

Steps

		Universe 12+	Steps
Reach		9.825.508	342.808
Language	French	44,3%	4,0%
	Dutch	55,7%	96,0%
Gender	Men	48,9%	30,9%
	Women	51,1%	69,1%
Age	12-17 years	7,6%	2,3%
	18-24 years	9,4%	3,9%
	25-34 years	14,9%	9,0%
	35-44 years	15,0%	12,8%
	45-54 years	16,2%	20,5%
	55-64 years	15,1%	23,7%
	65-74 years	11,4%	17,3%
	75+ years	10,3%	10,6%
MRP	Main Responsible for Purchase: yes	68,4%	79,8%
Education level	Elementary Level	10,4%	3,9%
	Lower Secondary	15,4%	13,8%
	Higher Secondary	38,8%	38,9%
	College & University	35,4%	43,4%
Profession	Active	49,0%	53,6%
	Entrepreneurs & liberal profession	5,7%	5,4%
	Executives	4,6%	5,9%
	Employee	26,6%	31,1%
	Skilled / Unskilled Labourer	12,0%	11,2%
	Housewife	4,3%	4,2%
	Retired	23,8%	31,8%
	Student	14,4%	5,0%
	Unemployed + Other	8,6%	5,4%
Household	With children	29,2%	20,6%
	Grandparents yes	26,9%	36,8%
	Grandchild(ren) < 15y.old	19,7%	29,2%
Social Groups	Social groups 1	12,6%	14,4%
	Social groups 2	13,3%	15,6%
	Social groups 3	12,6%	11,8%
	Social groups 4	11,3%	13,5%
	Social groups 5	11,5%	12,9%
	Social groups 6	12,1%	10,7%
	Social groups 7	12,0%	13,2%
	Social groups 8	11,5%	6,6%
	Social groups 1-2	25,8%	30,0%
	Social groups 1-3	38,4%	41,8%
	Social groups 1-4	49,7%	55,3%
	Social groups 5-8	47,0%	43,3%

Source: CIM NRS 2018-2019, Paper + Digital versions