

Rnews

Universe 12+

Reach		1.302.273	9.885.365
Language	French	44,5%	44,1%
	Dutch	55,5%	55,9%
Gender	Men	63,2%	48,9%
	Women	36,8%	51,1%
Age	12-17 years	6,6%	7,7%
	18-24 years	11,5%	9,3%
	25-34 years	14,6%	14,9%
	35-44 years	13,6%	15,0%
	45-54 years	15,6%	16,0%
	55-64 years	17,2%	15,2%
	65-74 years	12,5%	11,6%
	75+ years	8,5%	10,3%
MRP	Main Responsible for Purchase: yes	62,1%	66,6%
Education level	Elementary Level	5,7%	10,7%
	Lower Secondary	10,8%	15,8%
	Higher Secondary	35,8%	40,2%
	College & University	47,7%	33,2%
Profession	Active	53,8%	48,9%
	Entrepreneurs & liberal profession	7,2%	5,3%
	Executives	8,8%	4,2%
	Employee	28,6%	27,4%
	Skilled / Unskilled Labourer	9,1%	11,9%
	Housewife	1,5%	4,1%
	Retired	23,7%	24,4%
	Student	14,9%	14,2%
	Unemployed + Other	6,2%	8,5%
Household	With children	27,0%	28,6%
	Grandparents yes	27,1%	27,6%
	Grandchild(ren) <15y.old	21,7%	20,4%
Social Groups	Social groups 1	19,1%	11,7%
	Social groups 2	16,7%	13,4%
	Social groups 3	15,4%	11,9%
	Social groups 4	12,1%	11,6%
	Social groups 5	8,8%	11,4%
	Social groups 6	10,2%	12,0%
	Social groups 7	7,5%	12,0%
	Social groups 8	6,9%	12,0%
	Social groups 1-2	35,7%	25,0%
	Social groups 1-3	51,2%	37,0%
	Social groups 1-4	63,3%	48,6%
	Social groups 5-8	33,2%	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 