

PROFIL DU LECTORAT

GENDER

	Audience	Profile
Men	781.050	52,2%
Women	715.710	47,8%

AGE

	Audience	Profile
16-24 years	136.410	9,1%
25-44 years	440.010	29,4%
45-64 years	577.800	38,6%
65 years & more	342.540	22,9%

SOCIAL GROUPS

	Audience	Profile
1 + 2	379.220	25,3%
3 + 4	402.510	26,9%
5 + 6	335.290	22,4%
7 + 8	379.740	25,4%

MAIN SHOPPER

1.114.890 74,5%

EDUCATION

	Audience	Profile
Primary or lower secondary	302.140	20,2%
Higher secondary	637.920	42,6%
Bachelor or master	556.710	37,2%

PROFESSION

	Audience	Profile
Management	141.890	9,5%
Employee	444.680	29,7%
Worker	136.270	9,1%
Student	119.360	8,0%

PROVINCES

	Audience	Profile
Brussels + 2 Brabant	468.320	31,3%
Liège	355.220	23,7%
Hainaut	417.470	27,9%
Namur + Luxembourg	211.380	14,1%

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