

WEB PROFILE

82.740
RU/Month

Gender

	Audience	Profile
Men	44.464	54%
Women	38.276	46%

Age

	Audience	Profile
12-24 years	7.392	9%
25-34 years	4.228	5%
35-44 years	6.384	8%
45-54 years	17.332	21%
55-64 years	20.160	24%
65 years & more	27.244	33%

Social Groups

	Audience	Profile
1 + 2	14.196	17%
3 + 4	18.984	23%
5 + 6	24.052	29%
7 + 8	20.860	25%

Main Shopper

56.420 68%

Education

	Audience	Profile
Education Low	22.344	27%
Education Medium	35.504	43%
Education High	24.892	30%

Profession

	Audience	Profile
Management	7.504	9%
Employee	17.052	21%
Worker	6.300	8%
Student	6.104	7%
Retired	29.148	35%

Provinces

	Audience	Profile
Brussels + 2 Brabant	26.936	32%
Liège	20.440	25%
Hainaut	20.748	25%
Namur + Luxembourg	10.640	15%

Télépro

