

Willhight.Com: Radio Weekly Cume Estimate Data

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Measurement: Weekly Cume Audience Index (%)

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	100	99	70	76	41	50	30	35	21		149	166	106	136	91
KEYW FM	100	112	59	49	8	93	104	68	60	15	107	119	50	37	
KFAE FM	100	112	96	97	85	92	102	87	86	78	108	121	104	109	94
KFLD AM	100	112	136	99	124						197	220	272	205	273
KGDC AM	100	112	136	169	192	119	132	159	192	274	82	91	113	145	93
KGTS FM	100	105	95	94	66	135	137	146	155	122	66	74	43	29	
KIOK FM	100	88	73	66	36	131	98	49	59	66	70	78	97	75	
KLRF FM	100	112	136	169	116	139	155	186	225	143	62	69	85	110	83
KNLT FM	100	105	95	84	30	93	91	90	67	26	107	120	100	102	34
KONA AM	100	112	136	112	154	24	27	32	39	64	174	194	240	189	262
KORD FM	100	103	112	121	105	137	134	135	163	152	64	72	89	77	48
KRKL FM	100	88	89	90	106	182	155	150	141	169	20	23	28	36	29
KTEL AM	100	89	108	135	156	133	102	122	148	183	68	76	94	120	124
KUJ AM	100	99	120	131	180	45	51	61	73	97	153	145	180	193	281
KUJ FM	100	93	61	35	17	90	74	51	32	20	110	111	71	37	13
KUJJ FM	100	112	136	145	174	115	128	153	185	243	86	96	118	103	91
KUMA FM	100	112	136	117	77	203	226	271	227	140					
KWHT FM	100	112	136	153	177	93	104	124	150	162	107	119	147	156	195
KWWS FM	100	112	136	169	189	89	99	119	143	139	111	124	153	196	249
KXRX FM	100	88	67	47	18	59	51	39	34	7	140	124	96	60	32
KZHR FM	100	112	100	75		78	86	32	39		122	136	168	113	
Pop	48906	43850	36051	28944	16663	24090	21626	18076	14940	9108	24816	22224	17975	14004	7555