

C-LEVEL

Definition

C-level target individuals are senior business leaders with high-level positions such as director or CEO. They are 40-59 years old and extremely interested in economic and financial topics. The Netherlands counts a total of 497,000 c-level target group individuals: that is 3% of the total Dutch population (13 - 80 years, index 100).

Profile



76% are men,
24% women



79% is
well educated



51% live in
Utrecht,
North or South
Holland



80% have a
high income



10% are
looking for a
new job
(index 101)



6% plan to
start their own
business
(index 333)



16% are
considering
buying a new
car (index 217)

Media use

57%

Reads daily newspapers

169

Reads FD (index)

332

Listens to BNR (index)

20%

Listens to a podcast at least
once a week

53%

of our podcast listeners
listen with attention

Interests

Economy

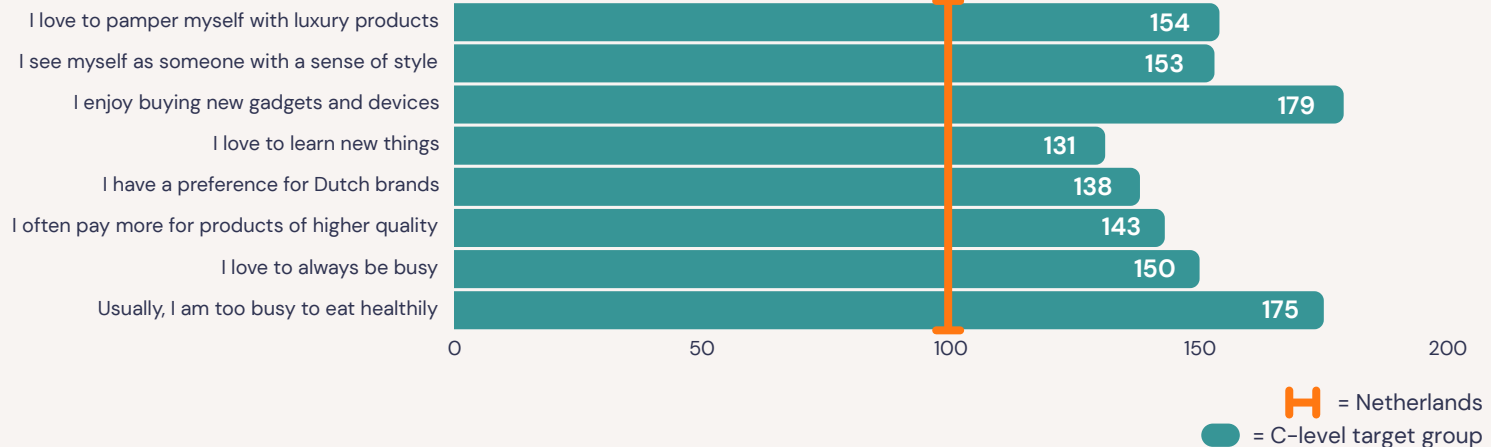
Financial
topics

Investing

Politics

Gadgets &
Technology

Statements



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