

7DIMANCHE

- Profile -
545 930 readers

BRAND

GENDER

	Audience	Profile
Men	284.700	52,1%
Women	261.230	47,9%

AGE

12-14 years	9.360	1,7%
15-24 years	51.470	9,4%
25-44 years	148.350	27,2%
45-64 years	211.740	38,8%
65 years & more	125.020	22,9%

SOCIAL GROUPS

1 + 2	118.680	21,7%
3 + 4	139.180	25,5%
5 + 6	139.790	25,6%
7 + 8	148.290	27,2%

MAIN SHOPPER

	373.910	68,5%
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EDUCATION

Primary or lower secondary

Audience

134.230

Profile

24,6%

Higher secondary

229.660

42,1%

Bachelor or master

182.040

33,3%

PROFESSION

Management

31.940

5,9%

Employee

128.640

23,6%

Worker

64.870

11,9%

Student

49.260

9,0%

PROVINCES

Brussels + 2 Brabant

131.680

24,1%

Liège

155.300

28,4%

Hainaut

113.250

20,7%

Namur + Luxembourg

143.600

26,3%