

RNews

		Universe 12+	RNews
		9.512.809	1.549.617
Reach	Total	100,0%	100,0%
Language	French	44,2%	47,3%
	Dutch	55,8%	52,7%
Gender	Men	48,8%	64,1%
	Women	51,2%	35,9%
Age	12-17 years	7,7%	8,0%
	18-24 years	9,9%	12,7%
	25-34 years	14,9%	15,7%
	35-44 years	15,5%	16,8%
	45-54 Years	16,8%	17,1%
	55 +	35,2%	29,7%
Main shopper	MRP yes	63,0%	56,4%
Education level	Elementary Level	14,3%	7,4%
	Lower Secondary	19,7%	14,9%
	Higher Secondary	37,4%	34,5%
	College & University	28,6%	43,2%
Profession	Active	47,0%	54,6%
	Executive	5,8%	11,6%
	Artisan, Small Merchant	4,0%	4,3%
	Employee	23,9%	27,6%
	Skilled / Unskilled Labourer	13,3%	11,2%
	Housewife	5,3%	2,9%
	Retired	23,4%	17,5%
	Student	14,3%	17,4%
	Unemployed + Other	10,1%	7,6%
Household	With children	29,4%	29,9%
	Grandparents yes	28,0%	20,7%
	Grandchildren <14years	20,8%	17,3%
Social Groups	Social class 1	13,7%	24,2%
	Social class 2	15,0%	18,8%
	Social class 3	11,1%	12,2%
	Social class 4	11,3%	11,0%
	Social class 5	12,2%	10,1%
	Social class 6	12,3%	9,4%
	Social class 7	12,3%	8,8%
	Social class 8	11,6%	5,0%
	Social class 1-2	28,6%	43,0%
	Social class 1-3	39,8%	55,2%
	Social class 1-4	51,1%	66,2%
	Social class 5-8	48,4%	33,3%

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