



LE SOIR.be

Q3 2018 - FR

	Audience	Coverage%	Profile %	Selectivity
Tot al	1. 217. 991	28, 6	100	100
Gender				
Women	567. 463	25, 7	47	90
Men	650. 529	31, 8	53	111
Age				
12-24	242. 882	30, 3	20	106
25-34	265. 117	38, 3	22	134
35-44	264. 190	38, 8	22	136
45-64	323. 852	27, 0	27	94
65+	121. 950	13, 8	10	48
Province				
Brussel s	316. 609	34, 1	26	119
Wâl loon Brabant	119. 383	32, 3	10	113
Hai naut	272. 838	25, 2	22	88
Li ege	234. 119	26, 4	19	92
Namur	120. 084	26, 8	10	94
Luxembourg	64. 418	25, 2	5	88
Soci al groups				
SG 1-2	341. 743	37, 1	28	130
SG 1-4	553. 501	34, 1	45	119
MRI				
Yes	701. 290	28, 5	58	99
MS				
Yes	736. 074	27, 5	60	96
Educat i onal level				
Educat i on High	503. 875	38, 1	41	133
Act i ve				
Yes	76. 966	36, 1	6	126