



STATION CREDENTIALS

Survey 6, 2015



Multi Platform



115,676
Avg. Monthly PI's



8,770
Active Users



187
Followers



2,427
Fans

Audience Delivery



40+
Influencers

97,000

Cume

51,000

Exclusive

10,000

Average

7.3%

Station Share

13:22

TSL



10+
All people

115,000

Cume

56,000

Exclusive

11,000

Average

4.7%

Station Share

11:53

TSL

Audience Profile



50%
Males



50%
Females



97,000
Influencers (40+)



32,000
HHI \$70K+



65,000
Grocery Buyers



96,000
Car Owners



88,000
Home Owners



86,000
Retail/Online