

WEB PROFILE

147.000
RU/Month

Gender

	Audience	Profile
Men	54.348	37%
Women	92.652	63%

Age

	Audience	Profile
12-24 years	18.564	13%
25-34 years	37.996	26%
35-44 years	41.552	28%
45-54 years	28.700	20%
55-64 years	8.736	6%
65 years & more	11.452	8%

Social Groups

	Audience	Profile
1 + 2	42.336	29%
3 + 4	36.344	25%
5 + 6	31.192	21%
7 + 8	27.188	19%

Main Shopper

	Audience	Profile
	98.392	67%

Education

	Audience	Profile
Education Low	29.316	20%
Education Medium	62.776	43%
Education High	54.908	37%

Profession

	Audience	Profile
Management	14.700	10%
Employee	53.228	36%
Worker	13.944	10%
Student	20.412	14%
Retired	12.460	9%

Provinces

	Audience	Profile
Brussels + 2 Brabant	55.328	36%
Liège	28.924	20%
Hainaut	34.972	24%
Namur + Luxembourg	24.360	17%

