

IGB/JVC*

		Universe 12+	IGB/JVC*
		9.512.809	302.769
Reach	Total	100,0%	100,0%
Language	French	44,2%	49,4%
	Dutch	55,8%	50,6%
Gender	Men	48,8%	56,9%
	Women	51,2%	43,1%
Age	12-17 years	7,7%	2,4%
	18-24 years	9,9%	4,4%
	25-34 years	14,9%	18,9%
	35-44 years	15,5%	23,5%
	45-54 Years	16,8%	23,1%
	55 +	35,2%	27,7%
Main shopper	MRP yes	63,0%	66,0%
Education level	Elementary Level	14,3%	6,2%
	Lower Secondary	19,7%	13,4%
	Higher Secondary	37,4%	42,0%
	College & University	28,6%	38,3%
Profession	Active	47,0%	71,0%
	Executive	5,8%	11,7%
	Artisan, Small Merchant	4,0%	6,1%
	Employee	23,9%	34,6%
	Skilled / Unskilled Labourer	13,3%	18,6%
	Housewife	5,3%	3,9%
	Retired	23,4%	11,1%
	Student	14,3%	4,7%
	Unemployed + Other	10,1%	9,3%
Household	With children	29,4%	38,4%
	Grandparents yes	28,0%	23,4%
	Grandchildren <14years	20,8%	21,0%
Social Groups	Social class 1	13,7%	18,2%
	Social class 2	15,0%	20,8%
	Social class 3	11,1%	11,8%
	Social class 4	11,3%	11,2%
	Social class 5	12,2%	13,0%
	Social class 6	12,3%	11,4%
	Social class 7	12,3%	8,1%
	Social class 8	11,6%	5,3%
	Social class 1-2	28,6%	38,9%
	Social class 1-3	39,8%	50,7%
	Social class 1-4	51,1%	61,9%
	Social class 5-8	48,4%	37,8%

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