

PROFIL DU LECTORAT

metro
metro

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%
Anvers	118.360	13,5%
Limbourg	32.480	3,7%
Flandre Occidentale	56.130	6,4%
Flandre Orientale	95.930	10,9%



877.020 READERS

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