

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 | 18-44 | 18-49 | 25-54 | 35-64 | 18-34 | 18-44 | 18-49 | 25-54 | 35-64 | 18-34 | 18-44 | 18-49 | 25-54 | 35-64 |
|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | A | A | A | A | A | F | F | F | F | F | M | M | M | M | 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 |