



Total Readers nat. 1 048 800
 Primary Readers 22.0 %
 Loyal Readers 8.8 %

Readers Last Period nat. 364 900
 Coverage nat. 4.0 %
 Coverage on language universe 8.9 %

		RLP (000)	Universe (000)	Universe (%)	RLP (000)	Readers (%)	Coverage (%)	Selectivity Index
		National	FR 12+					
TOTAL		365	3 972	100.0	355	100.0	8.9	
SEX	Men	76	1 914	48.2	73	20.5	3.8	43
	Women	289	2 058	51.8	282	79.5	13.7	153
	PRP	267	2 381	60.0	260	73.1	10.9	122
	MIE	180	2 230	56.1	174	49.0	7.8	87
AGE	12-14 Years	9	166	4.2	9	2.6	5.7	63
	15-24 Years	50	583	14.7	49	13.8	8.4	94
	25-34 Years	65	631	15.9	65	18.2	10.2	114
	35-44 Years	76	673	16.9	74	20.8	11.0	123
	45-54 Years	66	663	16.7	64	18.0	9.6	108
	55-64 Years	56	527	13.3	54	15.1	10.2	114
	65 Years and More	43	728	18.3	41	11.5	5.6	63
SOCIAL GROUPS	1+2	104	1 076	27.1	100	28.2	9.3	104
	3+4	100	1 051	26.4	97	27.4	9.3	104
	5+6	82	859	21.6	82	23.0	9.5	106
	7+8	78	966	24.3	75	21.2	7.8	87
EDUCATIONAL LEVEL	Lower / never	125	1 578	39.7	123	34.5	7.8	87
	High school	134	1 338	33.7	130	36.6	9.7	109
	College	106	1 054	26.5	103	28.9	9.7	109
CIM Locality	5 big centres	185	1 645	41.4	179	50.5	10.9	122
	30 small cities Flanders	3	24	0.6	2	0.5	7.7	86
	13 small cities Wallonia	55	708	17.8	55	15.5	7.8	87
	Non-urban Flanders	5	52	1.3	3	0.9	6.4	71
	Non urban Wallonia	117	1 543	38.9	116	32.6	7.5	84
PROVINCES	Brussels 19	116	828	20.8	113	31.8	13.7	153
	Antwerp	1	15	0.4	0	0.1	2.1	23
	Limbourg	0	1	0.0	0	0.0	0.0	0
	East Flanders	3	25	0.6	2	0.4	6.2	69
	Flemish Brabant	14	136	3.4	12	3.3	8.6	96
	West Flanders	2	15	0.4	0	0.0	0.0	0
	Walloon Brabant	25	312	7.9	25	7.1	8.1	90
	Hainaut	96	1 110	27.9	95	26.9	8.6	96
	Liège	60	908	22.9	60	16.8	6.6	73
	Luxembourg	12	224	5.6	12	3.4	5.5	61
	Namur	36	399	10.1	36	10.2	9.0	101
	PROFESSION	Employed	175	1 770	44.6	171	48.1	9.7
Not working		190	2 202	55.4	184	51.9	8.4	94
CHILDREN	with children	125	1 261	31.7	124	35.0	9.9	110
	Without Children	240	2 711	68.3	231	65.0	8.5	95