

PROFIL DU LECTORAT

GENDER

	Audience	Profile
Men	597.680	49,8%
Women	602.310	50,2%

AGE

	Audience	Profile
12-14 years	28.270	2,4%
15-24 years	122.290	10,2%
25-44 years	394.170	32,8%
45-64 years	434.470	36,2%
65 years & more	220.800	18,4%

SOCIAL GROUPS

	Audience	Profile
1 + 2	291.450	24,3%
3 + 4	304.150	25,3%
5 + 6	284.130	23,7%
7 + 8	320.270	26,7%

MAIN SHOPPER

835.720	69,6%
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EDUCATION

	Audience	Profile
Primary or lower secondary	267.060	22,3%
Higher secondary	524.030	43,7%
Bachelor or master	408.910	34,1%

PROFESSION

	Audience	Profile
Management	83.650	7,0%
Employee	371.560	31,0%
Worker	119.730	10,0%
Student	126.130	10,5%

PROVINCES

	Audience	Profile
Brussels + 2 Brabant	287.140	23,9%
Liège	320.110	26,7%
Hainaut	381.170	31,8%
Namur + Luxembourg	171.920	14,3%



1.200.000 READERS