



# PROFILE

## SUDPRESSE - Cim 2015

	Print	Print + Pdf + App	Brand
<b>GENDER</b>			
Men	53,8%	53,8%	54,0%
Women	46,2%	46,2%	46,0%
<b>AGE</b>			
12-14 years	3,5%	3,4%	3,0%
15-24 years	14,8%	15,5%	15,7%
25-44 years	31,1%	31,5%	33,6%
45-64 years	31,9%	31,6%	31,8%
65 years & more	18,8%	18,0%	15,9%
<b>SOCIAL GROUPS</b>			
1 + 2	18,9%	19,5%	21,3%
3 + 4	21,7%	21,5%	22,7%
5 + 6	27,9%	28,3%	26,7%
7 + 8	31,5%	30,7%	29,2%

Source : CIM 2015



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<b>EDUCATION</b>			
Primary or lower secondary	42,7%	41,9%	38,9%
Higher secondary	37,1%	37,5%	38,5%
Bachelor or master	20,2%	20,5%	22,6%
<b>PROFESSION</b>			
Management	3,4%	3,6%	3,8%
Employee	23,0%	23,3%	24,5%
Worker	15,1%	15,1%	14,6%
Student	13,9%	14,2%	14,1%
<b>PROVINCES</b>			
Brussels + 2 Brabant	9,4%	9,3%	10,8%
Liège	35,5%	36,2%	35,5%
Hainaut	42,7%	42,4%	41,5%
Namur + Luxembourg	11,2%	10,9%	11,1%
<b>MAIN SHOPPER</b>			
	64,4%	64,5%	64,3%

Print : 574.270 | Print + Pdf + App : 608.640 | Brand : 760.920 readers

Source : CIM 2015