

Sport Voetbal Magazine NL+FR

		Universe 12+	Sport Voetbal Magazine NL+FR
		9.512.809	603.543
Reach	Total	100,0%	100,0%
Language	French	44,2%	51,6%
	Dutch	55,8%	48,4%
Gender	Men	48,8%	84,8%
	Women	51,2%	15,2%
Age	12-17 years	7,7%	14,8%
	18-24 years	9,9%	18,8%
	25-34 years	14,9%	18,9%
	35-44 years	15,5%	17,2%
	45-54 Years	16,8%	15,7%
	55 +	35,2%	14,7%
Main shopper	MRP yes	63,0%	43,1%
Education level	Elementary Level	14,3%	12,8%
	Lower Secondary	19,7%	22,8%
	Higher Secondary	37,4%	41,0%
	College & University	28,6%	23,3%
Profession	Active	47,0%	51,7%
	Executive	5,8%	5,7%
	Artisan, Small Merchant	4,0%	3,5%
	Employee	23,9%	22,5%
	Skilled / Unskilled Labourer	13,3%	20,1%
	Housewife	5,3%	1,6%
	Retired	23,4%	9,1%
	Student	14,3%	27,2%
	Unemployed + Other	10,1%	10,5%
Household	With children	29,4%	35,5%
	Grandparents yes	28,0%	11,1%
	Grandchildren <14years	20,8%	9,6%
Social Groups	Social class 1	13,7%	13,7%
	Social class 2	15,0%	15,2%
	Social class 3	11,1%	10,3%
	Social class 4	11,3%	11,8%
	Social class 5	12,2%	15,4%
	Social class 6	12,3%	12,9%
	Social class 7	12,3%	11,9%
	Social class 8	11,6%	7,8%
	Social class 1-2	28,6%	28,9%
	Social class 1-3	39,8%	39,2%
	Social class 1-4	51,1%	50,9%
	Social class 5-8	48,4%	48,0%