



# PROFILE

## TV NEWS - Cim 2015

	Print	Print + Pdf + App	Brand
<b>GENDER</b>			
Men	47,2%	47,6%	47,8%
Women	52,8%	52,4%	52,2%
<b>AGE</b>			
12-14 years	3,2%	3,2%	3,1%
15-24 years	8,6%	8,6%	9,9%
25-44 years	21,0%	21,6%	22,8%
45-64 years	30,2%	30,0%	29,1%
65 years & more	36,9%	36,6%	35,1%
<b>SOCIAL GROUPS</b>			
1 + 2	21,6%	21,4%	21,0%
3 + 4	19,0%	19,0%	18,7%
5 + 6	22,1%	22,1%	22,7%
7 + 8	37,3%	37,5%	37,6%

Source : CIM 2015



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<b>EDUCATION</b>			
Primary or lower secondary	43,5%	43,2%	42,9%
Higher secondary	33,0%	33,1%	32,9%
Bachelor or master	23,6%	23,8%	24,2%
<b>PROFESSION</b>			
Management	3,2%	3,2%	3,1%
Employee	19,1%	19,1%	19,0%
Worker	11,0%	11,1%	11,3%
Student	10,4%	10,3%	11,3%
<b>PROVINCES</b>			
Brussels + 2 Brabant	16,5%	16,6%	16,6%
Liège	34,1%	34,0%	33,8%
Hainaut	39,8%	39,6%	38,4%
Namur + Luxembourg	8,1%	8,1%	8,3%
<b>MAIN SHOPPER</b>	68,4%	68,4%	66,9%

Print : 206.100 | Print + Pdf + App : 207.840 | Brand : 217.040 readers

Source : CIM 2015