



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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Source : CIM 2017



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EDUCATION

	Audience	Profile
Primary or lower secondary	186 330	36,5%
Higher secondary	197 320	38,6%
Bachelor or master	127 400	24,9%

PROFESSION

Management	18 970	3,7%
Employee	119 320	23,3%
Worker	81 780	16,0%
Student	70 440	13,8%

PROVINCES

Brussels + 2 Brabant	58 460	11,4%
Liège	198 440	38,8%
Hainaut	194 510	38,1%
Namur + Luxembourg	54 550	10,7%

Source : CIM 2017