



Q4 2018 - FR

	Audience	Coverage%	Profile %	Selectivity
Total	73.014	1,7	100	100
Gender				
Women	45.366	2,1	62	120
Men	27.648	1,3	38	79
Age				
12-24	NA	NA	NA	NA
25-34	16.464	2,4	23	138
35-44	14.109	2,1	19	121
45-64	23.010	1,9	32	111
65+	12.385	1,4	17	82
Province				
Brussels	17.186	1,8	24	106
Walloon Brabant	6.665	2,0	9	120
Hainaut	14.348	1,3	20	75
Liege	11.398	1,3	16	77
Namur	8.642	2,0	12	115
Luxembourg	NA	NA	NA	NA
Social groups				
SG 1-2	18.530	2,0	25	114
SG 1-4	34.403	2,1	47	121
MRI				
Yes	48.178	2,0	66	114
MS				
Yes	54.300	2,1	74	120
Educational level				
Education High	30.281	2,3	42	133
Active				
Yes	NA	NA	NA	NA



Q4 2018 - NL

	Audience	Coverage%	Profile %	Selectivity
Total	503.422	9,2	100	100
Gender				
Women	322.532	11,7	64	128
Men	180.890	6,6	36	72
Age				
12-24	71.351	7,8	14	85
25-34	120.407	15,7	24	171
35-44	113.816	14,3	23	155
45-64	147.012	8,9	29	96
65+	50.836	3,8	10	41
Province				
Brussels	10.502	14	2	148
Flemish Brabant	57.629	9	11	92
Limburg	155.281	10	31	110
Antwerp	122.267	9	24	102
East Flanders	82.841	8	17	90
West Flanders	NA	NA	NA	NA
Social groups				
SG 1-2	157.684	11,7	31	128
SG 1-4	257.583	11,2	51	122
MRI				
Yes	260.123	8,4	52	92
MS				
Yes	334.086	10,0	66	109
Educational level				
Education High	221.935	12,7	44	138
Active				
Yes	73.721	8,7	15	95