

Feeling + Gael

Universe 12+

Reach		417.520	9.885.365
Language	French	43,3%	44,1%
	Dutch	56,7%	55,9%
Gender	Men	24,6%	48,9%
	Women	75,4%	51,1%
Age	12-17 years	4,7%	7,7%
	18-24 years	9,3%	9,3%
	25-34 years	15,4%	14,9%
	35-44 years	12,9%	15,0%
	45-54 years	22,3%	16,0%
	55-64 years	17,6%	15,2%
	65-74 years	10,8%	11,6%
	75+ years	6,9%	10,3%
MRP	Main Responsible for Purchase: yes	76,7%	66,6%
Education level	Elementary Level	6,5%	10,7%
	Lower Secondary	12,8%	15,8%
	Higher Secondary	35,8%	40,2%
	College & University	44,9%	33,2%
Profession	Active	58,8%	48,9%
	Entrepreneurs & liberal profession	9,4%	5,3%
	Executives	6,9%	4,2%
	Employee	35,2%	27,4%
	Skilled / Unskilled Labourer	7,4%	11,9%
	Housewife	3,7%	4,1%
	Retired	18,5%	24,4%
	Student	11,3%	14,2%
	Unemployed + Other	7,7%	8,5%
Household	With children	30,1%	28,6%
	Grandparents yes	30,6%	27,6%
	Grandchild(ren) <15y.old	25,4%	20,4%
Social Groups	Social groups 1	18,6%	11,7%
	Social groups 2	14,0%	13,4%
	Social groups 3	14,7%	11,9%
	Social groups 4	12,4%	11,6%
	Social groups 5	11,1%	11,4%
	Social groups 6	9,2%	12,0%
	Social groups 7	8,5%	12,0%
	Social groups 8	8,6%	12,0%
	Social groups 1-2	32,6%	25,0%
	Social groups 1-3	47,3%	37,0%
	Social groups 1-4	59,7%	48,6%
	Social groups 5-8	37,4%	47,4%

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

Jean-Paul Navaux
 Research Manager
 T +32 467 56 06
jean.paul.navaux@roularta.be

Roularta
 Media 