KUHF’s listeners are united in a common belief in education, being 186% more likely than the average Houstonian to hold an advanced college degree. This is reflected in their spending patterns:

- Over $12 million spent on boy’s/girl’s uniforms
- Almost $11 million spent on books/supplies for elementary/high school
- Over $139 million spent in college tuition
- Almost $15 million spent on books/supplies for college
- Almost $3 million in cash contributions to educational institutions

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.