

# TROIS RIVIERES

## Age & Gender Audience Profile



**% of 12+ weekly hours tuned in each group:**

### FM

	CHEY	CIGB	CJEB	CHLN
<b>12-17</b>	6	4	1	0
<b>18-24</b>	3	13	4	3
<b>25-34</b>	13	29	15	3
<b>35-44</b>	14	22	25	13
<b>45-49</b>	13	7	8	12
<b>50-54</b>	13	8	15	5
<b>55-59</b>	12	6	8	7
<b>60-64</b>	12	2	7	17
<b>65+</b>	14	9	17	40

<b>% Male</b>	43	60	29	52
<b>% Female</b>	57	40	71	48

**18-54 Audience Profile - % of 18-54 tuning in each sub-group**

<b>18-24</b>	6	17	6	9
<b>25-34</b>	24	36	22	9
<b>35-44</b>	25	28	38	35
<b>45-54</b>	45	19	34	48