

# Ekstra Bladet

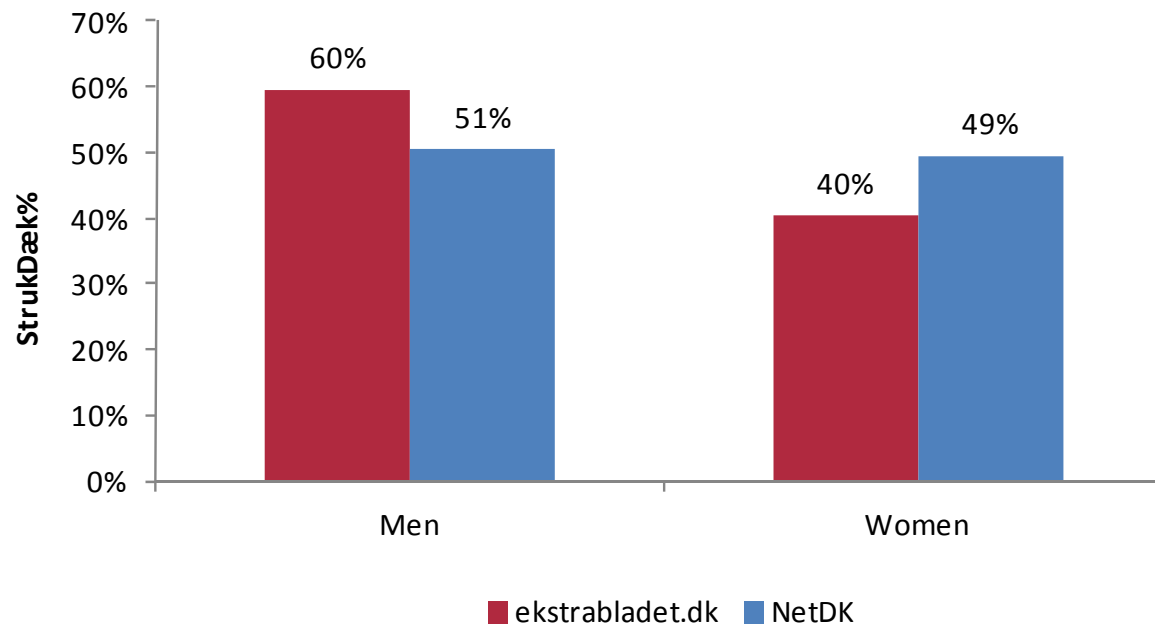


## USERPROFILE FOR EKSTRABLADET.DK

# USERS DIVIDED BETWEEN GENDER



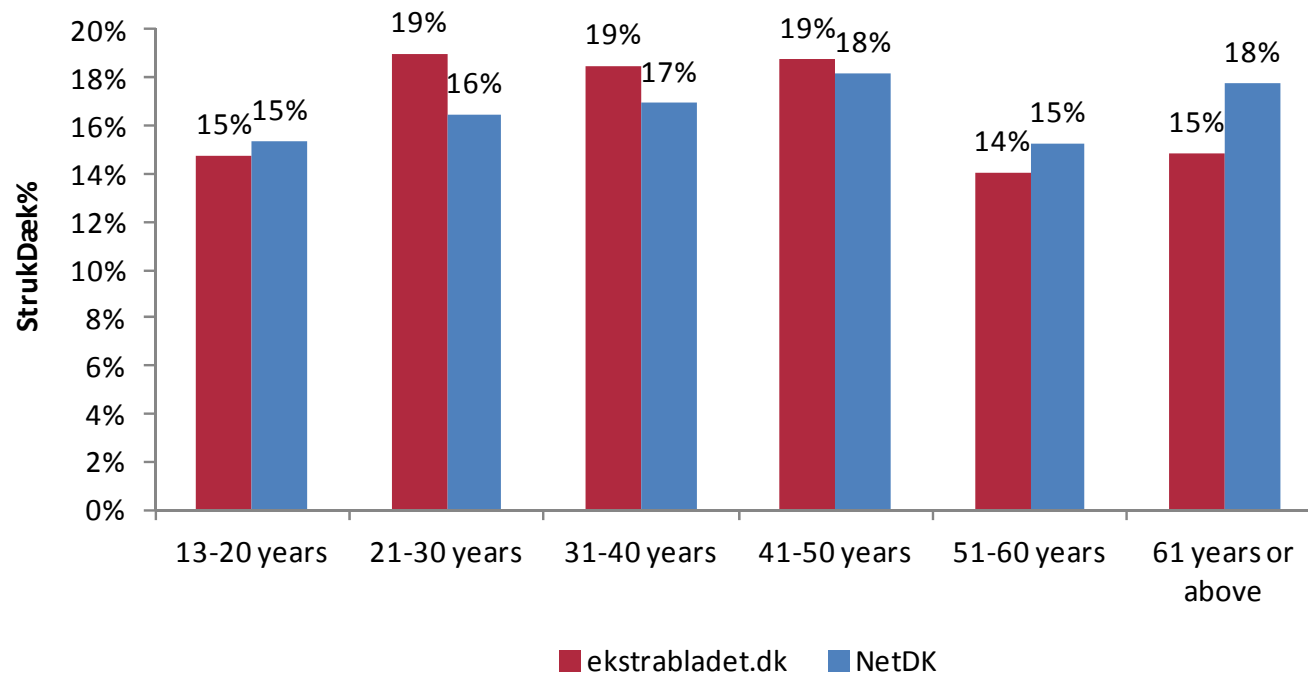
There is a majority of men among the users of ekstrabladet.dk, but we also get in contact with many female users



# DISTRIBUTION ACROSS AGE

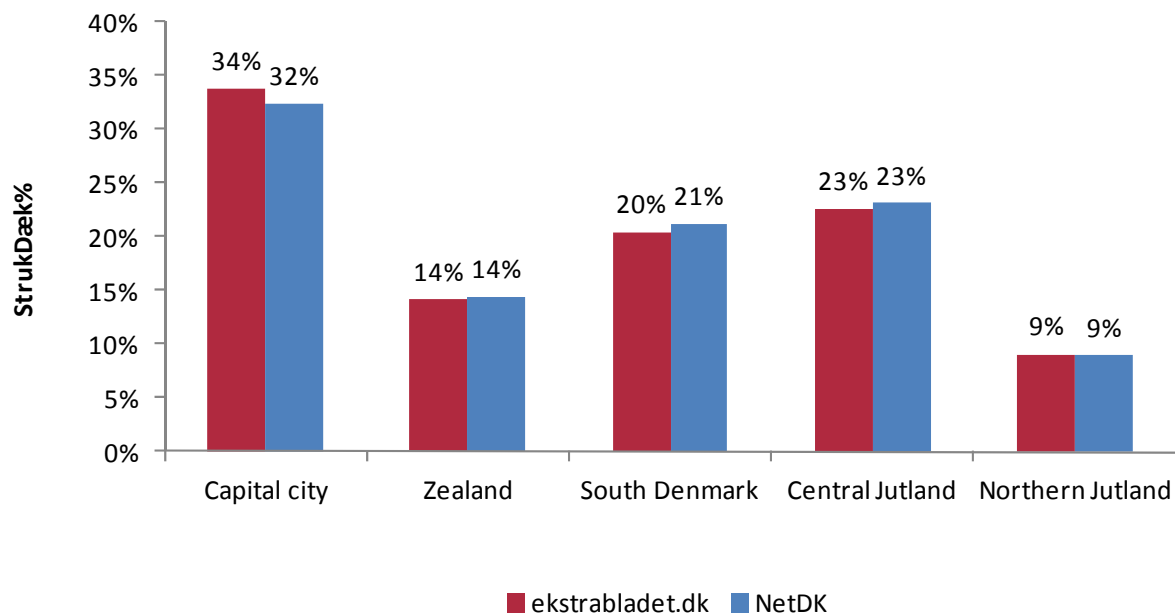


The users of ekstrabladet.dk is overrepresented in the age group 21-50 years, which covers 59% of all of our users



# GEOGRAPHIC DEVISION

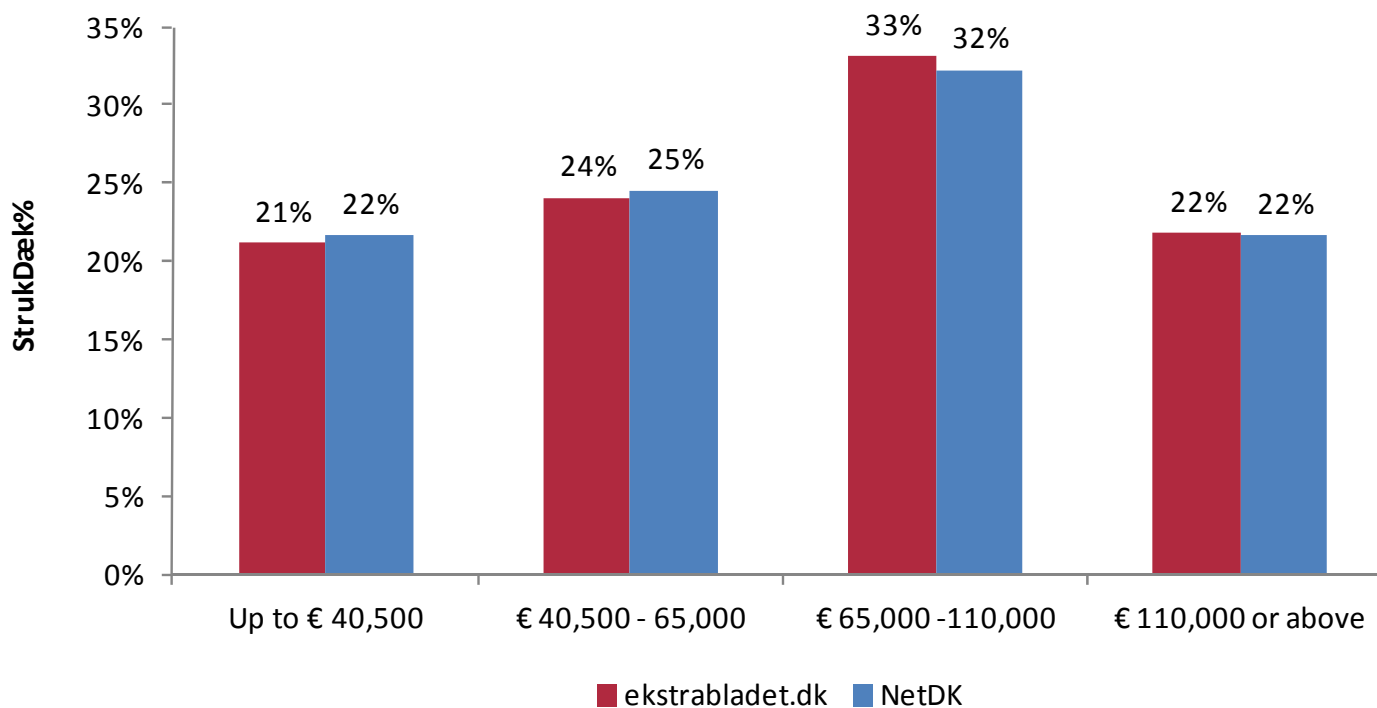
You can find ekstrabladet.dk's users in the entire country – with an overrepresentation in the capital area



# HIGH HOUSEHOLD INCOME



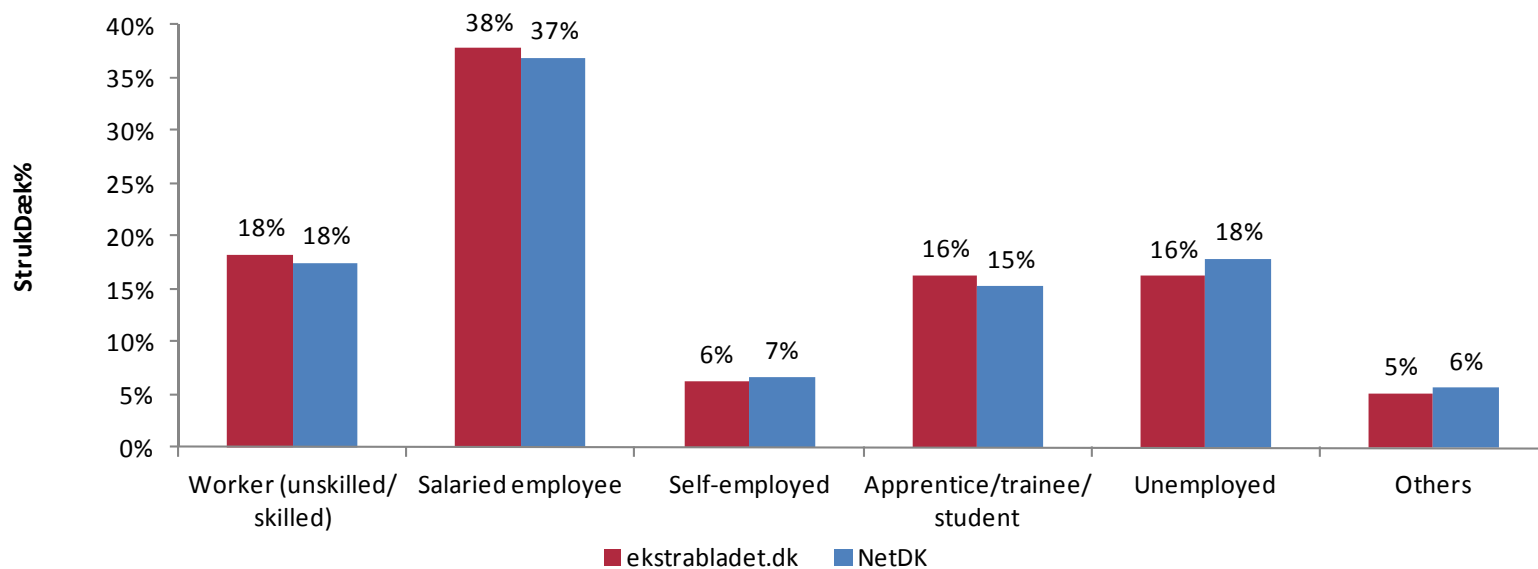
ekstrabladet.dk's users has a relatively high income shared among households



# THE USERS PROFESSIONS

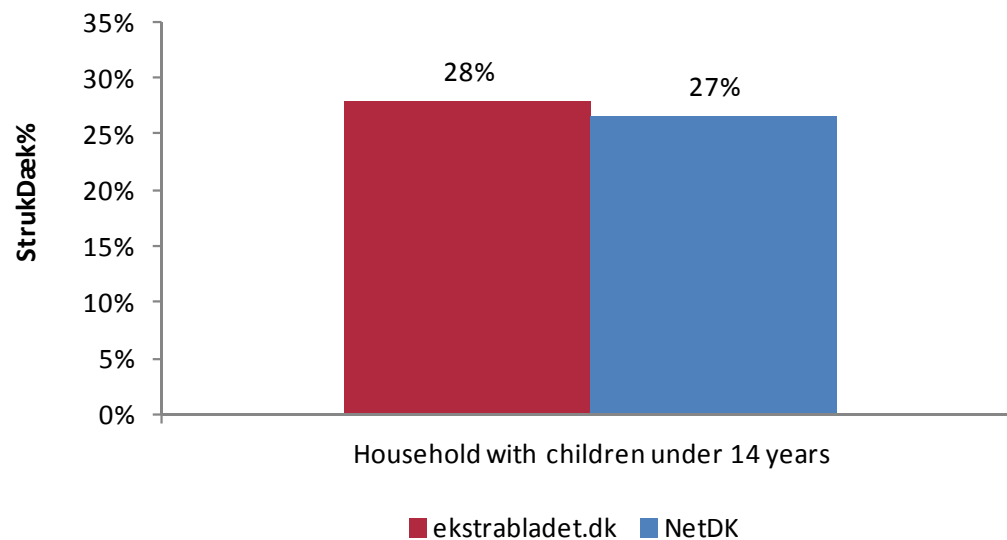


ekstrabladet.dk reach a lot of users in the Danish netpopulation. There is especially a great contact with wage-earning and salaried employees



# FAMILY WITH CHILDREN

ekstrabladet.dk get in touch with families with children –  
1 out 3 users on the site lives in a home with children



# TIME CONSUMPTION ON EKSTRABLADET.DK

Each user visit ekstrabladet.dk **4,5 min.** in average every day.

This correspond to our users – from an average view – who spend **24%** of there total time on the Internet on ekstrabladet.dk

