

# starnews.be

## Profile & audience

Reach a specific audience in an entertainment way

Base : 53.900

### Gender

Men	24.600	46%
Women	29.200	54%

### Language

Dutch	25.800	48%
French	28.100	52%

### Interviewed person's age

12 to 34 yo	18.100	34%
35 to 54 yo	29.900	56%
55+	5.900	10%

### Social Groups

Groups 1-2	25.300	47%
Groups 3-4	13.900	26%
Groups 5-6	6.700	13%
Groups 7-8	8.000	14%

### Provinces

Antwerp	4.900	9.1%
West Flanders	5.200	9.7%
East Flanders	6.200	11.6%
Limburg	5.100	9.4%
Hainaut	3.800	7%
Liège	6.000	11.1%
Luxemburg	6.700	12.5%
Namur	2.400	4.4%
Brussels	7.700	14.3%
Flemish Brabant	4.700	8.7%
Walloon Brabant	1.200	2.2%

### Person's profession

Management	8.300	16%
Artisan, merchant, farmer	1.800	3%
Employee	18.200	34%
Worker	4.500	8%
Housewife	400	1%
Retired	4.300	8%
Unemployed	8.400	15%
Student	4.400	8%
Other	3.700	7%

### PRP

Yes	30.400	57%
No	23.500	43%

