

RWomen

		Universe 12+	RWomen
		9.512.809	1.259.225
Reach	Total	100,0%	100,0%
Language	French	44,2%	31,1%
	Dutch	55,8%	68,9%
Gender	Men	48,8%	39,9%
	Women	51,2%	60,1%
Age	12-17 years	7,7%	4,3%
	18-24 years	9,9%	6,1%
	25-34 years	14,9%	10,0%
	35-44 years	15,5%	14,7%
	45-54 Years	16,8%	17,5%
	55 +	35,2%	47,4%
Main shopper	MRP yes	63,0%	69,6%
Education level	Elementary Level	14,3%	7,2%
	Lower Secondary	19,7%	14,3%
	Higher Secondary	37,4%	34,1%
	College & University	28,6%	44,4%
Profession	Active	47,0%	49,9%
	Executive	5,8%	10,2%
	Artisan, Small Merchant	4,0%	5,3%
	Employee	23,9%	27,3%
	Skilled / Unskilled Labourer	13,3%	7,1%
	Housewife	5,3%	5,0%
	Retired	23,4%	30,5%
	Student	14,3%	8,8%
	Unemployed + Other	10,1%	5,8%
Household	With children	29,4%	24,0%
	Grandparents yes	28,0%	35,9%
	Grandchildren <14years	20,8%	29,8%
Social Groups	Social class 1	13,7%	21,1%
	Social class 2	15,0%	18,3%
	Social class 3	11,1%	12,2%
	Social class 4	11,3%	12,3%
	Social class 5	12,2%	9,1%
	Social class 6	12,3%	10,9%
	Social class 7	12,3%	9,3%
	Social class 8	11,6%	6,3%
	Social class 1-2	28,6%	39,4%
	Social class 1-3	39,8%	51,6%
	Social class 1-4	51,1%	64,0%
Social class 5-8	48,4%	35,6%	

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