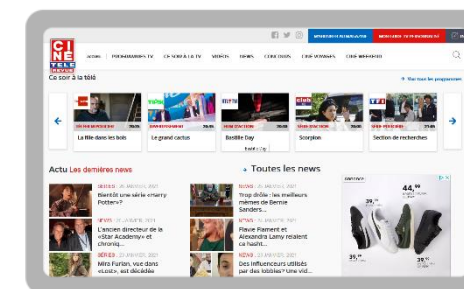


WEB PROFILE

355.572
RU/Month



Gender

Gender	Audience	Profile
Men	158.032	44%
Women	197.540	56%

Age

Age Group	Audience	Profile
12-24 years	20.664	6%
25-34 years	49.084	14%
35-44 years	53.816	15%
45-54 years	88.004	25%
55-64 years	61.432	17%
65 years & more	82.572	23%

Social Groups

Social Group	Audience	Profile
1 + 2	75.712	21%
3 + 4	86.744	25%
5 + 6	97.272	27%
7 + 8	79.912	23%

Main Shopper

249.396	70%
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Education

Education Level	Audience	Profile
Education Low	77.700	22%
Education Medium	155.456	44%
Education High	122.416	34%

Profession

Profession	Audience	Profile
Management	34.468	10%
Employee	94.556	27%
Worker	30.548	9%
Student	24.640	7%
Retired	86.436	24%

Provinces

Province	Audience	Profile
Brussels + 2 Brabant	119.700	34%
Liège	85.540	24%
Hainaut	86.940	24%
Namur + Luxembourg	56.908	15%