



# CW Plus Audience Composition & Delivery (000s)

9/28/20-9/26/21

		Median Age					AA (000s)			
		Among P2+	Men 18+	Women 18+	White 18+	Black 18+	Hispanic 18+	HHs	A18-49	A25-54
MTWTF----	6A-9A	58	34.2%	60.5%	65.8%	23.7%	5.3%	37	6	9
MTWTF----	9A-3P	57	33.3%	64.0%	61.3%	29.3%	14.7%	67	13	18
MTWTF----	3P-5P	57	51.0%	44.9%	53.1%	32.7%	4.1%	43	9	13
MTWTF----	5P-8P	52	47.4%	44.7%	63.2%	23.7%	5.3%	31	12	16
MTWTF----	8P-10P	61	44.0%	52.4%	72.6%	15.5%	4.8%	67	15	22
MTWTF----	10P-130A	61	42.9%	53.6%	80.4%	10.7%	7.1%	46	10	15
----SaSu	12P-6P	61	35.3%	55.9%	76.5%	11.8%	8.8%	29	5	8
----SaSu	6P-12A	61	42.0%	52.0%	76.0%	12.0%	10.0%	40	10	13