

Trends NL+FR

		Universe 12+	Trends NL+FR
		9.512.809	241.926
Reach	Total	100,0%	100,0%
Language	French	44,2%	50,8%
	Dutch	55,8%	49,2%
Gender	Men	48,8%	59,3%
	Women	51,2%	40,7%
Age	12-17 years	7,7%	3,7%
	18-24 years	9,9%	9,9%
	25-34 years	14,9%	12,9%
	35-44 years	15,5%	19,2%
	45-54 Years	16,8%	22,1%
	55 +	35,2%	32,2%
Main shopper	MRP yes	63,0%	60,2%
Education level	Elementary Level	14,3%	3,7%
	Lower Secondary	19,7%	8,6%
	Higher Secondary	37,4%	30,6%
	College & University	28,6%	57,2%
Profession	Active	47,0%	62,4%
	Executive	5,8%	22,6%
	Artisan, Small Merchant	4,0%	6,7%
	Employee	23,9%	27,3%
	Skilled / Unskilled Labourer	13,3%	5,9%
	Housewife	5,3%	3,8%
	Retired	23,4%	15,9%
	Student	14,3%	11,9%
	Unemployed + Other	10,1%	6,0%
Household	With children	29,4%	31,7%
	Grandparents yes	28,0%	22,2%
	Grandchildren <14years	20,8%	20,5%
Social Groups	Social class 1	13,7%	38,3%
	Social class 2	15,0%	17,6%
	Social class 3	11,1%	14,8%
	Social class 4	11,3%	7,7%
	Social class 5	12,2%	6,4%
	Social class 6	12,3%	6,1%
	Social class 7	12,3%	5,8%
	Social class 8	11,6%	2,6%
	Social class 1-2	28,6%	55,9%
	Social class 1-3	39,8%	70,7%
	Social class 1-4	51,1%	78,4%
Social class 5-8	48,4%	21,0%	