



CW Plus Audience Composition & Delivery (000's)

10/5/15-1/17/16

		Median Age	Men 18+	Women 18+	White	Black	Hispanic	HH's	A18-49	A25-54
MTWTF----	6A-9A	42.0	40.9%	50.0%	31.8%	40.9%	2.3%	32.0	20.0	26.0
MTWTF----	9A-3P	49.0	39.0%	55.0%	50.0%	36.0%	11.0%	77.0	42.0	54.0
MTWTF----	3P-5P	48.0	43.7%	49.3%	35.2%	50.7%	12.7%	56.0	31.0	38.0
MTWTF----	5P-8P	38.0	41.9%	37.6%	64.5%	23.7%	16.1%	64.0	46.0	48.0
MTWTF----	8P-10P	46.0	44.3%	42.1%	71.4%	16.4%	10.7%	100.0	56.0	62.0
MTWTF----	10P-130A	50.0	44.2%	45.3%	66.3%	18.6%	10.5%	67.0	30.0	38.0
----SaSu	12P-6P	52.0	40.2%	52.0%	65.7%	19.6%	8.8%	77.0	36.0	46.0
----SaSu	6P-12A	50.0	41.2%	46.6%	67.2%	22.1%	10.7%	93.0	44.0	58.0

Source: NTI; L+SD, Npower 100+ custom break.