

PROFIL DU LECTORAT



GENDER

| | Audience | Profile |
|-------|----------|---------|
| Men | 485.020 | 44,2% |
| Women | 613.540 | 55,8% |

AGE

| | Audience | Profile |
|-----------------|----------|---------|
| 16-24 years | 88.750 | 8,1% |
| 25-44 years | 327.300 | 29,8% |
| 45-64 years | 440.710 | 40,1% |
| 65 years & more | 241.810 | 22,0% |

SOCIAL GROUPS

| | Audience | Profile |
|-------|----------|---------|
| 1 + 2 | 238.380 | 21,7% |
| 3 + 4 | 281.800 | 25,7% |
| 5 + 6 | 278.180 | 25,3% |
| 7 + 8 | 300.210 | 27,3% |

MAIN SHOPPER

| | Audience | Profile |
|--|----------|---------|
| | 855.210 | 77,8% |

EDUCATION

| | Audience | Profile |
|----------------------------|----------|---------|
| Primary or lower secondary | 245.860 | 22,4% |
| Higher secondary | 508.040 | 46,2% |
| Bachelor or master | 344.660 | 31,4% |

PROFESSION

| | Audience | Profile |
|------------|----------|---------|
| Management | 76.960 | 7,0% |
| Employee | 338.500 | 30,8% |
| Worker | 122.700 | 11,2% |
| Student | 72.700 | 6,6% |

PROVINCES

| | Audience | Profile |
|----------------------|----------|---------|
| Brussels + 2 Brabant | 306.390 | 27,9% |
| Liège | 244.410 | 22,2% |
| Hainaut | 336.950 | 30,7% |
| Namur + Luxembourg | 189.140 | 17,2% |



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