



STATION CREDENTIALS

Survey 6, 2015



ON AIR

ONLINE

ON THE GO

Multi Platform



429,371

Avg. Monthly PI's



30,831

Active Users



19,100

Followers



6,303

Fans

Audience Delivery



40+
Influencers

141,000

Cume

71,000

Exclusive

17,000

Average

12.6%

Station Share

15:36

TSL



10+
All people

190,000

Cume

88,000

Exclusive

19,000

Average

8.4%

Station Share

12:54

TSL

Audience Profile



54%
Males



46%
Females



141,000
Influencers (40+)



77,000
HHI \$70K+



93,000
Grocery Buyers



163,000
Car Owners



151,000
Home Owners



153,000
Retail/Online