

# WEB PROFILE

2.351.552  
RU/Month

## Gender

Men	1.110.732	47%
Women	1.240.820	53%

## Age

12-24 years	359.184	15%
25-34 years	431.844	18%
35-44 years	459.312	20%
45-54 years	466.172	20%
55-64 years	273.924	12%
65 years & more	361.116	15%

## Social Groups

1 + 2	550.228	23%
3 + 4	572.320	24%
5 + 6	567.476	24%
7 + 8	480.424	20%

**Main Shopper** 1.492.260 64%

## Education

Education Low	535.416	23%
Education Medium	1.027.292	44%
Education High	788.844	34%

## Profession

Management	220.388	9%
Employee	662.536	28%
Worker	208.320	9%
Student	354.816	15%
Retired	387.268	17%

## Provinces

Brussels + 2 Brabant	825.608	36%
Liège	502.348	21%
Hainaut	550.564	23%
Namur + Luxembourg	355.460	15%

