

Gender	Audience	Profile
Men	901.908	46%
Women	1.055.516	54%

Age	Audience	Profile
12-24 years	270.396	14%
25-34 years	360.108	18%
35-44 years	386.904	20%
45-54 years	401.884	21%
55-64 years	234.556	12%
65 years & more	303.576	16%

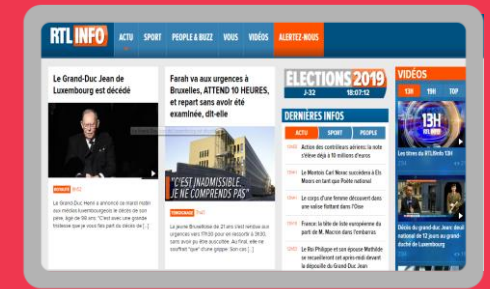
Social Groups	Audience	Profile
1 + 2	455.308	23%
3 + 4	474.180	24%
5 + 6	475.664	24%
7 + 8	400.428	21%

Main Shopper	Audience	Profile
	1.262.128	65%

Education	Audience	Profile
Education Low	444.444	23%
Education Medium	858.396	44%
Education High	654.584	33%

Profession	Audience	Profile
Management	186.984	10%
Employee	559.440	29%
Worker	170.884	9%
Student	276.808	14%
Retired	324.548	17%

Provinces	Audience	Profile
Brussels + 2 Brabant	694.792	36%
Liège	419.384	21%
Hainaut	470.736	24%
Namur + Luxembourg	299.432	16%



1.957.424
RU/Month