

# Profile



## Gender

	Audience	Profile
Men	44.912	32%
Women	96.488	68%

## Age

	Audience	Profile
12-24 years old	14.812	11%
25-34 years old	37.660	27%
35-44 years old	44.324	31%
45-54 years old	19.908	14%
55-64 years old	11.620	8%
65 years old & more	13.076	9%

## Social Groups

	Audience	Profile
1 + 2	37.352	26%
3 + 4	36.568	26%
5 + 6	31.556	22%
7 + 8	27.356	19%

## Main Shopper

	Audience	Profile
	99.260	70%

## Education

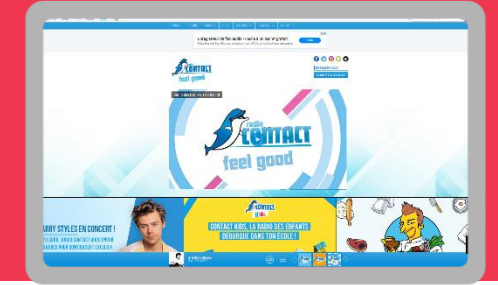
	Audience	Profile
Education Low	26.096	19%
Education Medium	62.580	44%
Education High	52.724	37%

## Profession

	Audience	Profile
Management	14.168	10%
Employee	50.596	36%
Worker	11.900	8%
Student	18.088	13%
Retired	14.364	10%

## Provinces

	Audience	Profile
Brussels + 2 Brabant	54.068	38%
Liège	29.540	21%
Hainaut	32.536	23%
Namur + Luxembourg	23.660	17%



**141.400**  
**RU/Month**