



# CW Plus Audience Composition & Delivery (000's)

10/3/16-8/2/17

		Median Age	Men 18+	Women 18+	White	Black	Hispanic	HH's	AA (000's)	
									A18-49	A25-54
MTWTF----	6A-9A	48.0	44.4%	50.4%	65.2%	28.3%	4.3%	42.0	21.0	25.0
MTWTF----	9A-3P	50.0	43.5%	50.6%	70.1%	24.8%	7.7%	98.0	49.0	57.0
MTWTF----	3P-5P	51.0	44.3%	49.8%	65.1%	31.3%	3.6%	72.0	33.0	38.0
MTWTF----	5P-8P	42.0	40.9%	41.4%	71.6%	19.6%	8.8%	77.0	46.0	50.0
MTWTF----	8P-10P	47.0	39.8%	44.9%	82.8%	10.6%	9.3%	107.0	58.0	65.0
MTWTF----	10P-130A	49.0	46.4%	44.3%	81.2%	12.8%	9.4%	92.0	48.0	53.0
----SaSu	12P-6P	53.0	36.3%	50.9%	82.8%	10.9%	9.4%	50.0	19.0	23.0
----SaSu	6P-12A	50.0	40.0%	46.4%	81.4%	12.4%	11.6%	93.0	44.0	52.0

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