

# Streekkrantgroep

		Universe 12+	Streekkrantgroep
		9.512.809	2.751.200
<b>Reach</b>	Total	100,0%	100,0%
<b>Language</b>	French	44,2%	2,3%
	Dutch	55,8%	97,7%
<b>Gender</b>	Men	48,8%	46,4%
	Women	51,2%	53,6%
<b>Age</b>	12-17 years	7,7%	2,8%
	18-24 years	9,9%	4,9%
	25-34 years	14,9%	10,8%
	35-44 years	15,5%	15,2%
	45-54 Years	16,8%	18,8%
	55 +	35,2%	47,5%
<b>Main shopper</b>	MRP yes	63,0%	70,4%
<b>Education level</b>	Elementary Level	14,3%	13,9%
	Lower Secondary	19,7%	19,0%
	Higher Secondary	37,4%	39,9%
	College & University	28,6%	27,1%
<b>Profession</b>	Active	47,0%	48,2%
	Executive	5,8%	5,5%
	Artisan, Small Merchant	4,0%	3,7%
	Employee	23,9%	23,8%
	Skilled / Unskilled Labourer	13,3%	15,3%
	Housewife	5,3%	5,8%
	Retired	23,4%	33,3%
	Student	14,3%	5,5%
Unemployed + Other	10,1%	7,2%	
<b>Household</b>	With children	29,4%	23,5%
	Grandparents yes	28,0%	37,9%
	Grandchildren <14years	20,8%	27,7%
<b>Social Groups</b>	Social class 1	13,7%	9,6%
	Social class 2	15,0%	14,0%
	Social class 3	11,1%	9,9%
	Social class 4	11,3%	12,0%
	Social class 5	12,2%	13,7%
	Social class 6	12,3%	13,9%
	Social class 7	12,3%	13,2%
	Social class 8	11,6%	13,4%
	Social class 1-2	28,6%	23,6%
	Social class 1-3	39,8%	33,5%
	Social class 1-4	51,1%	45,5%
	Social class 5-8	48,4%	54,2%