

WEB PROFILE

42.000
RU/Month



FR | 72%
NL | 28%

Gender

	Audience	Profile
Men	16.604	40%
Women	25.396	61%

Age

	Audience	Profile
12-24 years	4.480	11%
25-34 years	7.224	17%
35-44 years	6.832	16%
45-54 years	9.996	24%
55-64 years	5.572	13%
65 years & more	7.896	19%

Social Groups

	Audience	Profile
1 + 2	11.032	26%
3 + 4	10.024	24%
5 + 6	10.444	25%
7 + 8	8.596	21%

Main Shopper

	Audience	Profile
	27.832	66%

Education

	Audience	Profile
Education Low	8.288	20%
Education Medium	17.780	42%
Education High	15.932	38%

Profession

	Audience	Profile
Management	3.864	9%
Employee	13.384	32%
Worker	4.200	10%
Student	4.368	10%
Retired	8.736	21%

Provinces

	Audience	Profile
Brussels + 2 Brabant	15.260	36%
Liège	7.924	19%
Hainaut	6.552	16%
Namur + Luxembourg	2.912	7%