

# WEB PROFILE

588.924  
RU/Month

## Gender

	Audience	Profile
Men	296.940	50%
Women	291.984	50%

## Age

	Audience	Profile
12-24 years	41.552	7%
25-34 years	79.996	14%
35-44 years	98.532	17%
45-54 years	144.872	25%
55-64 years	102.116	17%
65 years & more	121.856	21%

## Social Groups

	Audience	Profile
1 + 2	138.320	24%
3 + 4	138.348	24%
5 + 6	155.820	27%
7 + 8	124.544	21%

## Main Shopper

	Audience	Profile
	396.564	67%

## Education

	Audience	Profile
Education Low	129.388	22%
Education Medium	248.444	42%
Education High	211.092	36%

## Profession

	Audience	Profile
Management	66.976	11%
Employee	158.620	27%
Worker	53.060	9%
Student	47.432	8%
Retired	132.440	22%

## Provinces

	Audience	Profile
Brussels + 2 Brabant	206.724	35%
Liège	136.276	23%
Hainaut	141.148	24%
Namur + Luxembourg	89.516	15%

