZHR FM	2.1	2.4	2.1	1.6		1.6	1.8	.7	.8		2.6	2.9	3.6	2.4	
Pop	48906	43850	36051	28944	16663	24090	21626	18076	14940	9108	24816	22224	17975	14004	7555