



504.890 READERS



Gender	Audience	Profile	Education	Audience	Profile
Men	277.520	55,0%	Primary or lower secondary	122.770	24,3%
Women	227.370	45,0%	Higher secondary	212.770	42,1%
			Bachelor or master	169.350	33,5%
Age			Profession		
16-24 years	25.330	5,0%	Management	43.410	8,6%
25-44 years	130.930	25,9%	Employee	138.060	27,3%
45-64 years	212.090	42,0%	Worker	56.190	11,1%
65 years & more	136.550	27,0%	Student	23.020	4,6%
Social groups			Provinces		
1 + 2	119.390	23,6%	Brussels + 2 Brabant	146.080	29,0%
3 + 4	123.890	24,5%	Liège	136.510	27,0%
5 + 6	128.750	25,5%	Hainaut	107.770	21,3%
7 + 8	132.860	26,3%	Namur + Luxembourg	110.490	21,9%
Main Shopper	383.410	75,9%			