

# PROFIL DU LECTORAT



## GENDER

	Audience	Profile
Men	131.590	45,3%
Women	159.150	54,7%

## AGE

	Audience	Profile
16-24 years	11.650	4,0%
25-44 years	72.240	24,8%
45-64 years	111.520	38,4%
65 years & more	95.340	32,8%

## SOCIAL GROUPS

	Audience	Profile
1 + 2	93.810	32,3%
3 + 4	84.450	29,0%
5 + 6	54.590	18,8%
7 + 8	57.890	19,9%

## MAIN SHOPPER

	Audience	Profile
	230.610	79,3%

## EDUCATION

	Audience	Profile
Primary or lower secondary	40.760	14,0%
Higher secondary	104.230	35,8%
Bachelor or master	145.750	50,1%

## PROFESSION

	Audience	Profile
Management	34.770	12,0%
Employee	81.770	28,1%
Worker	15.420	5,3%
Student	8.250	2,8%

## PROVINCES

	Audience	Profile
Brussels + 2 Brabant	130.480	44,9%
Liège	55.090	18,9%
Hainaut	57.790	19,9%
Namur + Luxembourg	37.980	13,1%



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