Libelle Nest + Femmes Nest

Universe 12+

Reach		**380.613**	9.885.365
Language	French	20,7%	44,1%
	Dutch	79,3%	55,9%
Gender	Men	33,8%	48,9%
	Women	66,2%	51,1%
Age	12-17 years	4,3%	7,7%
	18-24 years	6,3%	9,3%
	25-34 years	12,9%	14,9%
	35-44 years	10,9%	15,0%
	45-54 years	16,4%	16,0%
	55-64 years	22,5%	15,2%
	65-74 years	18%	11,6%
	75+ years	8,8%	10,3%
MRP	Main Responsible for Purchase: yes	75,4%	66,6%
Education level	Elementary Level	6,3%	10,7%
	Lower Secondary	9,8%	15,8%
	Higher Secondary	39,6%	40,2%
	College & University	44,3%	33,2%
Profession	Active	53,6%	48,9%
	Entrepreneurs & liberal profession	10,8%	5,3%
	Executives	5,5%	4,2%
	Employee	29,5%	27,4%
	Skilled / Unskilled Labourer	7,8%	11,9%
	Housewife	3%	4,1%
	Retired	30,5%	24,4%
	Student	7,6%	14,2%
	Unemployed + Other	5,3%	8,5%
Household	With children	24,7%	28,6%
	Grandparents yes	38%	27,6%
	Grandchild(ren) <15y.old	31,6%	20,4%
Social Groups	Social groups 1	13,8%	11,7%
	Social groups 2	14,6%	13,4%
	Social groups 3	16,8%	11,9%
	Social groups 4	12%	11,6%
	Social groups 5	10,9%	11,4%
	Social groups 6	12,7%	12,0%
	Social groups 7	8,3%	12,0%
	Social groups 8	7,6%	12,0%
	Social groups 1-2	28,4%	25,0%
	Social groups 1-3	45,2%	37,0%
	Social groups 1-4	57,3%	48,6%
	Social groups 5-8	39,6%	47,4%

Source: CIM NRS 2019-2020, Brand (paper+digital)

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Roularta Media