

WEB PROFILE

1.864.968
RU/Month

Gender

	Audience	Profile
Men	914.620	49%
Women	950.348	51%

Age

	Audience	Profile
12-24 years	231.448	12%
25-34 years	321.916	17%
35-44 years	355.152	19%
45-54 years	390.684	21%
55-64 years	245.084	13%
65 years & more	320.684	17%

Social Groups

	Audience	Profile
1 + 2	451.220	24%
3 + 4	449.904	24%
5 + 6	460.236	25%
7 + 8	375.788	20%

Main Shopper

1.202.180	65%
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Education

	Audience	Profile
Education Low	411.712	22%
Education Medium	801.640	43%
Education High	651.616	35%

Profession

	Audience	Profile
Management	188.412	10%
Employee	525.448	28%
Worker	166.068	9%
Student	239.232	13%
Retired	342.916	18%

Provinces

	Audience	Profile
Brussels + 2 Brabant	653.072	35%
Liège	402.864	22%
Hainaut	428.792	23%
Namur + Luxembourg	276.080	15%

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