

# Trends & Trends-Tendances

		Universe 12+	Trends NL+FR
		9.721.896	230.084
Reach	Total	100%	100%
Language	French	44,0%	47,5%
	Dutch	56,0%	52,5%
Gender	Men	48,8%	59,9%
	Women	51,2%	40,1%
Age	12-17 years	7,6%	2,6%
	18-24 years	9,7%	10,5%
	25-34 years	14,9%	18,0%
	35-44 years	15,3%	16,7%
	45-54 years	16,6%	22,5%
	55-64 years	14,8%	15,2%
	65-74 years	10,8%	10,4%
	75+ years	10,4%	4,2%
Main shopper	MRP yes	63,6%	63,7%
Education level	Elementary Level	12,8%	3,2%
	Lower Secondary	17,6%	7,0%
	Higher Secondary	38,2%	26,3%
	College & University	31,5%	63,5%
Profession	Active	47,0%	64,3%
	Executive	6,0%	19,9%
	Artisan, Small Merchant	4,4%	8,1%
	Employee	23,7%	30,2%
	Skilled / Unskilled Labourer	12,9%	6,1%
	Housewife	5,1%	3,1%
	Retired	23,8%	16,1%
	Student	14,6%	11,3%
Unemployed + Other	9,6%	5,2%	
Household	With children	30,8%	30,3%
	Grandparents yes	27,0%	18,9%
	Grandkids 14 years or younger	19,6%	15,4%
Social Groups	Social class 1	13,6%	36,8%
	Social class 2	10,2%	14,4%
	Social class 3	12,6%	16,8%
	Social class 4	12,3%	10,2%
	Social class 5	10,3%	5,2%
	Social class 6	12,9%	6,0%
	Social class 7	12,8%	4,9%
	Social class 8	12,8%	3,9%
	Social class 1-2	23,7%	51,2%
	Social class 1-3	36,3%	68,0%
	Social class 1-4	48,6%	78,2%
	Social class 5-8	48,7%	20,1%