**TV Audiences are Continuing to Get Older this Fall**

TV viewing across broadcast and cable networks, as well as on DVRs, has continued to decline among younger audiences this fall. Viewing among young men is off by 11.8% among the 18-to-34 group and by 16% among the 18-to-24 segment, and viewing by women 18-to-24 has fallen by 8.8%. Meanwhile, TV watching among those 55 and older has increased slightly.

***Los Angeles Times 10/10/15***

<http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-tv-ratings-young-audiences-20151011-story.html>