

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

	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	142	150	134	94	101	49	60	51	60	31	218	226	204	124	167
KEYW FM	233	185	175	87	70	201	184	168	103	91	260	187	181	73	49
KFAE FM	140	119	128	95	108	139	114	120	82	83	142	123	134	106	132
KFLD AM	135	87	104	124	102						245	160	193	233	198
KGDC AM		42	62	85	111			30	59	95		77	90	109	126
KGTS FM	127	138	129	115	102	98	146	149	174	169	151	131	112	64	39
KIOK FM	130	129	120	115	95	186	144	122	83	89	85	116	119	143	100
KLRF FM		68	109	157	205		62	164	193	267		72	62	126	146
KNLT FM	148	158	152	139	119	145	133	138	141	101	150	179	164	138	136
KONA AM	111	72	86	102	62					59	202	132	159	192	64
KORD FM	67	91	102	136	162	70	123	122	156	224	64	65	84	118	103
KRKL FM	83	78	77	91	83	185	170	144	168	119			20	24	48
KTEL AM		56	47	79	133		51	43	51	104		59	51	104	161
KUJ AM	36	57	49	76	101		20	17	20	40	65	88	76	125	157
KUJ FM	205	163	139	84	44	167	134	114	70	49	236	188	161	97	40
KUJJ FM	46	86	73	125	162		52	44	107	189	84	114	98	140	137
KUMA FM	101	156	133	181	129	225	341	289	388	265					
KWHT FM	32	67	71	126	151		53	61	110	185	57	78	80	141	119
KWWS FM		25	64	133	197		54	70	101	186			59	161	208
KXRX FM	168	154	131	104	67	88	97	82	66	52	233	201	172	137	81
KZHR FM	183	211	180	158	106	193	176	149	54	59	176	241	206	249	151
Populati	14906	23162	27187	22793	20327	6686	10597	12518	10631	10631	8220	12565	14669	12162	10476