

**SO**  
SOIR



**290.740 READERS**

Gender	Audience	Profile	Education	Audience	Profile
Men	131.590	45,3%	Primary or lower secondary	40.760	14,0%
Women	159.150	54,7%	Higher secondary	104.230	35,8%
			Bachelor or master	145.750	50,1%
Age			Profession		
16-24 years	11.650	4,0%	Management	34.770	12,0%
25-44 years	72.240	24,8%	Employee	81.770	28,1%
45-64 years	111.520	38,4%	Worker	15.420	5,3%
65 years & more	95.340	32,8%	Student	8.250	2,8%
Social groups			Provinces		
1 + 2	93.810	32,3%	Brussels + 2 Brabant	130.480	44,9%
3 + 4	84.450	29,0%	Liège	55.090	18,9%
5 + 6	54.590	18,8%	Hainaut	57.790	19,9%
7 + 8	57.890	19,9%	Namur + Luxembourg	37.980	13,1%
Main Shopper	230.610	79,3%			