



SUDPRESSE

Q3 2017- FR

| | Audience | Coverage % | Profile % | Selectivity |
|--------------------------|-----------|------------|-----------|-------------|
| Total | 1.305.475 | 30,5 | 100 | 100 |
| Gender | | | | |
| Women | 641.546 | 29,0 | 49 | 95 |
| Men | 663.928 | 32,1 | 51 | 105 |
| Age | | | | |
| 12-24 | 240.565 | 30,8 | 18 | 101 |
| 25-34 | 280.899 | 40,5 | 22 | 133 |
| 35-44 | 287.801 | 41,7 | 22 | 137 |
| 45-64 | 371.665 | 30,6 | 29 | 100 |
| 65+ | 124.545 | 13,9 | 10 | 45 |
| Province | | | | |
| Brussels | 205.230 | 21,2 | 16 | 70 |
| Walloon Brabant | 96.602 | 31,2 | 7 | 102 |
| Hainaut | 403.884 | 35,5 | 31 | 116 |
| Liege | 338.923 | 36,1 | 26 | 118 |
| Namur | 134.608 | 31,9 | 10 | 105 |
| Luxembourg | 61.776 | 25,9 | 5 | 85 |
| Social groups | | | | |
| SG 1-2 | 378.870 | 36,8 | 29 | 121 |
| SG 1-4 | 665.354 | 36,3 | 51 | 119 |
| MRI | | | | |
| Yes | 735.475 | 30,2 | 56 | 99 |
| MS | | | | |
| Yes | 795.205 | 29,5 | 61 | 97 |
| Educational level | | | | |
| Education High | 432.872 | 36,8 | 33 | 121 |
| Active | | | | |
| Yes | 706.562 | 38,6 | 54 | 126 |

Source : CIM Internet Audience – July-September 2017 – All platforms - FR Universe