



# AUDIENCE PROFILE

**KTHT-FM**  
**HOUSTON, TEXAS**

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## Total Adult Audience = 482,100 Persons

		<u>%</u>	<u>INDEX</u>	<u>PERSONS</u>
<b>SEX</b>	Men	52.2%	105	251,600
	Women	47.8%	95	230,400
<b>AGE</b> <i>Average Age = 42.2 Years</i> <i>Median Age = 44.5 Years</i>	18 - 24	6.6%	49	31,800
	25 - 34	12.9%	65	62,400
	35 - 44	23.3%	113	112,500
	45 - 54	18.7%	94	90,100
	55 - 64	18.9%	136	91,100
	65+	19.5%	161	94,200
	<b>Adults 35 - 64</b>	<b>60.9%</b>	<b>112</b>	<b>293,700</b>
<b>RACE</b>	African-American	2.8%	17	13,300
	Hispanic	14.9%	49	71,600
	Other	82.4%	154	397,200
<b>MARITAL STATUS</b>	Married	63.3%	107	305,200
	Single	19.0%	73	91,600
	Divorced/Separated	9.7%	101	46,800
<b>FAMILY SIZE</b> <i>Average HH Size = 2.9 Persons</i>	1 Person	13.0%	117	62,700
	2 Persons	35.9%	137	173,100
	3 Persons	19.0%	93	91,600
	4+ Persons	32.1%	76	154,800
	Children At Home (under 18)	36.9%	79	177,900
	Teenagers in Household	17.9%	83	86,300
	Children Under 12 At Home	26.1%	74	125,800
<b>EDUCATION</b>	High School Graduate	30.1%	98	145,100
	Some College	32.0%	115	154,300
	College Graduate	31.1%	119	149,900
	Attended Technical School	31.6%	113	152,300
<b>FINANCIAL</b> <i>Average HH Income = \$86,897</i> <i>Median HH Income = \$64,851</i>	Two Income Family	29.3%	81	141,300
	\$75,000 - \$100,000 HH Income	14.1%	93	68,000
	\$100,000+ HH Income	11.9%	84	57,400
	\$150,000+ HH Income	16.2%	140	78,100
	Employed Full-Time	52.1%	95	251,200
<b>OCCUPATION</b>	Professional and Related	15.8%	92	76,200
	Executives/Managers	15.4%	112	74,200
	White Collar	45.4%	100	218,900
	Small Business Owner	2.8%	93	13,500
	Self-Employed	12.7%	138	61,200
	Work At Home	2.2%	50	10,600
<b>DWELLING</b> <i>Average Home Value = \$189,044</i> <i>Median Years @ Current Home = 8.3</i>	Homeowner	86.0%	124	414,600
	Home Value \$100,000-\$200,000	40.6%	121	195,700
	Home Value \$200,000-\$300,000	12.4%	110	59,800
	Home Value \$300,000+	12.2%	179	58,800
	Single Family House	76.1%	109	366,900
	Townhouse or Condominium	5.8%	95	28,000
	Apartment	7.1%	46	34,200
Mobile or Manufactured Home	10.2%	131	49,200	

Sources: Arbitron, May-Jul 2008; Scarborough, Mar'07-Feb'08; Metro Survey, Cume Persons, Adults 18+, Mon-Sun 6A-12M. Index is KTHT vs. Adults 18+ population.