

LE SOIR



826.340 READERS



Gender	Audience	Profile	Education	Audience	Profile
Men	449.270	54,4%	Primary Or Lower Secondary	132.790	16,1%
Women	377.070	45,6%	Higher Secondary	335.750	40,6%
Age			Bachelor Or Master	357.800	43,3%
16-24 Years	82.430	10,0%	Profession		
25-44 Years	228.110	27,6%	Management	90.200	10,9%
45-64 Years	305.300	36,9%	Employee	237.190	28,7%
65 Years & More	210.490	25,5%	Worker	63.670	7,7%
Social Groups			Student	77.250	9,3%
1 + 2	243.990	29,5%	Provinces		
3 + 4	225.170	27,2%	Brussels + 2 Brabant	340.490	41,2%
5 + 6	170.180	20,6%	Liège	153.200	18,5%
7 + 8	187.000	22,6%	Hainaut	196.200	23,7%
Main Shopper	598.430	72,4%	Namur + Luxembourg	108.920	13,2%