

# Data News NL+FR

		Universe 12+	Data News NL+FR
		9.512.809	55.254
<b>Reach</b>	Total	100,0%	100,0%
<b>Language</b>	French	44,2%	45,5%
	Dutch	55,8%	54,5%
<b>Gender</b>	Men	48,8%	84,0%
	Women	51,2%	16,0%
<b>Age</b>	12-17 years	7,7%	3,0%
	18-24 years	9,9%	3,2%
	25-34 years	14,9%	27,4%
	35-44 years	15,5%	26,3%
	45-54 Years	16,8%	21,8%
	55 +	35,2%	18,3%
<b>Main shopper</b>	MRP yes	63,0%	58,5%
<b>Education level</b>	Elementary Level	14,3%	4,7%
	Lower Secondary	19,7%	8,2%
	Higher Secondary	37,4%	14,8%
	College & University	28,6%	72,3%
<b>Profession</b>	Active	47,0%	78,4%
	Executive	5,8%	31,0%
	Artisan, Small Merchant	4,0%	9,1%
	Employee	23,9%	33,1%
	Skilled / Unskilled Labourer	13,3%	5,2%
	Housewife	5,3%	1,7%
	Retired	23,4%	7,5%
	Student	14,3%	6,2%
Unemployed + Other	10,1%	6,1%	
<b>Household</b>	With children	29,4%	41,0%
	Grandparents yes	28,0%	12,0%
	Grandchildren <14years	20,8%	10,9%
<b>Social Groups</b>	Social class 1	13,7%	41,3%
	Social class 2	15,0%	24,1%
	Social class 3	11,1%	9,5%
	Social class 4	11,3%	4,1%
	Social class 5	12,2%	7,6%
	Social class 6	12,3%	5,0%
	Social class 7	12,3%	4,9%
	Social class 8	11,6%	2,2%
	Social class 1-2	28,6%	65,4%
	Social class 1-3	39,8%	74,9%
	Social class 1-4	51,1%	79,0%
	Social class 5-8	48,4%	19,6%

Source : CIM 2014-2015(1) / Paper + Digital Versions