



CW Plus Estimated Audience Composition & Delivery (000s)

		Median Age Among P2+					AA (000s)			
		Men 18+	Women 18+	White 18+	Black 18+	Hispanic 18+	HHs	A18-49	A25-54	
MTWTF----	6A-9A	59.0	37.5%	58.3%	66.7%	20.8%	4.2%	65.0	12.0	15.0
MTWTF----	9A-3P	62.0	39.8%	56.8%	62.7%	27.1%	5.9%	97.0	21.0	32.0
MTWTF----	3P-5P	55.0	44.5%	51.8%	59.1%	31.8%	12.7%	90.0	22.0	35.0
MTWTF----	5P-8P	50.0	47.2%	41.6%	58.4%	24.7%	4.5%	67.0	33.0	37.0
MTWTF----	8P-10P	53.0	46.2%	43.3%	67.3%	16.3%	4.8%	77.0	33.0	34.0
MTWTF----	10P-130A	61.0	44.7%	51.5%	80.6%	12.6%	7.8%	81.0	18.0	25.0
----SaSu	12P-6P	60.0	41.3%	54.3%	73.9%	15.2%	8.7%	39.0	11.0	13.0
----SaSu	6P-12A	55.0	43.7%	44.8%	66.7%	13.8%	5.7%	63.0	24.0	28.0

Source: NTI; L+SD, Npower 100+ custom break. Aud Comps based off of P2+.