

Profil du lectorat



GENDER

	Audience	Profile
Men	311.300	55,4%
Women	250.150	44,6%

AGE

	Audience	Profile
12-14 years	4.200	0,7%
15-24 years	33.020	5,9%
25-44 years	175.050	31,2%
45-64 years	207.390	36,9%
65 years & more	141.790	25,3%

SOCIAL GROUPS

	Audience	Profile
1 + 2	126.110	22,5%
3 + 4	142.260	25,3%
5 + 6	131.950	23,5%
7 + 8	161.120	28,7%

MAIN SHOPPER

415.390	74,0%
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EDUCATION

	Audience	Profile
Primary or lower secondary	129.090	23,0%
Higher secondary	239.620	42,7%
Bachelor or master	192.740	34,3%

PROFESSION

	Audience	Profile
Management	46.710	8,3%
Employee	170.240	30,3%
Worker	61.310	10,9%
Student	31.680	5,6%

PROVINCES

	Audience	Profile
Brussels + 2 Brabant	125.890	22,4%
Liège	193.200	34,4%
Hainaut	99.020	17,6%
Namur + Luxembourg	134.840	24,0%

561.450 readers