

# PROFIL DU LECTORAT



## GENDER

	Audience	Profile
Men	177.200	45,4%
Women	212.960	54,6%

## AGE

	Audience	Profile
16-24 years	26.310	6,7%
25-44 years	98.010	25,1%
45-64 years	140.280	36,0%
65 years & more	125.570	32,2%

## SOCIAL GROUPS

	Audience	Profile
1 + 2	97.030	24,9%
3 + 4	108.730	27,9%
5 + 6	81.340	20,8%
7 + 8	103.050	26,4%

## MAIN SHOPPER

299.110	76,7%
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## EDUCATION

	Audience	Profile
Primary or lower secondary	70.890	18,2%
Higher secondary	160.930	41,2%
Bachelor or master	158.340	40,6%

## PROFESSION

	Audience	Profile
Management	31.990	8,2%
Employee	107.860	27,6%
Worker	29.510	7,6%
Student	22.740	5,8%

## PROVINCES

	Audience	Profile
Brussels + 2 Brabant	148.520	38,1%
Liège	83.520	21,4%
Hainaut	99.620	25,5%
Namur + Luxembourg	49.850	12,8%



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