

Zondag

		Universe 12+	Zondag
		9.512.809	1.545.133
Reach	Total	100,0%	100,0%
Language	French	44,2%	1,0%
	Dutch	55,8%	99,0%
Gender	Men	48,8%	52,0%
	Women	51,2%	48,0%
Age	12-17 years	7,7%	3,5%
	18-24 years	9,9%	6,9%
	25-34 years	14,9%	11,9%
	35-44 years	15,5%	16,7%
	45-54 Years	16,8%	18,6%
	55 +	35,2%	42,5%
Main shopper	MRP yes	63,0%	65,5%
Education level	Elementary Level	14,3%	11,2%
	Lower Secondary	19,7%	17,6%
	Higher Secondary	37,4%	42,2%
	College & University	28,6%	29,0%
Profession	Active	47,0%	51,7%
	Executive	5,8%	7,3%
	Artisan, Small Merchant	4,0%	3,6%
	Employee	23,9%	24,7%
	Skilled / Unskilled Labourer	13,3%	16,1%
	Housewife	5,3%	4,3%
	Retired	23,4%	29,2%
	Student	14,3%	7,8%
	Unemployed + Other	10,1%	7,0%
Household	With children	29,4%	26,8%
	Grandparents yes	28,0%	35,0%
	Grandchildren <14years	20,8%	26,2%
Social Groups	Social class 1	13,7%	12,2%
	Social class 2	15,0%	15,2%
	Social class 3	11,1%	10,4%
	Social class 4	11,3%	11,3%
	Social class 5	12,2%	15,1%
	Social class 6	12,3%	12,7%
	Social class 7	12,3%	11,6%
	Social class 8	11,6%	11,0%
	Social class 1-2	28,6%	27,5%
	Social class 1-3	39,8%	37,8%
	Social class 1-4	51,1%	49,1%
	Social class 5-8	48,4%	50,5%

Source : CIM 2014-2015(1) / Paper + Digital Versions