

# WEB PROFILE

966.532  
RU/Month

## Gender

	Audience	Profile
Men	467.152	48%
Women	499.380	52%

## Age

	Audience	Profile
12-24 years	64.960	7%
25-34 years	137.564	14%
35-44 years	165.900	17%
45-54 years	243.320	25%
55-64 years	155.988	16%
65 years & more	198.800	21%

## Social Groups

	Audience	Profile
1 + 2	213.388	22%
3 + 4	224.448	23%
5 + 6	262.304	27%
7 + 8	211.652	22%

## Main Shopper

	Audience	Profile
	396.564	67%

## Education

	Audience	Profile
Education Low	224.980	23%
Education Medium	421.176	44%
Education High	320.376	33%

## Profession

	Audience	Profile
Management	98.448	10%
Employee	265.020	27%
Worker	89.852	9%
Student	75.600	8%
Retired	213.052	22%

## Provinces

	Audience	Profile
Brussels + 2 Brabant	329.756	33%
Liège	227.108	23%
Hainaut	243.208	25%
Namur + Luxembourg	145.600	15%

**max**

— Complice au quotidien

