

SME



Definition

The SME target group works in a company with 2 to 99 employees. They are between 40 and 59 years old and are above average satisfied with their job and their work-life balance. The Netherlands has a total of 1,196,000 SMEs: that is 8% of the total Dutch population (13 - 80 years, index 113).

Profile



56% are men,
44% women



43% is
well educated



51% have a
high income



63% are very
satisfied with
their job
(index 186)



11% plan to
renovate their
home
(index 152)



2% plan to
invest
(index 125)

Media use

135

Reads FD (index)

134

Listens to BNR (index)

30%

SMEs that listen to the radio
do so every day.

63%

SMEs that listen to the radio
do so once a week

Interests

**Gadgets &
Technology**

**Education of
children**

**Events and
activities**

**To save
money**

Sport

Statements



H = Netherlands
● = SME target group

BRON: DENTSU DATA, NOVEMBER 2023