



# STATION CREDENTIALS

Survey 6, 2015



## Multi Platform



**134,808**

Avg. Monthly PI's



**6,981**

Active Users



**274**

Followers



**1,562**

Fans

## Audience Delivery



**40+**  
Influencers

**201,000**

Cume

**76,000**

Exclusive

**19,000**

Average

**5.5%**

Station Share

**12:13**

TSL



**10+**  
All people

**221,000**

Cume

**81,000**

Exclusive

**20,000**

Average

**3.7%**

Station Share

**11:37**

TSL

## Audience Profile



**53%**  
Males



**47%**  
Females



**201,000**  
Influencers (40+)



**38,000**  
HHI \$70K+



**110,000**  
Grocery Buyers



**190,000**  
Car Owners



**186,000**  
Home Owners



**150,000**  
Retail/Online