

Vif Weekend

		Universe 12+	Vif Weekend
		9.512.809	212.878
Reach	Total	100,0%	100,0%
Language	French	44,2%	96,6%
	Dutch	55,8%	3,4%
Gender	Men	48,8%	46,7%
	Women	51,2%	53,3%
Age	12-17 years	7,7%	4,5%
	18-24 years	9,9%	9,3%
	25-34 years	14,9%	10,5%
	35-44 years	15,5%	17,4%
	45-54 Years	16,8%	20,7%
	55 +	35,2%	37,6%
Main shopper	MRP yes	63,0%	63,0%
Education level	Elementary Level	14,3%	5,3%
	Lower Secondary	19,7%	12,9%
	Higher Secondary	37,4%	29,9%
	College & University	28,6%	51,9%
Profession	Active	47,0%	53,7%
	Executive	5,8%	17,4%
	Artisan, Small Merchant	4,0%	4,7%
	Employee	23,9%	27,3%
	Skilled / Unskilled Labourer	13,3%	4,3%
	Housewife	5,3%	4,8%
	Retired	23,4%	22,1%
	Student	14,3%	13,0%
	Unemployed + Other	10,1%	6,4%
Household	With children	29,4%	27,6%
	Grandparents yes	28,0%	27,0%
	Grandchildren <14years	20,8%	23,5%
Social Groups	Social class 1	13,7%	34,1%
	Social class 2	15,0%	21,0%
	Social class 3	11,1%	12,4%
	Social class 4	11,3%	9,6%
	Social class 5	12,2%	4,5%
	Social class 6	12,3%	7,9%
	Social class 7	12,3%	5,6%
	Social class 8	11,6%	4,7%
	Social class 1-2	28,6%	55,2%
	Social class 1-3	39,8%	67,6%
	Social class 1-4	51,1%	77,1%
	Social class 5-8	48,4%	22,7%