



1.098.560 READERS



Gender	Audience	Profile	Education	Audience	Profile
Men	485.020	44,2%	Primary or lower secondary	245.860	22,4%
Women	613.540	55,8%	Higher secondary	508.040	46,2%
			Bachelor or master	344.660	31,4%
Age			Profession		
16-24 years	88.750	8,1%	Management	76.960	7,0%
25-44 years	327.300	29,8%	Employee	338.500	30,8%
45-64 years	440.710	40,1%	Worker	122.700	11,2%
65 years & more	241.810	22,0%	Student	72.700	6,6%
Social groups			Provinces		
1 + 2	238.380	21,7%	Brussels + 2 Brabant	306.390	27,9%
3 + 4	281.800	25,7%	Liège	244.410	22,2%
5 + 6	278.180	25,3%	Hainaut	336.950	30,7%
7 + 8	300.210	27,3%	Namur + Luxembourg	189.140	17,2%
Main Shopper	855.210	77,8%			