

Answer	Total		Women		Men		M.S.		Coverage %			
	N	%	N	%	N	%	N	%	Total	Women	Men	M.S.
Social group												
1	283.541	15,3%	165.903	16,0%	117.638	14,4%	186.716	16,2%	24,9%	28,0%	21,6%	28,7%
2	332.676	17,9%	208.837	20,1%	123.839	15,2%	220.413	19,1%	26,1%	28,2%	23,3%	28,3%
3	212.074	11,4%	112.172	10,8%	99.902	12,3%	128.048	11,1%	22,5%	24,7%	20,5%	23,0%
4	235.513	12,7%	117.096	11,3%	118.417	14,5%	150.093	13,0%	21,8%	23,0%	20,8%	22,1%
5	201.913	10,9%	104.892	10,1%	97.021	11,9%	144.596	12,6%	19,3%	21,6%	17,2%	21,8%
6	160.603	8,7%	79.670	7,7%	80.933	9,9%	111.121	9,6%	14,4%	16,3%	13,0%	15,1%
7	146.972	7,9%	83.021	8,0%	63.951	7,8%	105.595	9,2%	15,1%	16,5%	13,5%	15,0%
8	122.785	6,6%	74.397	7,2%	48.388	5,9%	81.712	7,1%	9,6%	10,4%	8,6%	9,2%
Not qualified	96.912	5,2%	54.905	5,3%	42.007	5,2%	23.233	2,0%	19,5%	19,5%	19,4%	27,5%
1-2	616.217	33,2%	374.739	36,1%	241.477	29,6%	407.129	35,4%	25,5%	28,1%	22,4%	28,5%
3-4	447.587	24,1%	229.268	22,1%	218.319	26,8%	278.141	24,2%	22,2%	23,8%	20,7%	22,5%
5-6	362.516	19,6%	184.562	17,8%	177.954	21,8%	255.717	22,2%	16,8%	18,9%	15,0%	18,3%
7-8	269.757	14,5%	157.419	15,2%	112.339	13,8%	187.307	16,3%	12,0%	12,9%	10,8%	11,8%
Not qualified	96.912	5,2%	54.905	5,3%	42.007	5,2%	23.233	2,0%	19,5%	19,5%	19,4%	27,5%
1-4	1.063.804	57,4%	604.008	58,1%	459.796	56,4%	685.270	59,5%	24,0%	26,3%	21,6%	25,7%
5-8	632.273	34,1%	341.981	32,9%	290.293	35,6%	443.024	38,5%	14,3%	15,6%	13,1%	14,8%
Not qualified	96.912	5,2%	54.905	5,3%	42.007	5,2%	23.233	2,0%	19,5%	19,5%	19,4%	27,5%
PRI												
Yes	1.032.196	55,7%	449.050	43,2%	583.146	71,6%	744.320	64,6%	19,2%	22,2%	17,5%	19,6%
No	694.834	37,5%	507.288	48,8%	187.546	23,0%	407.207	35,4%	20,5%	21,2%	18,8%	21,0%
Responsibility for choice of products brands												
Yes	1.151.527	62,1%	770.828	74,2%	380.699	46,7%	1.151.527	100,0%	20,1%	21,4%	17,8%	20,1%
No	575.503	31,0%	185.510	17,9%	389.993	47,9%	N/A	N/A	19,1%	22,6%	17,7%	N/A
Number of people in a household												
1	249.279	13,4%	140.058	13,5%	109.221	13,4%	249.279	21,6%	14,9%	15,3%	14,4%	15,0%
2	535.184	28,9%	276.237	26,6%	258.946	31,8%	356.100	30,9%	17,5%	19,1%	16,1%	18,4%
3	405.776	21,9%	217.741	21,0%	188.035	23,1%	232.986	20,2%	24,6%	26,6%	22,6%	24,9%
4	323.737	17,5%	200.189	19,3%	123.548	15,2%	191.737	16,7%	23,8%	28,2%	19,1%	27,0%
5 or more	213.055	11,5%	122.113	11,8%	90.943	11,2%	121.425	10,5%	21,1%	23,5%	18,6%	24,5%
Main language spoken at home												
Dutch	893.843	48,2%	482.173	46,4%	411.670	50,5%	562.560	48,9%	17,3%	18,3%	16,2%	18,4%
French	881.481	47,5%	513.255	49,4%	368.226	45,2%	537.915	46,7%	22,2%	25,0%	19,3%	22,3%
German	6.671	,4%	3.921	,4%	2.750	,3%	3.747	,3%	17,9%	26,4%	12,2%	15,7%
other	72.017	3,9%	39.679	3,8%	32.338	4,0%	47.305	4,1%	16,6%	18,1%	15,2%	19,6%
Grandparent												
Yes	301.963	16,3%	144.251	13,9%	157.712	19,4%	199.005	17,3%	11,5%	10,6%	12,5%	11,1%
No	749.481	40,4%	398.696	38,4%	350.785	43,0%	556.964	48,4%	19,1%	21,4%	16,9%	20,1%
Not asked	802.568	43,3%	496.081	47,7%	306.487	37,6%	395.558	34,4%	26,2%	29,1%	22,6%	33,9%
Age grandchildren												
0 to 2 year	115.794	6,2%	58.571	5,6%	57.224	7,0%	73.593	6,4%	4,3%	4,0%	4,7%	3,9%
3 to 5 year	136.525	7,4%	69.254	6,7%	67.271	8,3%	91.913	8,0%	5,1%	4,9%	5,4%	5,1%
6 to 11 year	136.852	7,4%	67.017	6,4%	69.835	8,6%	88.636	7,7%	5,4%	5,0%	5,9%	5,1%
12 to 14 year	62.061	3,3%	31.584	3,0%	30.478	3,7%	41.681	3,6%	2,6%	2,4%	2,7%	2,5%
15 to 17 year	40.731	2,2%	19.071	1,8%	21.661	2,7%	27.671	2,4%	1,7%	1,5%	2,1%	1,7%
18 to 24 year	40.794	2,2%	20.092	1,9%	20.702	2,5%	28.623	2,5%	1,9%	1,7%	2,1%	1,9%
25 year and older	17.146	,9%	6.741	,6%	10.405	1,3%	12.148	1,1%	,8%	,6%	1,0%	,8%
Internet usage devices												
Desktop computer	992.821	53,5%	508.378	48,9%	484.443	59,4%	608.438	52,8%	24,1%	27,6%	21,2%	26,5%
Portable computer (laptop)	1.464.985	79,0%	840.724	80,9%	624.261	76,6%	915.045	79,5%	25,1%	28,2%	22,0%	28,0%
Tablet	933.695	50,4%	502.966	48,4%	430.729	52,9%	527.802	45,8%	28,4%	32,2%	24,9%	32,1%
Smartphone	1.183.141	63,8%	672.757	64,7%	510.384	62,6%	698.330	60,6%	27,8%	31,6%	24,0%	32,3%
Portable multimedia console	111.811	6,0%	49.460	4,8%	62.351	7,7%	62.963	5,5%	25,5%	30,3%	22,7%	34,8%
TV player	231.964	12,5%	119.317	11,5%	112.646	13,8%	130.525	11,3%	24,6%	28,9%	21,3%	28,9%
Another device	61.601	3,3%	27.764	2,7%	33.836	4,2%	24.350	2,1%	24,6%	29,8%	21,5%	25,1%
Presence of children												
1 child	252.433	13,6%	145.149	14,0%	107.284	13,2%	170.850	14,8%	24,5%	26,6%	22,1%	26,9%
2 children	172.709	9,3%	104.541	10,1%	68.168	8,4%	126.971	11,0%	23,9%	27,2%	20,0%	25,7%
3 children or more	78.406	4,2%	46.141	4,4%	32.265	4,0%	58.627	5,1%	24,9%	26,5%	23,0%	26,7%
No children -55	860.588	46,4%	501.375	48,3%	359.214	44,1%	554.711	48,2%	23,7%	27,0%	20,2%	24,5%
No children +55	362.553	19,6%	158.791	15,3%	203.762	25,0%	240.026	20,8%	11,9%	10,9%	12,8%	11,3%
Question was not asked	127.323	6,9%	83.031	8,0%	44.292	5,4%	341	,0%	14,7%	16,3%	12,5%	65,6%
Presence of children by age												
Child -1 year	31.162	1,7%	19.921	1,9%	11.241	1,4%	22.372	1,9%	1,2%	1,3%	1,0%	1,2%
Child 1 year	64.558	3,5%	37.747	3,6%	26.811	3,3%	45.683	4,0%	2,4%	2,5%	2,3%	2,4%
Child 2 year	45.235	2,4%	20.471	2,0%	24.763	3,0%	32.944	2,9%	1,7%	1,4%	2,2%	1,8%
Child 3 to 4 year	75.003	4,0%	42.052	4,0%	32.950	4,0%	53.336	4,6%	2,8%	2,8%	2,8%	2,8%
Child 5 to 6 year	73.316	4,0%	46.764	4,5%	26.552	3,3%	52.654	4,6%	2,8%	3,1%	2,3%	2,8%
Child 7 to 12 year	171.539	9,3%	103.231	9,9%	68.309	8,4%	122.635	10,6%	5,9%	6,3%	5,4%	6,0%
Child 13 to 14 year	42.734	2,3%	25.645	2,5%	17.090	2,1%	26.824	2,3%	1,6%	1,7%	1,5%	1,5%
Question was not asked	1.350.464	72,8%	743.197	71,5%	607.267	74,5%	795.079	69,0%	17,2%	18,6%	15,7%	17,4%
5 Centers												
5 CENT YES	1.001.921	54,0%	580.115	55,8%	421.806	51,8%	642.278	55,8%	22,9%	26,5%	19,3%	24,3%
5 CENT NO	846.152	45,6%	454.820	43,8%	391.332	48,0%	509.249	44,2%	16,4%	16,9%	15,8%	16,5%
Question was not asked	5.939	,3%	4.093	,4%	1.846	,2%	N/A	N/A	8,0%	9,9%	5,7%	N/A