

PROFIL DU LECTORAT

GENDER

| | | |
|-------|---------|-------|
| Men | 830.350 | 51,4% |
| Women | 784.450 | 48,6% |

AGE

| | | |
|-----------------|---------|-------|
| 12-14 years | 36.860 | 2,3% |
| 15-24 years | 173.900 | 10,8% |
| 25-44 years | 526.460 | 32,6% |
| 45-64 years | 560.520 | 34,7% |
| 65 years & more | 317.060 | 19,6% |

SOCIAL GROUPS

| | | |
|-------|---------|-------|
| 1 + 2 | 445.320 | 27,6% |
| 3 + 4 | 419.990 | 26,0% |
| 5 + 6 | 355.440 | 22,0% |
| 7 + 8 | 394.060 | 24,4% |

MAIN SHOPPER

| | |
|-----------|-------|
| 1.120.210 | 69,4% |
|-----------|-------|

EDUCATION

| | | |
|----------------------------|---------|-------|
| Primary or lower secondary | 326.700 | 20,2% |
| Higher secondary | 665.680 | 41,2% |
| Bachelor or master | 622.410 | 38,5% |

PROFESSION

| | | |
|------------|---------|-------|
| Management | 128.360 | 7,9% |
| Employee | 491.810 | 30,5% |
| Worker | 152.400 | 9,4% |
| Student | 179.870 | 11,1% |

PROVINCES

| | | |
|----------------------|---------|-------|
| Brussels + 2 Brabant | 479.690 | 29,7% |
| Liège | 387.880 | 24,0% |
| Hainaut | 453.590 | 28,1% |
| Namur + Luxembourg | 228.990 | 14,2% |

TVNews



1.614.800 READERS