Results without sales tactics.
That’s public radio.

KUHF’s listeners spend over $140 million on auto finance charges and almost $166 million on truck/van finance charges each year.

When compared to the average Houstonian, KUHF’s listeners are...
- 182% more likely to own a Volkswagen (CHANGE PER DEALER!)
- 25% more likely to own three or more vehicles
- 57% more likely to spend over $30,000 for their next vehicle
- 25% more likely to spend over $20,000 for their next vehicle
- 45% more likely to buy a car in the next year
- 25% more likely to own a SUV

The Media Audit, A/18+, Nov 08 – Jan 09/Jun – Aug 09, KUHF. NPR and Jacobs Media, 2007

95% of listeners have taken direct action as a result of NPR sponsorship.

Support thought radio.
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