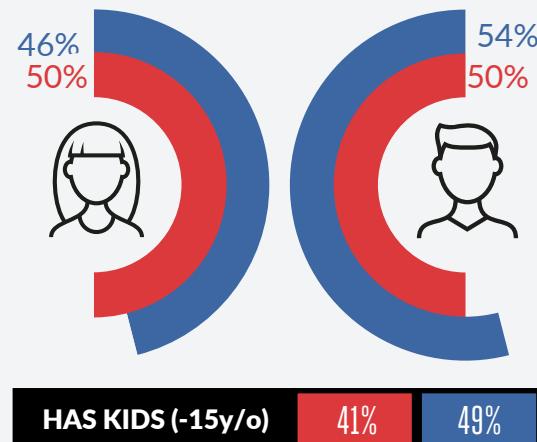# THE AUDIENCE
- Declarative data -

■ = the Belgian population
■ = our cinemagoing audience

46%
50%

54%
50%

HAS KIDS (-15y/o)　41%　49%

Age group	Belgian population	Cinemagoing audience
3-12 years old	13%	18%
13-17 years old	7%	19%
18-24 years old	8%	8%
25-34 years old	13%	19%
35-49 years old	19%	18%
50+ years old	40%	18%

	Belgian population	Cinemagoing audience
SOCIAL GROUP 1-4	45 %	66 %
SOCIAL GROUP 5-8	55 %	34 %

Region	Belgian population	Cinemagoing audience
BXL	16%	10%
WAL	35%	32%
VL	49%	58%