

		Universe 12+	Royals
		9.233.800	169.700
		in %	in %
Gender	Men	48,7	18,7
	Women	51,3	81,3
Main Shoppers	Main shoppers	60,0	80,0
Age	12 – 17 years	8,3	4,7
	18 – 24 years	9,7	5,4
	25 – 34 years	14,9	10,7
	35 – 44 years	17,0	15,6
	45 – 54 years	16,7	15,4
	55 years and older	33,4	48,2
Social Groups	Soc. Group 1	14,0	12,3
	Soc. Group 2	12,8	13,7
	Soc. Group 3	13,5	13,6
	Soc. Group 4	13,6	11,6
	Soc. Group 5	10,9	14,1
	Soc. Group 6	12,0	12,6
	Soc. Group 7	11,5	11,1
	Soc. Group 8	11,2	10,9
	Soc. Groups 1+2	26,8	26,0
	Soc. Groups 1+2+3	40,3	39,5
	Soc. Groups 1+2+3+4	53,9	51,1
	Soc. Groups 5+6+7+8	45,5	48,7
	Profession	Executives	7,6
Artisans, Small Merchants		2,9	1,6
Employees		21,8	23,0
Skilled / Unskilled Labourers		15,1	7,8
Student		13,8	8,2
Housewives		6,8	14,1
Retired		23,1	30,9
Unemployed + other		8,3	7,7
With professional activity		47,9	39,0
Education Level	Elementary Level	17,3	17,0
	Lower Secondary	21,6	20,5
	Higher Secondary	34,9	37,9
	College and university	26,1	24,6
Presence of children	Children < 15 years old	30,6	22,8
Language	Dutch	57,0	63,7
	French	43,0	36,3

Source: Cim 2008-2009