



# CW Plus Audience Composition & Delivery (000s)

10/11/17-10/15/18

		Median Age Among P2+					AA (000s)			
		Men 18+	Women 18+	White 18+	Black 18+	Hispanic 18+	HHs	A18-49	A25-54	
MTWTF----	6A-9A	53.0	42.0%	51.7%	63.0%	26.7%	2.6%	53.0	21.0	28.0
MTWTF----	9A-3P	54.0	42.6%	52.8%	64.3%	25.2%	4.3%	109.0	45.0	55.0
MTWTF----	3P-5P	49.0	36.6%	56.0%	54.7%	29.7%	6.2%	73.0	36.0	39.0
MTWTF----	5P-8P	37.0	38.7%	37.3%	57.5%	10.0%	7.2%	79.0	54.0	52.0
MTWTF----	8P-10P	45.0	39.2%	42.4%	65.0%	8.5%	6.5%	114.0	67.0	66.0
MTWTF----	10P-130A	53.0	40.5%	49.3%	69.3%	13.3%	7.1%	96.0	41.0	50.0
----SaSu	12P-6P	52.0	43.8%	44.3%	67.9%	11.7%	4.6%	51.0	21.0	23.0
----SaSu	6P-12A	45.0	42.4%	41.1%	64.8%	9.1%	5.1%	81.0	49.0	51.0

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