

WEB PROFILE

283.808
RU/Month

Gender Audience Profile

Men	94.612	33%
Women	189.196	67%

Age

12-24 years	16.044	6%
25-34 years	39.200	14%
35-44 years	43.008	15%
45-54 years	74.144	26%
55-64 years	54.936	19%
65 years & more	56.476	20%

Social Groups

1 + 2	79.688	28%
3 + 4	70.084	25%
5 + 6	72.688	26%
7 + 8	50.540	18%

Main Shopper 206.920 73%

Education Audience Profile

Education Low	52.248	18%
Education Medium	116.872	41%
Education High	114.688	40%

Profession

Management	29.428	10%
Employee	97.328	34%
Worker	28.952	10%
Student	16.744	6%
Retired	61.964	22%

Provinces

Brussels + 2 Brabant	68.376	24%
Liège	9.548	3%
Hainaut	14.280	5%
Namur + Luxembourg	9.156	3%

