

Trends NL

		Universe 12+	Trends NL
		9.512.809	119.035
Reach	Total	100,0%	100,0%
Language	French	44,2%	0,0%
	Dutch	55,8%	100,0%
Gender	Men	48,8%	56,5%
	Women	51,2%	43,5%
Age	12-17 years	7,7%	2,9%
	18-24 years	9,9%	7,7%
	25-34 years	14,9%	15,7%
	35-44 years	15,5%	20,1%
	45-54 Years	16,8%	17,2%
	55 +	35,2%	36,4%
Main shopper	MRP yes	63,0%	64,5%
Education level	Elementary Level	14,3%	3,2%
	Lower Secondary	19,7%	7,4%
	Higher Secondary	37,4%	36,1%
	College & University	28,6%	53,3%
Profession	Active	47,0%	62,8%
	Executive	5,8%	21,3%
	Artisan, Small Merchant	4,0%	5,0%
	Employee	23,9%	28,4%
	Skilled / Unskilled Labourer	13,3%	8,2%
	Housewife	5,3%	2,8%
	Retired	23,4%	19,1%
	Student	14,3%	9,2%
	Unemployed + Other	10,1%	6,0%
Household	With children	29,4%	31,5%
	Grandparents yes	28,0%	24,8%
	Grandchildren <14years	20,8%	23,0%
Social Groups	Social class 1	13,7%	30,2%
	Social class 2	15,0%	19,9%
	Social class 3	11,1%	16,2%
	Social class 4	11,3%	9,2%
	Social class 5	12,2%	8,9%
	Social class 6	12,3%	6,6%
	Social class 7	12,3%	6,0%
	Social class 8	11,6%	2,9%
	Social class 1-2	28,6%	50,1%
	Social class 1-3	39,8%	66,3%
	Social class 1-4	51,1%	75,5%
	Social class 5-8	48,4%	24,4%