



STATION CREDENTIALS

Survey 6, 2015



ON AIR

ONLINE

ON THE GO

Multi Platform



237,534

Avg. Monthly PI's



25,085

Active Users



14,700

Followers



6,636

Fans

Audience Delivery



40+
Influencers

100,000

Cume

46,000

Exclusive

11,000

Average

8.3%

Station Share

14:48

TSL



10+
All people

112,000

Cume

48,000

Exclusive

13,000

Average

5.9%

Station Share

15:10

TSL

Audience Profile



57%
Males



43%
Females



100,000
Influencers (40+)



38,000
HHI \$70K+



62,000
Grocery Buyers



99,000
Car Owners



91,000
Home Owners



88,000
Retail/Online