

Plus Magazine NL+FR

		Universe 12+	Plus NL+FR
		9.721.896	337.229
Reach	Total	100%	100%
Language	French	44,0%	38,5%
	Dutch	56,0%	61,5%
Gender	Men	48,8%	36,5%
	Women	51,2%	63,5%
Age	12-17 years	7,6%	3,7%
	18-24 years	9,7%	2,4%
	25-34 years	14,9%	4,3%
	35-44 years	15,3%	5,1%
	45-54 years	16,6%	11,0%
	55-64 years	14,8%	29,2%
	65-74 years	10,8%	25,9%
	75+ years	10,4%	18,5%
Main shopper	MRP yes	63,6%	76,2%
Education level	Elementary Level	12,8%	9,2%
	Lower Secondary	17,6%	18,8%
	Higher Secondary	38,2%	39,5%
	College & University	31,5%	32,5%
Profession	Active	47,0%	29,9%
	Executive	6,0%	4,4%
	Artisan, Small Merchant	4,4%	4,1%
	Employee	23,7%	15,1%
	Skilled / Unskilled Labourer	12,9%	6,2%
	Housewife	5,1%	6,2%
	Retired	23,8%	52,8%
	Student	14,6%	5,4%
Unemployed + Other	9,6%	5,8%	
Household	With children	30,8%	11,8%
	Grandparents yes	27,0%	58,5%
	Grandkids 14 years or younger	19,6%	44,7%
Social Groups	Social class 1	13,6%	7,1%
	Social class 2	10,2%	7,4%
	Social class 3	12,6%	14,0%
	Social class 4	12,3%	17,1%
	Social class 5	10,3%	7,7%
	Social class 6	12,9%	20,2%
	Social class 7	12,8%	13,9%
	Social class 8	12,8%	10,2%
	Social class 1-2	23,7%	14,5%
	Social class 1-3	36,3%	28,5%
	Social class 1-4	48,6%	45,6%
	Social class 5-8	48,7%	52,0%