



CW Plus Audience Composition & Delivery (000s)

9/17/18-7/14/19

		Median Age					AA (000s)			
		Among P2+	Men 18+	Women 18+	White 18+	Black 18+	Hispanic 18+	HHs	A18-49	A25-54
MTWTF----	6A-9A*	59.0	37.9%	55.2%	63.2%	25.3%	2.3%	78.0	20.0	27.0
MTWTF----	9A-3P*	57.0	41.5%	54.2%	66.9%	24.6%	9.3%	100.0	32.0	43.0
MTWTF----	3P-5P	54.0	44.2%	50.0%	69.2%	23.3%	15.0%	97.0	33.0	50.0
MTWTF----	5P-8P	44.0	39.8%	45.5%	55.7%	26.1%	11.4%	68.0	38.0	45.0
MTWTF----	8P-10P	51.0	42.7%	46.2%	66.7%	17.1%	6.8%	88.0	41.0	48.0
MTWTF----	10P-130A	56.0	36.4%	57.6%	66.7%	24.2%	9.1%	78.0	28.0	38.0
----SaSu	12P-6P	55.0	39.6%	52.1%	70.8%	18.8%	20.8%	40.0	12.0	19.0
----SaSu	6P-12A	49.0	41.9%	46.5%	64.0%	19.8%	14.0%	65.0	31.0	38.0

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

*Live