



Total Readers nat. 949 200
 Primary Readers 29.5 %
 Loyal Readers 17.6 %

Readers Last Period nat. 428 500
 Coverage nat. 4.6 %
 Coverage on language univers 7.9 %

		RLP (000)	Universe (000)	Universe (%)	RLP (000)	Lecteurs (%)	Couverture (%)	Sélectivité Index
		National	NL 12+					
TOTAL		429	5 262	100.0	417	100.0	7.9	
SEX	Men	92	2 578	49.0	88	21.1	3.4	43
	Women	336	2 684	51.0	329	78.9	12.3	155
	PRP	307	3 162	60.1	298	71.4	9.4	119
	MIE	175	2 757	52.4	170	40.7	6.2	78
AGE	12-14 Years	11	201	3.8	11	2.6	5.4	68
	15-24 Years	53	711	13.5	53	12.7	7.4	94
	25-34 Years	59	742	14.1	56	13.5	7.6	96
	35-44 Years	97	900	17.1	93	22.3	10.3	130
	45-54 Years	91	880	16.7	88	21.2	10.0	127
	55-64 Years	63	739	14.1	61	14.7	8.3	105
	65 Years and More	56	1 089	20.7	55	13.1	5.0	63
SOCIAL GROUPS	1+2	165	1 401	26.6	159	38.2	11.4	143
	3+4	134	1 455	27.6	132	31.5	9.0	114
	5+6	82	1 248	23.7	80	19.2	6.4	81
	7+8	44	1 128	21.4	43	10.2	3.8	48
EDUCATIONAL LEVEL	Lower / never	99	2 012	38.2	98	23.4	4.9	61
	High school	168	1 885	35.8	164	39.3	8.7	110
	College	161	1 359	25.8	155	37.2	11.4	144
CIM Locality	5 big centres	108	1 037	19.7	103	24.6	9.9	125
	30 small cities Flanders	105	1 302	24.8	104	24.9	8.0	101
	13 small cities Wallonia	0	2	0.0	0	0.0	0.0	0
	Non-urban Flanders	212	2 909	55.3	210	50.4	7.2	91
	Non urban Wallonia	2	12	0.2	0	0.1	3.5	45
PROVINCES	Brussels 19	5	60	1.1	2	0.5	3.1	39
	Antwerp	122	1 478	28.1	120	28.8	8.1	103
	Limbourg	49	724	13.8	49	11.6	6.7	85
	East Flanders	118	1 203	22.9	116	27.8	9.6	122
	Flemish Brabant	63	782	14.9	61	14.6	7.8	98
	West Flanders	70	998	19.0	69	16.5	6.9	87
	Walloon Brabant	1	7	0.1	0	0.0	0.0	0
	Hainaut	1	7	0.1	0	0.1	6.2	79
	Liège	1	3	0.0	0	0.0	0.0	0
	Luxembourg	0	0	0.0	0	0.0	0.0	0
	Namur	0	0	0.0	0	0.0	0.0	0
PROFESSION	Employed	255	2 652	50.4	249	59.6	9.4	118
	Not working	174	2 610	49.6	169	40.4	6.5	81
CHILDREN	with children	144	1 567	29.8	138	33.2	8.8	111
	Without Children	285	3 695	70.2	279	66.8	7.5	95