



AUDIENCE PROFILE

KHTC-FM
HOUSTON, TEXAS

www.1075khits.com

Total Adult Audience = 826,300 Persons

		<u>%</u>	<u>INDEX</u>	<u>PERSONS</u>
SEX	Men	52.8%	107	436,600
	Women	47.2%	93	389,700
AGE <i>Average Age = 41.7 Years</i> <i>Median Age = 45.3 Years</i>	18 - 24	8.9%	66	73,500
	25 - 34	13.4%	67	110,700
	35 - 44	19.6%	95	161,900
	45 - 54	28.2%	142	233,300
	55 - 64	18.2%	132	150,500
	65+	11.7%	96	96,500
	Adults 35 - 64	66.0%	121	545,700
RACE	African-American	6.8%	42	56,500
	Hispanic	23.9%	79	197,600
	Other	69.2%	129	572,200
MARITAL STATUS	Married	72.2%	122	596,600
	Single	13.2%	51	109,100
	Divorced/Separated	10.7%	111	88,400
FAMILY SIZE <i>Average HH Size = 3.1 Persons</i>	1 Person	10.6%	95	87,600
	2 Persons	33.3%	127	275,200
	3 Persons	22.2%	108	183,400
	4+ Persons	33.9%	81	280,100
	Children At Home (under 18)	41.9%	90	346,200
	Teenagers in Household	23.6%	109	195,000
	Children Under 12 At Home	27.2%	77	224,800
EDUCATION	High School Graduate	23.6%	77	195,000
	Some College	33.0%	119	272,700
	College Graduate	35.3%	135	291,700
	Attended Technical School	30.9%	111	255,300
FINANCIAL <i>Average HH Income = \$95,745</i> <i>Median HH Income = \$79,266</i>	Two Income Family	35.0%	97	289,200
	\$75,000 - \$100,000 HH Income	16.0%	106	132,200
	\$100,000 - \$150,000 HH Income	19.5%	138	161,100
	\$150,000+ HH Income	17.2%	148	142,100
	Employed Full-Time	64.5%	117	533,000
OCCUPATION	Professional and Related	20.0%	116	165,300
	Executives/Managers	18.3%	134	151,200
	White Collar	56.3%	125	465,200
	Small Business Owner	3.5%	117	28,900
	Self-Employed	11.2%	122	92,500
	Work At Home	4.6%	105	38,000
DWELLING <i>Average Home Value = \$202,820</i> <i>Median Years @ Current Home = 7.0</i>	Homeowner	78.7%	113	650,300
	Home Value \$100,000-\$200,000	37.2%	111	307,400
	Home Value \$200,000-\$300,000	17.3%	153	142,900
	Home Value \$300,000+	10.7%	157	88,400
	Single Family House	77.6%	111	641,200
	Townhouse or Condominium	7.2%	118	59,500
	Apartment	10.6%	68	87,600
Mobile or Manufactured Home	3.9%	50	32,200	

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

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