



1.037.440 READERS

Gender	Audience	Profile	Education	Audience	Profile
Men	538.360	51,9%	Primary or lower secondary	231.430	22,3%
Women	499.070	48,1%	Higher secondary	466.080	44,9%
			Bachelor or master	339.930	32,8%
Age			Profession		
16-24 years	86.000	8,3%	Management	93.760	9,0%
25-44 years	311.960	30,1%	Employee	317.260	30,6%
45-64 years	425.730	41,0%	Worker	108.030	10,4%
65 years & more	213.750	20,6%	Student	68.120	6,6%
Social groups			Provinces		
1 + 2	232.110	22,4%	Brussels + 2 Brabant	238.880	23,0%
3 + 4	281.480	27,1%	Liège	290.290	28,0%
5 + 6	241.630	23,3%	Hainaut	330.520	31,9%
7 + 8	282.210	27,2%	Namur + Luxembourg	155.420	15,0%
Main Shopper	780.160	75,2%			