

Trends FR

		Universe 12+	Trends FR
		9.512.809	122.891
Reach	Total	100,0%	100,0%
Language	French	44,2%	100,0%
	Dutch	55,8%	0,0%
Gender	Men	48,8%	62,1%
	Women	51,2%	37,9%
Age	12-17 years	7,7%	4,5%
	18-24 years	9,9%	12,1%
	25-34 years	14,9%	10,2%
	35-44 years	15,5%	18,3%
	45-54 Years	16,8%	26,8%
	55 +	35,2%	28,0%
Main shopper	MRP yes	63,0%	56,1%
Education level	Elementary Level	14,3%	4,1%
	Lower Secondary	19,7%	9,7%
	Higher Secondary	37,4%	25,2%
	College & University	28,6%	60,9%
Profession	Active	47,0%	62,1%
	Executive	5,8%	23,9%
	Artisan, Small Merchant	4,0%	8,3%
	Employee	23,9%	26,2%
	Skilled / Unskilled Labourer	13,3%	3,7%
	Housewife	5,3%	4,9%
	Retired	23,4%	12,7%
	Student	14,3%	14,4%
Unemployed + Other	10,1%	5,9%	
Household	With children	29,4%	32,0%
	Grandparents yes	28,0%	19,7%
	Grandchildren <14years	20,8%	18,1%
Social Groups	Social class 1	13,7%	46,1%
	Social class 2	15,0%	15,4%
	Social class 3	11,1%	13,4%
	Social class 4	11,3%	6,3%
	Social class 5	12,2%	4,0%
	Social class 6	12,3%	5,6%
	Social class 7	12,3%	5,7%
	Social class 8	11,6%	2,4%
	Social class 1-2	28,6%	61,5%
	Social class 1-3	39,8%	74,9%
	Social class 1-4	51,1%	81,2%
	Social class 5-8	48,4%	17,7%