



TV NEWS

- Profile -
 118 950 readers

Print + Digital

GENDER

	Audience	Profile
Men	56 170	47,2%
Women	62 780	52,8%

AGE

12-14 years	4 280	3,6%
15-24 years	13 350	11,2%
25-44 years	28 570	24,0%
45-64 years	28 730	24,2%
65 years & more	44 020	37,0%

SOCIAL GROUPS

1 + 2	21 330	17,9%
3 + 4	36 740	30,9%
5 + 6	29 070	24,4%
7 + 8	31 810	26,7%

MAIN SHOPPER

	76 170	64,0%
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Source : CIM 2017



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EDUCATION

	Audience	Profile
Primary or lower secondary	40 730	34,2%
Higher secondary	38 000	31,9%
Bachelor or master	40 220	33,8%

PROFESSION

Management	4 870	4,1%
Employee	25 050	21,1%
Worker	6 480	5,4%
Student	16 200	13,6%

PROVINCES

Brussels + 2 Brabant	29 570	24,9%
Liège	33 520	28,2%
Hainaut	38 810	32,6%
Namur + Luxembourg	16 500	13,9%

Source : CIM 2017