



**390.160 READERS**

Gender	Audience	Profile	Education	Audience	Profile
Men	177.200	45,4%	Primary or lower secondary	70.890	18,2%
Women	212.960	54,6%	Higher secondary	160.930	41,2%
<b>Age</b>			Bachelor or master	158.340	40,6%
16-24 years	26.310	6,7%	<b>Profession</b>		
25-44 years	98.010	25,1%	Management	31.990	8,2%
45-64 years	140.280	36,0%	Employee	107.860	27,6%
65 years & more	125.570	32,2%	Worker	29.510	7,6%
<b>Social groups</b>			Student	22.740	5,8%
1 + 2	97.030	24,9%	<b>Provinces</b>		
3 + 4	108.730	27,9%	Brussels + 2 Brabant	148.520	38,1%
5 + 6	81.340	20,8%	Liège	83.520	21,4%
7 + 8	103.050	26,4%	Hainaut	99.620	25,5%
<b>Main Shopper</b>	299.110	76,7%	Namur + Luxembourg	49.850	12,8%