

Nest NL+FR

		Universe 12+	Nest NL+FR
		9.512.809	487.967
Reach	Total	100,0%	100,0%
Language	French	44,2%	17,3%
	Dutch	55,8%	82,7%
Gender	Men	48,8%	32,4%
	Women	51,2%	67,6%
Age	12-17 years	7,7%	3,7%
	18-24 years	9,9%	5,3%
	25-34 years	14,9%	9,4%
	35-44 years	15,5%	18,1%
	45-54 Years	16,8%	19,3%
	55 +	35,2%	44,2%
Main shopper	MRP yes	63,0%	70,8%
Education level	Elementary Level	14,3%	7,8%
	Lower Secondary	19,7%	15,1%
	Higher Secondary	37,4%	37,2%
	College & University	28,6%	39,9%
Profession	Active	47,0%	54,3%
	Executive	5,8%	7,8%
	Artisan, Small Merchant	4,0%	7,9%
	Employee	23,9%	30,1%
	Skilled / Unskilled Labourer	13,3%	8,4%
	Housewife	5,3%	5,6%
	Retired	23,4%	27,0%
	Student	14,3%	7,0%
	Unemployed + Other	10,1%	6,2%
Household	With children	29,4%	28,5%
	Grandparents yes	28,0%	36,8%
	Grandchildren <14years	20,8%	32,1%
Social Groups	Social class 1	13,7%	17,0%
	Social class 2	15,0%	19,5%
	Social class 3	11,1%	11,0%
	Social class 4	11,3%	13,8%
	Social class 5	12,2%	10,6%
	Social class 6	12,3%	10,6%
	Social class 7	12,3%	10,2%
	Social class 8	11,6%	6,6%
	Social class 1-2	28,6%	36,5%
	Social class 1-3	39,8%	47,5%
	Social class 1-4	51,1%	61,3%
	Social class 5-8	48,4%	38,0%