

# Vif L'Express

		Universe 12+	Vif L'Express
		9.512.809	404.147
<b>Reach</b>	Total	100,0%	100,0%
<b>Language</b>	French	44,2%	97,5%
	Dutch	55,8%	2,5%
<b>Gender</b>	Men	48,8%	53,9%
	Women	51,2%	46,1%
<b>Age</b>	12-17 years	7,7%	4,2%
	18-24 years	9,9%	9,0%
	25-34 years	14,9%	14,7%
	35-44 years	15,5%	18,5%
	45-54 Years	16,8%	19,7%
	55 +	35,2%	33,8%
<b>Main shopper</b>	MRP yes	63,0%	62,8%
<b>Education level</b>	Elementary Level	14,3%	4,8%
	Lower Secondary	19,7%	12,6%
	Higher Secondary	37,4%	31,4%
	College & University	28,6%	51,2%
<b>Profession</b>	Active	47,0%	55,8%
	Executive	5,8%	13,8%
	Artisan, Small Merchant	4,0%	4,8%
	Employee	23,9%	30,5%
	Skilled / Unskilled Labourer	13,3%	6,6%
	Housewife	5,3%	4,3%
	Retired	23,4%	19,9%
	Student	14,3%	13,0%
	Unemployed + Other	10,1%	7,0%
<b>Household</b>	With children	29,4%	29,9%
	Grandparents yes	28,0%	24,0%
	Grandchildren <14years	20,8%	19,8%
<b>Social Groups</b>	Social class 1	13,7%	30,1%
	Social class 2	15,0%	19,8%
	Social class 3	11,1%	13,4%
	Social class 4	11,3%	9,7%
	Social class 5	12,2%	6,0%
	Social class 6	12,3%	8,5%
	Social class 7	12,3%	7,7%
	Social class 8	11,6%	4,5%
	Social class 1-2	28,6%	49,9%
	Social class 1-3	39,8%	63,3%
	Social class 1-4	51,1%	73,0%
	Social class 5-8	48,4%	26,7%