

**LE SOIR .be**
**Q3 2018 - FR**


|                          | Audience  | Coverage% | Profile % | Selectivity |
|--------------------------|-----------|-----------|-----------|-------------|
| <b>Total</b>             | 1.217.991 | 28,6      | 100       | 100         |
| <b>Gender</b>            |           |           |           |             |
| Women                    | 567.463   | 25,7      | 47        | 90          |
| Men                      | 650.529   | 31,8      | 53        | 111         |
| <b>Age</b>               |           |           |           |             |
| 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          |
| <b>Province</b>          |           |           |           |             |
| Brussels                 | 316.609   | 34,1      | 26        | 119         |
| Walloon Brabant          | 119.383   | 32,3      | 10        | 113         |
| Hainaut                  | 272.838   | 25,2      | 22        | 88          |
| Liege                    | 234.119   | 26,4      | 19        | 92          |
| Namur                    | 120.084   | 26,8      | 10        | 94          |
| Luxembourg               | 64.418    | 25,2      | 5         | 88          |
| <b>Social groups</b>     |           |           |           |             |
| SG 1-2                   | 341.743   | 37,1      | 28        | 130         |
| SG 1-4                   | 553.501   | 34,1      | 45        | 119         |
| <b>MRI</b>               |           |           |           |             |
| Yes                      | 701.290   | 28,5      | 58        | 99          |
| <b>MS</b>                |           |           |           |             |
| Yes                      | 736.074   | 27,5      | 60        | 96          |
| <b>Educational level</b> |           |           |           |             |
| Education High           | 503.875   | 38,1      | 41        | 133         |
| <b>Active</b>            |           |           |           |             |
| Yes                      | 76.966    | 36,1      | 6         | 126         |