

# Bodytalk D/F

Universe 12+

Reach		<b>296.460</b>	<b>9.885.365</b>
Language	French	35,8%	44,1%
	Dutch	64,2%	55,9%
Gender	Men	50,6%	48,9%
	Women	49,5%	51,1%
Age	12-17 years	2,9%	7,7%
	18-24 years	8,1%	9,3%
	25-34 years	12,4%	14,9%
	35-44 years	10,6%	15,0%
	45-54 years	16,5%	16,0%
	55-64 years	20,3%	15,2%
	65-74 years	18,1%	11,6%
	75+ years	11,2%	10,3%
MRP	Main Responsible for Purchase: yes	70,3%	66,6%
Education level	Elementary Level	5,2%	10,7%
	Lower Secondary	5,8%	15,8%
	Higher Secondary	27,2%	40,2%
	College & University	61,8%	33,2%
Profession	Active	53,0%	48,9%
	Entrepreneurs & liberal profession	10,4%	5,3%
	Executives	8,4%	4,2%
	Employee	27,4%	27,4%
	Skilled / Unskilled Labourer	6,8%	11,9%
	Housewife	1,5%	4,1%
	Retired	31,2%	24,4%
	Student	8,8%	14,2%
	Unemployed + Other	5,6%	8,5%
Household	With children	21,8%	28,6%
	Grandparents yes	36,4%	27,6%
	Grandchild(ren) <15y.old	30,5%	20,4%
Social Groups	Social groups 1	21,9%	11,7%
	Social groups 2	17,1%	13,4%
	Social groups 3	17,6%	11,9%
	Social groups 4	15,0%	11,6%
	Social groups 5	6,9%	11,4%
	Social groups 6	8,0%	12,0%
	Social groups 7	5,5%	12,0%
	Social groups 8	5,1%	12,0%
	Social groups 1-2	38,9%	25,0%
	Social groups 1-3	56,6%	37,0%
	Social groups 1-4	71,6%	48,6%
	Social groups 5-8	25,5%	47,4%

Source: CIM NRS 2019-2020, Paper+Digital Versions

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