



AUDIENCE PROFILE

KTHT-FM
HOUSTON, TEXAS

www.countrylegends971.com

Total Adult Audience = 499,900 Persons

		%	INDEX	PERSONS
SEX	Men	57%	115	284,500
	Women	43%	86	215,400
AGE Average Age = 44.7 Years Median Age = 48.7 Years	18 - 24	6%	45	29,200
	25 - 34	13%	66	65,600
	35 - 44	16%	81	81,700
	45 - 54	24%	121	118,500
	55 - 64	24%	164	119,300
	65+	17%	137	85,500
	Adults 35 - 64	64%	118	319,500
RACE	African-American	3%	16	13,000
	Hispanic	18%	58	89,100
	Other	80%	152	397,800
MARITAL STATUS	Married	68%	115	338,900
	Single	12%	46	60,500
	Divorced/Separated	12%	127	59,500
FAMILY SIZE Average HH Size = 3.0 Persons	1 Person	14%	129	70,500
	2 Persons	32%	132	160,000
	3 Persons	22%	110	108,000
	4+ Persons	32%	71	161,500
	Children At Home (under 18)	40%	80	197,500
	Teenagers in Household	19%	78	96,500
	Children Under 12 At Home	30%	80	148,000
EDUCATION	High School Graduate	33%	111	163,000
	Some College	31%	110	156,500
	College Graduate	27%	98	135,000
	Attended Technical School	33%	125	165,000
FINANCIAL Average HH Income = \$83,792 Median HH Income = \$66,298	Two Income Family	34%	94	171,500
	\$75,000 - \$100,000 HH Income	21%	130	104,000
	\$100,000+ HH Income	10%	70	50,500
	\$150,000+ HH Income	14%	95	71,500
	Employed Full-Time	48%	93	239,500
OCCUPATION	Professional and Related	14%	89	68,000
	Executives/Managers	18%	120	87,500
	White Collar	45%	102	223,000
	Small Business Owner	5%	98	23,500
	Self-Employed	9%	97	45,000
	Work At Home	2%	40	11,500
DWELLING Average Home Value = \$194,452 Median Years @ Current Home = 8.8	Homeowner	82%	115	410,900
	Home Value \$100,000-\$200,000	35%	110	176,500
	Home Value \$200,000-\$300,000	13%	115	66,500
	Home Value \$300,000+	8%	95	42,000
	Single Family House	79%	107	392,400
	Townhouse or Condominium	3%	45	16,000
	Apartment	7%	58	37,000
Mobile or Manufactured Home	10%	159	51,000	

Sources: Arbitron, Aug-Oct 2009; Scarborough, Sep'08-Aug'09; Houston Metro Survey, Cume Persons, Adults 18+, M-Su 6A-12M. Index is KTHT vs. Adults 18+ population.