

TROIS RIVIERES Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

FM				
	CHEY	CIGB	CJEB	CHLN
12-17	1	6	2	2
18-24	0	12	3	1
25-34	6	27	5	4
35-44	16	24	8	7
45-49	14	12	12	3
50-54	9	6	15	15
55-59	15	5	21	6
60-64	14	7	9	11
65+	24	3	25	52

% Male	37	58	37	60
% Female	64	42	64	40

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

18-24	0	15	6	3
25-34	14	34	12	13
35-44	36	29	18	23
45-54	50	22	63	62