

# PROFIL DU LECTORAT

## GENDER

	Audience	Profile
Men	413.830	42,2%
Women	566.880	57,8%

## AGE

	Audience	Profile
12-14 years	34.270	3,5%
15-24 years	125.640	12,8%
25-44 years	292.510	29,8%
45-64 years	338.500	34,5%
65 years & more	189.800	19,4%

## SOCIAL GROUPS

	Audience	Profile
1 + 2	200.910	20,5%
3 + 4	236.110	24,1%
5 + 6	248.420	25,3%
7 + 8	295.280	30,1%

## MAIN SHOPPER

	677.280	69,1%
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## EDUCATION

	Audience	Profile
Primary or lower secondary	284.950	29,1%
Higher secondary	418.010	42,6%
Bachelor or master	277.750	28,3%

## PROFESSION

	Audience	Profile
Management	55.520	5,7%
Employee	282.100	28,8%
Worker	100.650	10,3%
Student	132.550	13,5%

## PROVINCES

	Audience	Profile
Brussels + 2 Brabant	273.040	27,8%
Liège	223.020	22,7%
Hainaut	309.900	31,6%
Namur + Luxembourg	154.750	15,8%



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