

WEB PROFILE

24.360
RU/Month

Gender

	Audience	Profile
Men	11.732	48%
Women	12.628	52%

Age

	Audience	Profile
12-24 years	1.680	7%
25-34 years	3.724	15%
35-44 years	3.416	14%
45-54 years	7.420	31%
55-64 years	3.836	16%
65 years & more	4.284	18%

Social Groups

	Audience	Profile
1 + 2	6.692	28%
3 + 4	6.524	27%
5 + 6	5.712	23%
7 + 8	4.424	18%

Main Shopper

15.988 66%

Education

	Audience	Profile
Education Low	4.312	18%
Education Medium	9.576	39%
Education High	10.472	43%

Profession

	Audience	Profile
Management	2.856	12%
Employee	7.420	31%
Worker	2.352	10%
Student	1.708	7%
Retired	5.292	22%

Provinces

	Audience	Profile
Brussels + 2 Brabant	8.568	35%
Liège	2.604	11%
Hainaut	3.108	13%
Namur + Luxembourg	1.848	8%

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FR | 62%
NL | 38%