

# WEB PROFILE

115.752  
RU/Month

## Gender

	Audience	Profile
Men	56.980	39%
Women	58.772	51%

## Age

	Audience	Profile
12-24 years	9.520	8%
25-34 years	27.692	24%
35-44 years	28.896	25%
45-54 years	26.992	23%
55-64 years	9.324	8%
65 years & more	13.328	12%

## Social Groups

	Audience	Profile
1 + 2	30.940	27%
3 + 4	29.232	25%
5 + 6	27.188	24%
7 + 8	22.680	20%

## Main Shopper

	Audience	Profile
	75.124	65%

## Education

	Audience	Profile
Education Low	21.728	19%
Education Medium	49.112	42%
Education High	44.912	39%

## Profession

	Audience	Profile
Management	11.956	10%
Employee	38.024	33%
Worker	11.648	10%
Student	12.404	11%
Retired	13.888	12%

## Provinces

	Audience	Profile
Brussels + 2 Brabant	42.896	37%
Liège	24.444	21%
Hainaut	27.328	24%
Namur + Luxembourg	18.676	17%

## Références

