



**877.020 READERS**



Gender	Audience	Profile
Men	416.140	47,4%
Women	460.880	52,6%
Age		
16-24 years	111.620	12,7%
25-44 years	321.380	36,6%
45-64 years	311.220	35,5%
65 years & more	132.800	15,1%
Social groups		
1 + 2	224.150	25,6%
3 + 4	233.310	26,6%
5 + 6	200.880	22,9%
7 + 8	218.680	24,9%
Main Shopper	641.790	73,2%

Education	Audience	Profile
Primary or lower secondary	171.490	19,6%
Higher secondary	380.360	43,4%
Bachelor or master	325.170	37,1%
Profession		
Management	71.050	8,1%
Employee	296.990	33,9%
Worker	110.810	12,6%
Student	95.250	10,9%
Provinces		
Brussels + 2 Brabant	345.930	39,4%
Liège	55.950	6,4%
Hainaut	116.730	13,3%
Namur-Lux.	55.510	6,3%
Antwerp	118.360	13,5%
Limburg	32.480	3,7%
West Flanders	56.130	6,4%
East Flanders	95.930	10,9%