

# Vital Signs Report

## KUT-FM

Persons 6+ | Monday - Sunday 6A-12M

AUSTIN; Metro

Prior 13  
Month

Current  
Month

Estimates	JAN21	FEB21	MAR21	APR21	MAY21	JUN21	JUL21	AUG21	SEP21	OCT21	NOV21	DEC21	HOL21	AVG	JAN22
AQH Share	11.5	10.1	8.9	8.9	9.0	8.1	8.7	9.0	7.5	7.4	6.9	6.8	7.3	8.4	6.8
AQH Persons	9,900	8,000	8,800	8,900	8,900	8,000	8,600	8,300	7,300	7,700	7,100	6,800	6,600	8,100	6,100
Avg Daily Cume Persons	128,200	109,800	119,600	124,200	125,500	113,300	103,100	103,600	101,700	99,700	99,400	92,600	87,700	108,300	83,900
Avg Daily TSL	1:23	1:19	1:19	1:17	1:17	1:16	1:30	1:27	1:17	1:24	1:17	1:19	1:21	1:20	1:18
Avg Weekly Cume Persons	266,700	247,300	244,500	270,600	272,400	251,700	221,900	235,200	220,400	230,300	212,000	212,400	199,900	237,300	188,600
Avg Weekly Cume Rating	12.6	11.7	11.5	12.8	12.9	11.9	10.5	11.1	10.4	10.6	9.7	9.7	9.2	11.1	8.6
Avg Weekly TSL	4:30	4:00	4:30	4:15	4:00	4:00	5:00	4:15	4:00	4:15	4:15	4:00	4:30	4:15	4:00
P1 Information	JAN21	FEB21	MAR21	APR21	MAY21	JUN21	JUL21	AUG21	SEP21	OCT21	NOV21	DEC21	HOL21	AVG	JAN22
P1 AQH Persons	8,100	6,700	7,600	7,800	7,800	7,000	7,600	6,900	6,100	6,300	5,800	5,800	4,700	6,800	4,900
% P1 AQH	82%	84%	86%	88%	88%	88%	88%	83%	84%	82%	82%	85%	71%	84%	80%
P1 Avg Weekly Cume Persons	171,600	166,700	152,100	170,300	163,600	157,400	138,300	138,400	119,900	128,200	106,900	129,800	101,500	141,900	93,400
% P1 Avg Weekly Cume	64%	67%	62%	63%	60%	63%	62%	59%	54%	56%	50%	61%	51%	60%	50%
P1 Avg Weekly TSL	5:30	5:00	6:15	5:45	6:00	5:30	7:00	6:15	6:15	6:00	6:45	5:45	6:15	6:00	6:15
Metro In-Tab	JAN21	FEB21	MAR21	APR21	MAY21	JUN21	JUL21	AUG21	SEP21	OCT21	NOV21	DEC21	HOL21	AVG	JAN22
Avg Daily In-Tab	1,141	1,081	1,110	1,146	1,135	1,077	1,018	987	978	981	986	925	927	1,038	939
Avg Weekly In-Tab	1,019	921	986	1,014	985	928	865	835	840	829	837	756	786	892	803
Daypart Trend (AQH Share)	JAN21	FEB21	MAR21	APR21	MAY21	JUN21	JUL21	AUG21	SEP21	OCT21	NOV21	DEC21	HOL21	AVG	JAN22
M-F 6a-10a	15.4	15.5	14.7	14.2	13.1	13.4	13.9	13.6	10.5	10.0	9.6	9.4	11.5	12.5	9.0
M-F 10a-3p	10.2	7.7	6.7	6.7	7.7	6.4	7.6	8.1	6.1	5.9	5.3	5.9	6.6	7.0	5.5
M-F 3p-7p	12.1	9.6	8.3	8.4	8.6	8.0	8.4	8.6	6.8	7.5	6.6	6.4	6.4	8.1	5.9
M-F 7p-12m	8.4	8.8	8.0	8.4	8.0	5.9	6.0	7.2	7.4	6.0	5.5	5.0	3.6	6.7	6.0
Sa-Su 6a-12m	9.6	9.3	7.7	7.2	7.7	7.1	7.3	7.4	7.1	7.4	6.9	6.8	7.2	7.5	7.5
Age Cell Comp (AQH Persons)	JAN21	FEB21	MAR21	APR21	MAY21	JUN21	JUL21	AUG21	SEP21	OCT21	NOV21	DEC21	HOL21	AVG	JAN22
6-11	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
12-17	2%	3%	3%	3%	3%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%
18-24	2%	3%	2%	3%	3%	3%	2%	2%	1%	1%	1%	0%	0%	2%	0%
25-34	18%	21%	17%	25%	20%	16%	14%	17%	19%	20%	19%	15%	13%	18%	18%
35-44	15%	13%	14%	16%	15%	19%	12%	15%	11%	14%	19%	22%	24%	16%	21%
45-54	22%	23%	22%	19%	20%	23%	25%	22%	26%	24%	23%	18%	19%	22%	18%
55-64	22%	19%	20%	17%	20%	22%	30%	28%	26%	23%	20%	23%	21%	22%	19%
65-74	17%	15%	18%	13%	15%	11%	12%	13%	14%	15%	14%	16%	16%	15%	19%
75+	2%	2%	3%	2%	3%	3%	3%	1%	1%	2%	2%	4%	5%	3%	3%
Gender Comp (AQH Persons)	JAN21	FEB21	MAR21	APR21	MAY21	JUN21	JUL21	AUG21	SEP21	OCT21	NOV21	DEC21	HOL21	AVG	JAN22
Male	60%	64%	59%	59%	60%	58%	57%	64%	63%	65%	61%	63%	60%	61%	61%
Female	41%	36%	41%	41%	40%	42%	43%	36%	37%	35%	39%	37%	40%	39%	39%
Ethnic Comp (AQH Persons)	JAN21	FEB21	MAR21	APR21	MAY21	JUN21	JUL21	AUG21	SEP21	OCT21	NOV21	DEC21	HOL21	AVG	JAN22
Other	73%	79%	75%	73%	70%	76%	70%	71%	67%	72%	76%	77%	83%	74%	79%
Black	5%	4%	5%	4%	3%	4%	10%	11%	11%	12%	10%	8%	5%	7%	10%
Hispanic	22%	17%	20%	24%	27%	19%	20%	18%	22%	16%	13%	15%	11%	19%	11%

Prepared by RRC from Data © Nielsen Audio

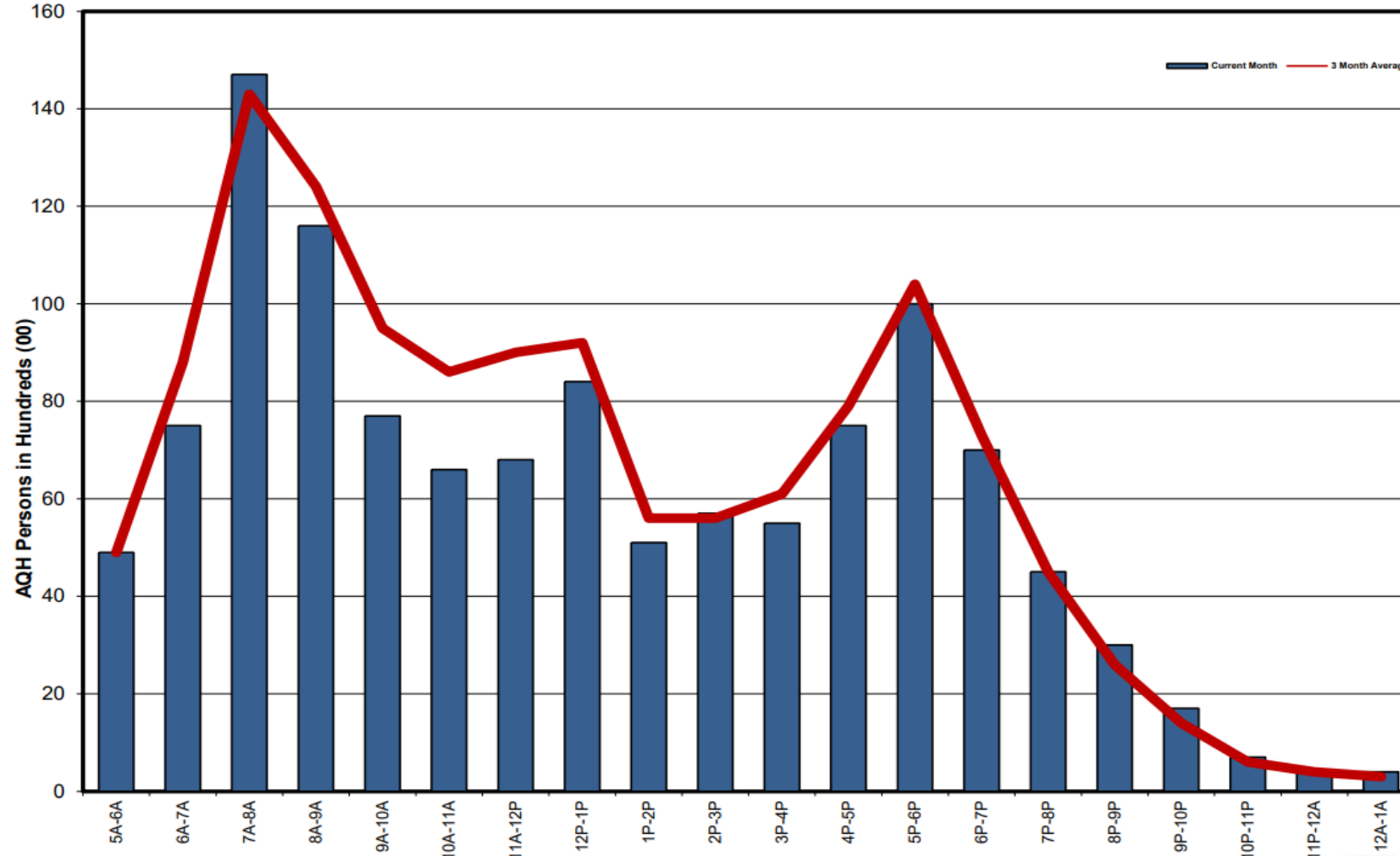


# Mo-Fr 5A-1A AQH by HOUR KUT-FM

Austin-METRO  
JANUARY 2022  
P 6+

and

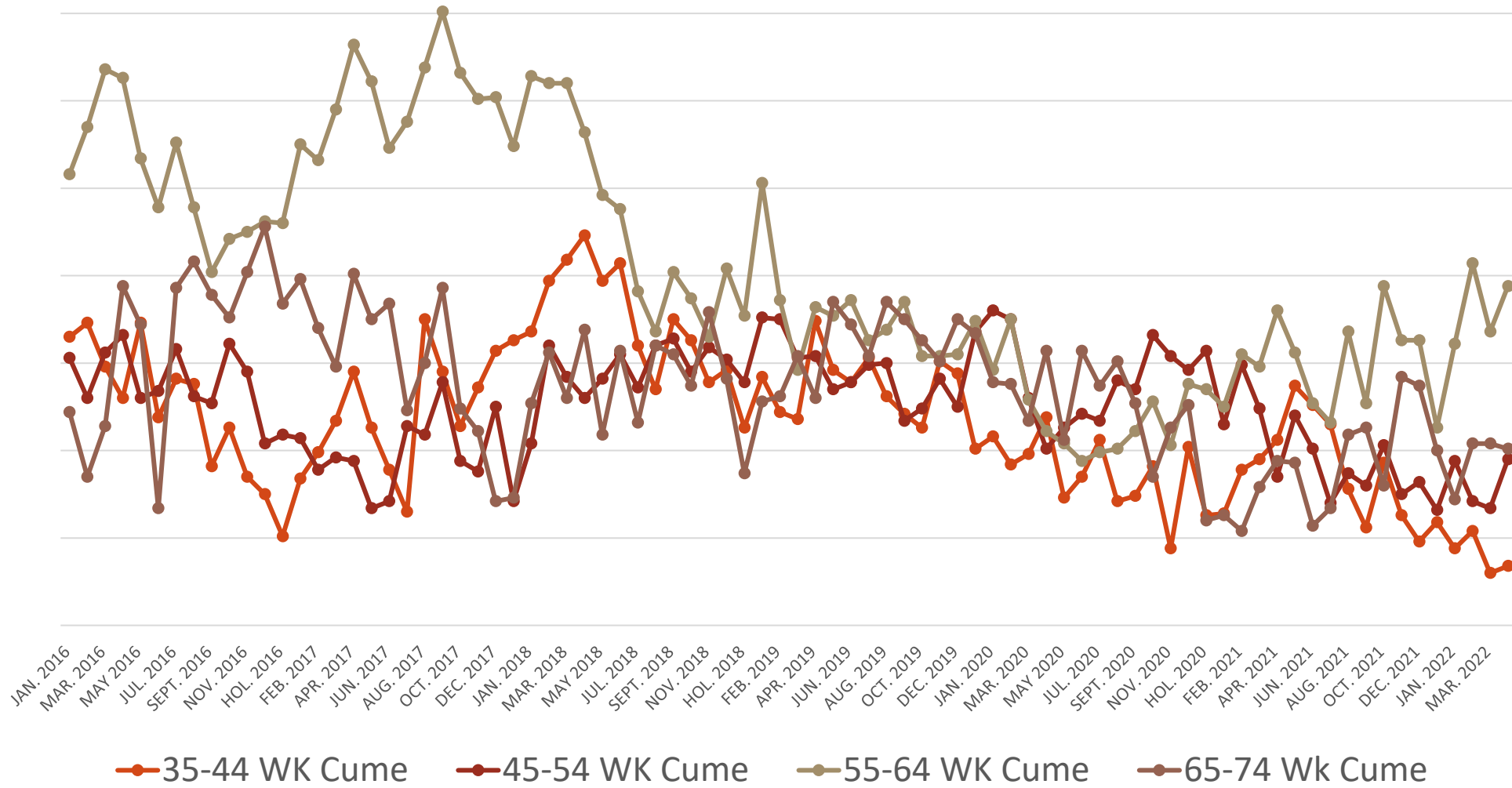
DECEMBER 2021/HOLIDAY 2021/JANUARY 2022



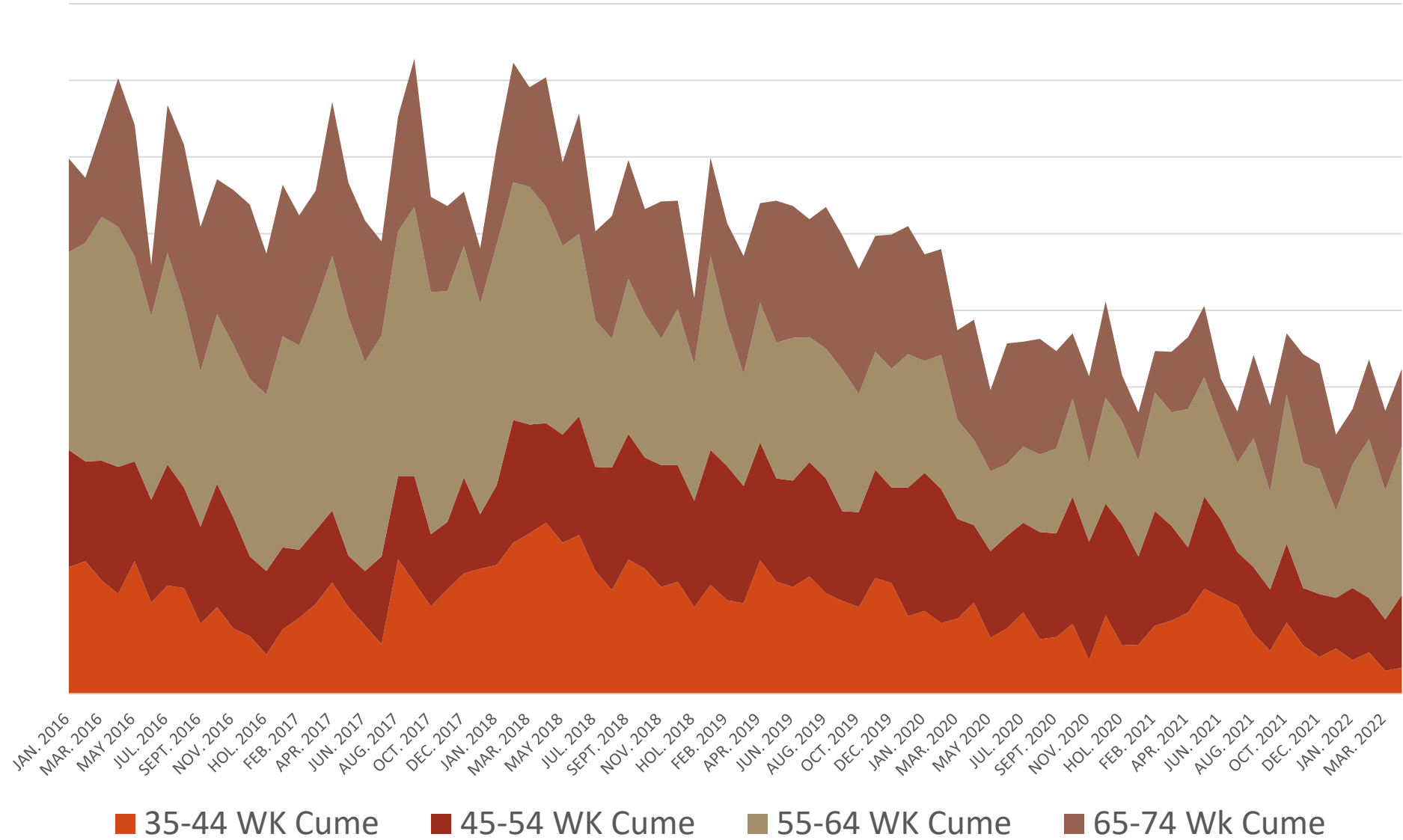
Prepared by RRC from Data © Nielsen Audio



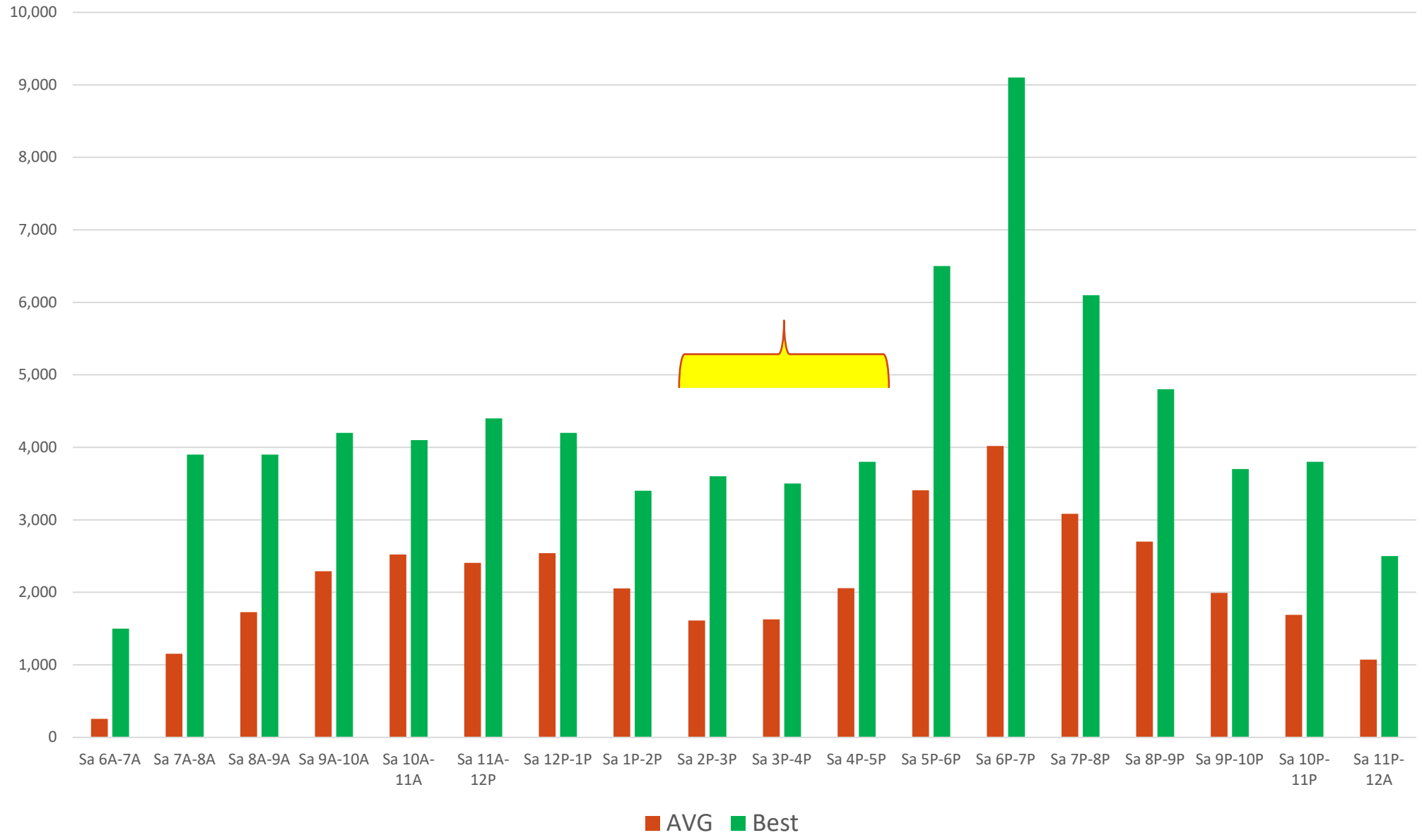
WYEP Age Cell Cume Trend, Jan 2016 - April 2022 (as line chart)



WYEP Age Cell Cume Trend, Jan 2016 - April 2022 (as area chart)



# WYEP Saturday Hourly AQH, Oct 2019-Sept 2021



QUESTIONS?

# Please get in touch!

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- Terry Foxx – [tfoxx@kut.org](mailto:tfoxx@kut.org)
- Mike Sauter – [msauter@PittsburghCommunityBroadcasting.org](mailto:msauter@PittsburghCommunityBroadcasting.org)
- Abby Goldstein – [agoldstein@prpd.org](mailto:agoldstein@prpd.org)