

Plus Magazine NL+FR

		Universe 12+	Plus Magazine NL+FR
		9.512.809	372.115
Reach	Total	100,0%	100,0%
Language	French	44,2%	41,1%
	Dutch	55,8%	58,9%
Gender	Men	48,8%	34,9%
	Women	51,2%	65,1%
Age	12-17 years	7,7%	4,2%
	18-24 years	9,9%	2,5%
	25-34 years	14,9%	6,6%
	35-44 years	15,5%	7,9%
	45-54 Years	16,8%	11,9%
	55 +	35,2%	66,9%
Main shopper	MRP yes	63,0%	76,6%
Education level	Elementary Level	14,3%	10,9%
	Lower Secondary	19,7%	19,0%
	Higher Secondary	37,4%	37,5%
	College & University	28,6%	32,6%
Profession	Active	47,0%	33,6%
	Executive	5,8%	4,2%
	Artisan, Small Merchant	4,0%	2,1%
	Employee	23,9%	20,1%
	Skilled / Unskilled Labourer	13,3%	7,3%
	Housewife	5,3%	6,8%
	Retired	23,4%	46,4%
	Student	14,3%	6,1%
	Unemployed + Other	10,1%	7,0%
Household	With children	29,4%	15,0%
	Grandparents yes	28,0%	50,9%
	Grandchildren <14years	20,8%	41,2%
Social Groups	Social class 1	13,7%	10,2%
	Social class 2	15,0%	10,2%
	Social class 3	11,1%	14,5%
	Social class 4	11,3%	14,6%
	Social class 5	12,2%	10,9%
	Social class 6	12,3%	16,7%
	Social class 7	12,3%	12,1%
	Social class 8	11,6%	10,1%
	Social class 1-2	28,6%	20,4%
	Social class 1-3	39,8%	34,9%
	Social class 1-4	51,1%	49,4%
	Social class 5-8	48,4%	49,8%