

## Gender

	Audience	Profile
Men	71.660	49%
Women	74.179	51%

## Age

	Audience	Profile
12-24 years old	16.929	12%
25-34 years old	34.258	24%
35-44 years old	42.877	29%
45-54 years old	35.706	25%
55-64 years old	8.576	6%
65 years old & more	7.493	5%

## Social Groups

	Audience	Profile
1 + 2	45.122	31%
3 + 4	33.980	23%
5 + 6	40.151	28%
7 + 8	16.243	11%

## Main Shopper

	Audience	Profile
	93.505	64%

## Education

	Audience	Profile
Education Low	24.650	17%
Education Medium	67.084	46%
Education High	54.105	37%

## Profession

	Audience	Profile
Management	17.972	12%
Employee	42.525	29%
Worker	13.474	9%
Student	12.028	8%
Retired	11.162	8%

## Provinces

	Audience	Profile
Brussels + 2 Brabant	55.617	38%
Liège	26.086	18%
Hainaut	36.972	25%
Namur + Luxembourg	26.157	18%



**145.839**  
**RU/Month**