

VROUW.

READERS PROFILE.

2012

	MV 13+ TOTAL		VROUW			
	X 1,000	Profile%	x 1,000	Reacht%	Profile%	Index
MF 13+	13,845	100.0	1,429	10.3	100.0	100
GENDER						
Male	6,828	49.3	492	7.2	34.5	70
Female	7,017	50.7	936	13.3	65.5	129
AGE						
13-19	1,386	10.0	74	5.4	5.2	52
20-34	3,002	21.7	192	6.4	13.4	62
35-49	3,809	27.5	396	10.4	27.7	101
50-64	3,281	23.7	429	13.1	30.0	127
65+	2,367	17.1	338	14.3	23.6	138
TV TARGET GROUP						
20-49 year	6,811	49.2	588	8.6	41.1	84
EDUCATION						
University	1,547	11.2	98	6.4	6.9	62
Higher sec. vocational ed.	3,181	23.0	315	9.9	22.0	96
Upper general sec. ed.	844	6.1	107	12.6	7.5	122
Intermediate sec. voc. Ed.	3,926	28.4	412	10.5	28.8	102
Lower sec ed.	1,257	9.1	176	14.0	12.3	136
Primary school	2,122	15.3	251	11.8	17.6	115
No education	424	3.1	30	7.1	2.1	69
FAMILY SITUATION						
Young singles	792	5.7	45	5.7	3.2	55
Elderly singles	1,882	13.6	183	9.7	12.8	94
Young 2 persons household	1,084	7.8	75	6.9	5.2	67
Old 2 persons household	3,214	23.2	498	15.5	34.8	150
Multipersons household + children < 14	3,605	26.0	309	8.6	21.6	83
Multipersons household + children > 14	3,269	23.6	320	9.8	22.4	95
INCOME						
Below average (30,500 euro)	6,058	43.8	620	10.2	43.4	99
Average (30,500 - 36,500)	1,983	14.3	201	10.1	14.1	98
Above average (36,500 >)	5,804	41.9	608	10.5	42.6	102
WEALTH CLASS						
W1 (high)	3,244	23.4	299	9.2	21.0	89
W2	2,251	16.3	271	12.1	19.0	117
W3	3,106	22.4	281	9.0	19.7	88
W4	4,010	29.0	448	11.2	31.4	108
W5 (low)	1,234	8.9	129	10.5	9.0	101

www.telegraafmeida.nl/nationalmedia

E-mail: intsales@telegraafmeida.nl

Postbus 376, 1000 EB AMSTERDAM

VROUW



TELEGRAAF
MEDIA
NEDERLAND

NATIONAL MEDIA

	MV 13+ TOTAL		VROUW			
	X 1,000	Profile%	x 1,000	Reacht%	Profile%	Index
POSTION IN HOUSEHOLD						
Wage-earner	7,368	53.2	675	9.2	47.3	89
Partner	4,201	30.3	612	14.6	42.9	141
Child	2,137	15.4	132	6.2	9.2	60
Other	139	1.0	10	6.8	0.7	66
ACTIVITY 13+						
Self-employed	813	5.9	103	12.6	7.2	122
Paid employment	5,927	42.8	577	9.7	40.4	94
Working for the government	827	6.0	70	8.5	4.9	82
Fully unfit for work	471	3.4	39	8.2	2.7	80
Out of work, welfare	451	3.3	32	7.2	2.3	69
Retired	2,454	17.7	347	14.1	24.3	137
Studying	1,738	12.6	99	5.7	6.9	55
Other	1,163	8.4	162	13.9	11.3	135
RESPONSIBLE FOR DAILY GROCERIES						
Respondent	8,839	63.8	1,024	11.6	71.7	112
Other roommate	5,006	36.2	405	8.1	28.3	78
CIVIL STATE						
Married, living together	8,355	60.3	1,003	12.0	70.2	116
Divorced	726	5.2	78	10.7	5.5	104
Widow, widower	847	6.1	87	10.3	6.1	100
Not Married	2,987	21.6	217	7.3	15.2	71
Age respondent is under 18	930	6.7	43	4.6	3.0	45
NIELSEN AREA						
3 big cities inclusive suburban area's	2,120	15.3	199	9.4	13.9	91
Rest West	4,047	29.2	504	12.5	35.3	121
North	1,435	10.4	146	10.1	10.2	98
East	2,902	21.0	342	11.8	23.9	114
South	3,341	24.1	239	7.1	16.7	69
PROVINCE						
Groningen	478	3.5	38	8.0	2.7	78
Friesland	538	3.9	68	12.6	4.8	122
Drenthe	419	3.0	39	9.4	2.8	91
Overijssel	944	6.8	108	11.4	7.5	111
Gelderland	1,636	11.8	166	10.1	11.6	98
Utrecht	1,002	7.2	120	11.9	8.4	116
Noord-Holland	2,248	16.2	338	15.0	23.6	146
Zuid-Holland	2,916	21.1	245	8.4	17.2	81
Zeeland	327	2.4	26	8.1	1.9	78
Noord-Brabant	2,052	14.8	160	7.8	11.2	76
Limburg	962	6.9	52	5.4	3.6	52
Flevoland	323	2.3	69	21.3	4.8	206

NOM Print Monitor 2010-II 2011-I

www.telegraafmeida.nl/nationalmedia

E-mail: intsales@telegraafmedia.nl

Postbus 376, 1000 EB AMSTERDAM

VROUW De Persgroep



TELEGRAAF
MEDIA
NEDERLAND

NATIONAL MEDIA