

Libelle + Femmes d'Aujourd'hui

Universe 12+

Reach		1.215.583	9.885.365
Language	French	35,8%	44,1%
	Dutch	64,2%	55,9%
Gender	Men	25,8%	48,9%
	Women	74,2%	51,1%
Age	12-17 years	5,3%	7,7%
	18-24 years	6,1%	9,3%
	25-34 years	11,6%	14,9%
	35-44 years	12,6%	15,0%
	45-54 years	16,0%	16,0%
	55-64 years	19,2%	15,2%
	65-74 years	15,7%	11,6%
	75+ years	13,6%	10,3%
MRP	Main Responsible for Purchase: yes	76,7%	66,6%
Education level	Elementary Level	8,4%	10,7%
	Lower Secondary	15,1%	15,8%
	Higher Secondary	41,2%	40,2%
	College & University	35,3%	33,2%
Profession	Active	47,2%	48,9%
	Entrepreneurs & liberal profession	5,2%	5,3%
	Executives	4,0%	4,2%
	Employee	30,6%	27,4%
	Skilled / Unskilled Labourer	7,4%	11,9%
	Housewife	4,7%	4,1%
	Retired	32,1%	24,4%
	Student	9,5%	14,2%
	Unemployed + Other	6,5%	8,5%
Household	With children	24,1%	28,6%
	Grandparents yes	37,7%	27,6%
	Grandchild(ren) <15y.old	28,7%	20,4%
Social Groups	Social groups 1	10,9%	11,7%
	Social groups 2	13,6%	13,4%
	Social groups 3	13,8%	11,9%
	Social groups 4	12,7%	11,6%
	Social groups 5	11,0%	11,4%
	Social groups 6	13,1%	12,0%
	Social groups 7	11,6%	12,0%
	Social groups 8	10,6%	12,0%
	Social groups 1-2	24,6%	25,0%
	Social groups 1-3	38,4%	37,0%
	Social groups 1-4	51,1%	48,6%
	Social groups 5-8	46,2%	47,4%

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

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