KUHF’s listeners are 113% more likely than the average Houstonian to plan a cosmetic surgery or procedure in the next year.

80% of our listeners have a more positive opinion of a company when they find out it supports public radio.

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

The Media Audit, Nov 08 – Jan 09/Jun – Aug 09, KUHF NPR & Jacobs Media, 2007