

WEB PROFILE

1.246.196
RU/Month

Gender Audience Profile

Men	639.940	51%
Women	606.256	49%

Age

12-24 years	85.708	7%
25-34 years	208.348	17%
35-44 years	216.804	17%
45-54 years	304.556	24%
55-64 years	193.984	16%
65 years & more	236.796	19%

Social Groups

1 + 2	331.520	27%
3 + 4	308.588	25%
5 + 6	322.448	26%
7 + 8	228.844	18%

Main Shopper 822.864 66%

Education Audience Profile

Education Low	242.032	19%
Education Medium	524.300	42%
Education High	479.864	39%

Profession

Management	132.524	11%
Employee	413.252	33%
Worker	154.588	12%
Student	87.444	7%
Retired	263.816	21%

Provinces

Brussels + 2 Brabant	224.532	18%
Liège	44.212	4%
Hainaut	61.964	5%
Luxembourg - Namur	30.464	2%

metro



metro