

# 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

	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	11.3	11.9	10.6	7.4	8.0	3.9	4.8	4.0	4.8	2.5	17.2	17.9	16.2	8.1	13.2
KEYW FM	18.8	14.9	14.1	7.0	5.6	16.2	14.8	13.6	8.3	7.3	20.9	15.0	14.6	4.9	4.0
KFAE FM	12.2	10.4	11.1	8.3	9.4	12.1	9.9	10.4	7.2	7.3	12.3	10.7	11.7	7.7	11.5
KFLD AM	2.0	1.3	1.6	1.9	1.5						3.7	2.4	2.9	2.9	3.0
KGDC AM		1.4	2.2	3.0	3.8			1.0	2.0	3.3		2.7	3.1	3.1	4.4
KGTS FM	10.4	11.3	10.6	9.4	8.3	8.0	12.0	12.2	14.2	13.8	12.3	10.7	9.2	4.4	3.2
KIOK FM	5.7	5.6	5.3	5.0	4.1	8.2	6.3	5.3	3.6	3.9	3.7	5.1	5.2	5.2	4.4
KLRF FM		1.2	2.0	2.9	3.8		1.2	3.0	3.6	4.9		1.3	1.1	1.9	2.7
KNLT FM	12.1	13.0	12.5	11.5	9.8	11.9	11.0	11.3	11.6	8.3	12.3	14.7	13.4	9.4	11.2
KONA AM	2.0	1.3	1.6	1.9	1.1					1.1	3.7	2.4	2.9	2.9	1.2
KORD FM	3.9	5.3	5.9	7.9	9.4	4.1	7.2	7.1	9.1	13.1	3.7	3.8	4.9	5.7	6.0
KRKL FM	3.6	3.4	3.3	3.9	3.6	8.0	7.3	6.2	7.2	5.1			.8	.8	2.1
KTEL AM		1.2	1.1	1.8	3.0		1.2	1.0	1.1	2.3		1.3	1.1	1.9	3.6
KUJ AM	2.0	3.3	2.8	4.4	5.8		1.2	1.0	1.1	2.3	3.7	5.1	4.4	5.9	9.0
KUJ FM	24.7	19.6	16.7	10.1	5.3	20.1	16.1	13.6	8.4	5.9	28.4	22.6	19.3	9.7	4.8
KUJJ FM	2.0	3.8	3.3	5.5	7.2		2.3	2.0	4.8	8.4	3.7	5.1	4.4	5.2	6.1
KUMA FM	1.8	2.7	2.3	3.1	2.2	3.9	5.9	5.0	6.7	4.6					
KWHT FM	2.0	4.3	4.6	8.2	9.8		3.5	4.0	7.1	12.0	3.7	5.1	5.2	7.6	7.7
KWWS FM		1.1	2.7	5.7	8.4		2.3	3.0	4.3	7.9			2.5	5.7	8.9
KXRX FM	23.1	21.1	18.0	14.3	9.2	12.1	13.4	11.3	9.0	7.1	32.1	27.6	23.7	15.6	11.1
KZHR FM	3.9	4.5	3.8	3.3	2.2	4.1	3.7	3.2	1.1	1.2	3.7	5.1	4.4	4.4	3.2
Pop.	14906	23162	27187	22793	20327	6686	10597	12518	10631	10631	8220	12565	14669	12162	10476