

Willhight.Com: Radio Weekly Cume Estimate Data

Copyright © 2007 North Central Willamette Research, Inc.

www.willhight.com / www.ncwr.com

Measurement: Weekly Cume Rank
 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	7	7	11	10	11	13	17	16	18		3	3	6	2	5
KEYW FM	6	4	12	13	20	8	4	10	10	16	7	6	14	15	
KFAE FM	3	3	3	2	5	4	2	4	5	7	4	4	4	4	4
KFLD AM	20	20	20	20	17						15	15	13	14	8
KGDC AM	15	14	13	11	6	12	11	9	6	4	16	16	15	8	10
KGTS FM	5	6	5	3	8	1	1	1	1	3	9	9	16	17	
KIOK FM	12	13	15	17	18	10	12	18	17	11	14	14	12	13	
KLRF FM	17	16	16	15	15	18	16	15	13	12	18	18	18	18	15
KNLT FM	4	5	4	7	14	7	6	5	9	15	6	5	7	6	11
KONA AM	18	17	17	18	12	19	19	19	19	16	13	13	11	12	6
KORD FM	9	9	8	6	7	5	5	3	3	5	12	12	10	10	11
KRKL FM	13	15	14	14	9	6	9	7	8	6	19	19	19	19	16
KTEL AM	16	18	18	16	10	16	18	17	16	10	17	17	17	16	11
KUJ AM	10	10	7	4	2	17	15	14	12	9	5	7	2	1	1
KUJ FM	2	2	6	12	16	2	3	8	15	14	2	2	5	11	14
KUJJ FM	11	11	9	8	4	11	10	6	4	1	11	11	9	9	9
KUMA FM	19	19	19	19	19	15	14	13	14	13					
KWHT FM	8	8	2	1	1	9	8	2	2	2	8	8	3	3	2
KWWS FM	14	12	10	5	3	14	13	12	7	8	10	10	8	5	3
KXRX FM	1	1	1	9	13	3	7	11	11	18	1	1	1	7	7
KZHR FM	17	16	20	20		19	19	19	19		17	17	16	17	
Pop	48906	43850	36051	28944	16663	24090	21626	18076	14940	9108	24816	22224	17975	14004	7555