

PROFIL DU LECTORAT



GENDER	Audience	Profile
Men	207.910	50,9%
Women	200.660	49,1%
AGE		
12-14 years	8.880	2,2%
15-24 years	30.780	7,5%
25-44 years	109.810	26,9%
45-64 years	152.410	37,3%
65 years & more	106.690	26,1%
SOCIAL GROUPS		
1 + 2	114.360	28,0%
3 + 4	106.910	26,2%
5 + 6	88.990	21,8%
7 + 8	98.300	24,1%
MAIN SHOPPER	300.180	73,5%

EDUCATION	Audience	Profile
Primary or lower secondary	80.030	19,6%
Higher secondary	168.080	41,1%
Bachelor or master	160.460	39,3%
PROFESSION		
Management	35.690	8,7%
Employee	114.080	27,9%
Worker	32.540	8,0%
Student	34.830	8,5%
PROVINCES		
Brussels + 2 Brabant	148.510	36,4%
Liège	87.490	21,4%
Hainaut	96.860	23,7%
Namur + Luxembourg	59.770	14,6%



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