

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

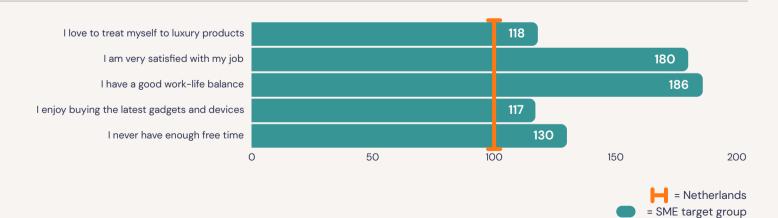
Education of children

Events and activities

To save money

Sport

Statements



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