



# SUDPRESSE

- Profile -  
511 050 readers

Print + Digital

## GENDER

	Audience	Profile
Men	290 070	56,8%
Women	220 970	43,2%

## AGE

12-14 years	18 230	3,6%
15-24 years	75 560	14,8%
25-44 years	155 680	30,5%
45-64 years	154 140	30,2%
65 years & more	107 440	21,0%

## SOCIAL GROUPS

1 + 2	79 080	15,5%
3 + 4	128 490	25,1%
5 + 6	139 160	27,2%
7 + 8	163 310	32,2%

## MAIN SHOPPER

	311 290	60,9%
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## EDUCATION

Primary or lower secondary  
Higher secondary  
Bachelor or master

Audience

186 330  
197 320  
127 400

Profile

36,5%  
38,6%  
24,9%

## PROFESSION

Management  
Employee  
Worker  
Student

18 970  
119 320  
81 780  
70 440

3,7%  
23,3%  
16,0%  
13,8%

## PROVINCES

Brussels + 2 Brabant  
Liège  
Hainaut  
Namur + Luxembourg

58 460  
198 440  
194 510  
54 550

11,4%  
38,8%  
38,1%  
10,7%