

# Focus Vif

		Universe 12+	Focus Vif
		9.512.809	126.394
<b>Reach</b>	Total	100,0%	100,0%
<b>Language</b>	French	44,2%	95,6%
	Dutch	55,8%	4,4%
<b>Gender</b>	Men	48,8%	55,9%
	Women	51,2%	44,1%
<b>Age</b>	12-17 years	7,7%	6,4%
	18-24 years	9,9%	10,6%
	25-34 years	14,9%	9,6%
	35-44 years	15,5%	14,5%
	45-54 Years	16,8%	16,8%
	55 +	35,2%	42,2%
<b>Main shopper</b>	MRP yes	63,0%	54,3%
<b>Education level</b>	Elementary Level	14,3%	5,3%
	Lower Secondary	19,7%	11,6%
	Higher Secondary	37,4%	28,7%
	College & University	28,6%	54,4%
<b>Profession</b>	Active	47,0%	48,6%
	Executive	5,8%	17,8%
	Artisan, Small Merchant	4,0%	5,2%
	Employee	23,9%	23,0%
	Skilled / Unskilled Labourer	13,3%	2,7%
	Housewife	5,3%	4,9%
	Retired	23,4%	25,0%
	Student	14,3%	17,3%
	Unemployed + Other	10,1%	4,2%
<b>Household</b>	With children	29,4%	24,0%
	Grandparents yes	28,0%	31,5%
	Grandchildren <14years	20,8%	26,8%
<b>Social Groups</b>	Social class 1	13,7%	39,8%
	Social class 2	15,0%	19,6%
	Social class 3	11,1%	12,4%
	Social class 4	11,3%	9,4%
	Social class 5	12,2%	4,4%
	Social class 6	12,3%	5,9%
	Social class 7	12,3%	3,0%
	Social class 8	11,6%	4,5%
	Social class 1-2	28,6%	59,4%
	Social class 1-3	39,8%	71,7%
	Social class 1-4	51,1%	81,1%
	Social class 5-8	48,4%	17,8%

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