

Profile



Gender	Audience	Profile
Men	26.214	48%
Women	28.751	52%

Age	Audience	Profile
12-24 years	N.A	N.A
25-34 years	11.016	20%
35-44 years	10.473	21%
45-54 years	10.686	19%
55-64 years	8.083	15%
65 years & more	7.730	14%

Social Groups	Audience	Profile
1 + 2	24.718	45%
3 + 4	11.568	21%
5 + 6	9.660	18%
7 + 8	5.465	10%

Main Shopper	Audience	Profile
	35.555	65%

Education	Audience	Profile
Education Low	7.086	13%
Education Medium	17.640	32%
Education High	30.239	55%

Profession	Audience	Profile
Management	8.122	15%
Employee	16.756	31%
Worker	N.A	N.A
Student	N.A	N.A
Retired	9.167	17%

Provinces	Audience	Profile
Brussels + 2 Brabant	29.522	54%
Liège	8.682	16%
Hainaut	9.792	18%
Namur + Luxembourg	6.062	11%



54.965 RU/Week