



Monthly Primetime HUT / PUTs Trend

<u>NTI Broadcast Months</u>	<u>HH</u>	<u>Index to</u> <u>Yearly Avg.</u>	<u>A18-34</u>	<u>Index to</u> <u>Yearly Avg.</u>	<u>A18-49</u>	<u>Index to</u> <u>Yearly Avg.</u>	<u>A25-54</u>	<u>Index to</u> <u>Yearly Avg.</u>	<u>A55+</u>	<u>Index to</u> <u>Yearly Avg.</u>
Jan-23	36.8	110	7.4	122	11.7	120	15.6	118	41.6	109
Feb-23	35.1	105	6.7	110	10.7	110	14.5	110	40.1	105
Mar-23	35.1	105	6.5	107	10.4	107	14.1	107	40.0	105
Apr-23	34.7	104	6.3	104	10.1	104	13.7	104	39.6	104
May-23	33.6	100	6.2	102	9.8	101	13.1	99	38.4	100
Jun-23	31.7	95	5.4	89	8.7	90	11.8	90	36.4	95
Jul-23	30.2	90	4.8	79	7.9	81	10.8	82	35.0	92
Aug-23	30.9	92	4.9	81	8.2	84	11.3	86	35.8	94
Sep-23	32.7	98	5.9	97	9.5	98	12.9	98	37.0	97
Oct-23	34.2	102	6.3	104	10.0	103	13.6	103	38.5	101
Nov-23	33.9	101	6.2	102	9.9	102	13.6	103	38.4	100
Dec-23	33.2	99	6.2	102	9.7	100	13.2	100	37.8	99
12-MONTH AVG. 2023	33.5		6.1		9.7		13.2		38.2	
Jan-24	34.5	110	6.5	122	10.2	120	13.9	118	39.4	109
Feb24	32.6	104	5.9	110	9.3	109	12.7	108	37.7	104
Mar-24	32.2	103	5.3	99	8.6	101	12.0	102	37.3	103
Apr-24	32.2	103	5.3	99	8.6	101	12.0	103	37.3	103
May-24	31.3	100	5.3	100	8.5	100	11.7	99	36.2	100
Jun-24	29.5	94	4.7	89	7.6	89	10.5	90	34.3	95
Jul-24	28.9	92	4.5	84	7.2	85	10.1	86	34.1	94
Aug-24	30.0	96	4.5	85	7.6	90	10.7	92	35.3	97
Sep-24	30.3	97	5.2	98	8.2	97	11.3	96	34.8	96
Oct-24	32.1	103	5.8	108	9.1	106	12.4	106	36.8	102
Nov-24	31.7	102	5.7	106	8.9	105	12.2	104	36.6	101
Dec-24	29.8	95	5.3	100	8.2	97	11.3	96	34.9	96
12-MONTH AVG. 2024	31.3		5.3		8.5		11.7		36.2	

Note: Beginning with Jan. 2006, HUTS & PUTs are based on Live+SD viewing
 Source: The Nielsen Company