



CW Plus Audience Composition & Delivery (000's)

10/3/16-2/5/17

		Median Age	Men 18+	Women 18+	White	Black	Hispanic	HH's	A18-49	A25-54
MTWTF----	6A-9A	46.0	43.4%	50.9%	64.6%	29.2%	2.1%	45.0	23.0	26.0
MTWTF----	9A-3P	47.0	37.5%	55.1%	68.9%	26.9%	6.7%	98.0	55.0	60.0
MTWTF----	3P-5P	50.0	39.7%	53.6%	65.6%	31.1%	2.2%	77.0	38.0	43.0
MTWTF----	5P-8P	39.0	36.9%	42.5%	69.1%	18.7%	8.9%	88.0	56.0	62.0
MTWTF----	8P-10P	46.0	40.4%	46.1%	80.5%	11.7%	6.5%	109.0	63.0	74.0
MTWTF----	10P-130A	47.0	46.5%	44.0%	77.0%	13.3%	8.8%	89.0	50.0	57.0
----SaSu	12P-6P	53.0	32.0%	54.7%	84.8%	10.6%	6.1%	54.0	19.0	25.0
----SaSu	6P-12A	50.0	39.1%	48.5%	79.4%	12.8%	7.8%	98.0	52.0	63.0

Source: NTI; L+SD, Npower 100+ custom break. Aud Comp 2+.