



STATION CREDENTIALS

Survey 6, 2015



ON AIR

ONLINE

ON THE GO

Multi Platform



427,629

Avg. Monthly PI's



39,774

Active Users



14,100

Followers



3,265

Fans

Audience Delivery



40+
Influencers

242,000

Cume

57,000

Exclusive

23,000

Average

7.0%

Station Share

12:32

TSL



10+
All people

308,000

Cume

70,000

Exclusive

26,000

Average

5.1%

Station Share

11:07

TSL

Audience Profile



52%
Males



48%
Females



242,000
Influencers (40+)



103,000
HHI \$70K+



148,000
Grocery Buyers



250,000
Car Owners



256,000
Home Owners



219,000
Retail/Online