

Young Lifestyle Men

		Universe 12+	Young Lifestyle Men
		9.512.809	976.180
Reach	Total	100,0%	100,0%
Language	French	44,2%	43,5%
	Dutch	55,8%	56,5%
Gender	Men	48,8%	72,6%
	Women	51,2%	27,4%
Age	12-17 years	7,7%	10,5%
	18-24 years	9,9%	15,0%
	25-34 years	14,9%	16,6%
	35-44 years	15,5%	16,4%
	45-54 Years	16,8%	15,8%
	55 +	35,2%	25,6%
Main shopper	MRP yes	63,0%	50,5%
Education level	Elementary Level	14,3%	9,3%
	Lower Secondary	19,7%	16,9%
	Higher Secondary	37,4%	35,4%
	College & University	28,6%	38,3%
Profession	Active	47,0%	53,2%
	Executive	5,8%	9,4%
	Artisan, Small Merchant	4,0%	4,1%
	Employee	23,9%	26,1%
	Skilled / Unskilled Labourer	13,3%	13,7%
	Housewife	5,3%	2,3%
	Retired	23,4%	15,5%
	Student	14,3%	21,3%
	Unemployed + Other	10,1%	7,8%
Household	With children	29,4%	30,2%
	Grandparents yes	28,0%	18,0%
	Grandchildren <14years	20,8%	15,3%
Social Groups	Social class 1	13,7%	21,7%
	Social class 2	15,0%	18,9%
	Social class 3	11,1%	11,2%
	Social class 4	11,3%	11,3%
	Social class 5	12,2%	11,6%
	Social class 6	12,3%	9,7%
	Social class 7	12,3%	9,3%
	Social class 8	11,6%	5,6%
	Social class 1-2	28,6%	40,6%
	Social class 1-3	39,8%	51,8%
	Social class 1-4	51,1%	63,1%
	Social class 5-8	48,4%	36,2%