



STATION CREDENTIALS

Survey 6, 2015



ON AIR

ONLINE

ON THE GO

Multi Platform



2,369,283

Avg. Monthly PI's



268,191

Active Users



91,400

Followers



12,334

Fans

Audience Delivery



40+
Influencers

561,000

Cume

233,000

Exclusive

74,000

Average

21.2%

Station Share

16:59

TSL



10+
All people

648,000

Cume

251,000

Exclusive

77,000

Average

14.3%

Station Share

15:21

TSL

Audience Profile



51%
Males



49%
Females



561,000
Influencers (40+)



209,000
HHI \$70K+



352,000
Grocery Buyers



557,000
Car Owners



559,000
Home Owners



493,000
Retail/Online