

# PROFIL DU LECTORAT

## GENDER

	Audience	Profile
Men	105.390	49,6%
Women	106.950	50,4%

## AGE

	Audience	Profile
12-14 years	3.530	1,7%
15-24 years	15.300	7,2%
25-44 years	53.020	25,0%
45-64 years	68.470	32,2%
65 years & more	72.030	33,9%

## SOCIAL GROUPS

	Audience	Profile
1 + 2	64.660	30,4%
3 + 4	66.400	31,3%
5 + 6	39.570	18,6%
7 + 8	41.720	19,6%

## MAIN SHOPPER

151.830 71,5%

## EDUCATION

	Audience	Profile
Primary or lower secondary	29.260	13,8%
Higher secondary	81.180	38,2%
Bachelor or master	101.910	48,0%

## PROFESSION

	Audience	Profile
Management	18.290	8,6%
Employee	60.370	28,4%
Worker	10.520	5,0%
Student	18.280	8,6%

## PROVINCES

	Audience	Profile
Brussels + 2 Brabant	81.500	38,5%
Liège	38.220	18,0%
Hainaut	52.310	24,6%
Namur + Luxembourg	29.770	14,0%



**212.350 READERS**