Libelle

		794.519	Universe 12+ 9.885.365
Reach		**794.519**	**9.885.365**
Language	French	3,0%	44,1%
	Dutch	97,0%	55,9%
Gender	Men	26,4%	48,9%
	Women	73,6%	51,1%
Age	12-17 years	5,2%	7,7%
	18-24 years	6,4%	9,3%
	25-34 years	11,8%	14,9%
	35-44 years	11,6%	15,0%
	45-54 years	15,6%	16,0%
	55-64 years	21,1%	15,2%
	65-74 years	15,7%	11,6%
	75+ years	12,7%	10,3%
MRP	Main Responsible for Purchase: yes	76,2%	66,6%
Education level	Elementary Level	9,0%	10,7%
	Lower Secondary	14,3%	15,8%
	Higher Secondary	44,6%	40,2%
	College & University	32,1%	33,2%
Profession	Active	48,2%	48,9%
	Entrepreneurs & liberal profession	5,6%	5,3%
	Executives	4,2%	4,2%
	Employee	29,7%	27,4%
	Skilled / Unskilled Labourer	8,8%	11,9%
	Housewife	5,4%	4,1%
	Retired	31,7%	24,4%
	Student	9,5%	14,2%
	Unemployed + Other	5,3%	8,5%
Household	With children	22,2%	28,6%
	Grandparents yes	38,9%	27,6%
	Grandchild(ren) <15y.old	29,5%	20,4%
Social Groups	Social groups 1	10,4%	11,7%
	Social groups 2	13,0%	13,4%
	Social groups 3	13,9%	11,9%
	Social groups 4	11,8%	11,6%
	Social groups 5	11,9%	11,4%
	Social groups 6	13,6%	12,0%
	Social groups 7	12,3%	12,0%
	Social groups 8	10,5%	12,0%
	Social groups 1-2	23,4%	25,0%
	Social groups 1-3	37,3%	37,0%
	Social groups 1-4	49,1%	48,6%
	Social groups 5-8	48,4%	47,4%

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

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