

PROFIL DU LECTORAT

GENDER

	Audience	Profile
Men	449.270	54,4%
Women	377.070	45,6%

AGE

	Audience	Profile
16-24 years	82.430	10,0%
25-44 years	228.110	27,6%
45-64 years	305.300	36,9%
65 years & more	210.490	25,5%

SOCIAL GROUPS

	Audience	Profile
1 + 2	243.990	29,5%
3 + 4	225.170	27,2%
5 + 6	170.180	20,6%
7 + 8	187.000	22,6%

MAIN SHOPPER

598.430	72,4%
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EDUCATION

	Audience	Profile
Primary or lower secondary	132.790	16,1%
Higher secondary	335.750	40,6%
Bachelor or master	357.800	43,3%

PROFESSION

	Audience	Profile
Management	90.200	10,9%
Employee	237.190	28,7%
Worker	63.670	7,7%
Student	77.250	9,3%

PROVINCES

	Audience	Profile
Brussels + 2 Brabant	340.490	41,2%
Liège	153.200	18,5%
Hainaut	196.200	23,7%
Namur + Luxembourg	108.920	13,2%

LE SOIR



826.340 READERS

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