Steps		Universe 12+
Reach		**388.247**	**9.885.365**
Language	French	3,7%	44,1%
	Dutch	96,3%	55,9%
Gender	Men	33,6%	48,9%
	Women	66,4%	51,1%
Age	12-17 years	2,3%	7,7%
	18-24 years	4,0%	9,3%
	25-34 years	9,3%	14,9%
	35-44 years	11,0%	15,0%
	45-54 years	21,1%	16,0%
	55-64 years	25,0%	15,2%
	65-74 years	18,0%	11,6%
	75+ years	9,5%	10,3%
MRP	Main Responsible for Purchase: yes	77,6%	66,6%
Education level	Elementary Level	4,8%	10,7%
	Lower Secondary	12,9%	15,8%
	Higher Secondary	44,4%	40,2%
	College & University	38,0%	33,2%
Profession	Active	50,9%	48,9%
	Entrepreneurs & liberal profession	6,7%	5,3%
	Executives	6,1%	4,2%
	Employee	28,1%	27,4%
	Skilled / Unskilled Labourer	10,1%	11,9%
	Housewife	5,8%	4,1%
	Retired	32,4%	24,4%
	Student	4,7%	14,2%
	Unemployed + Other	6,2%	8,5%
Household	With children	19,5%	28,6%
	Grandparents yes	40,3%	27,6%
	Grandchild(ren) <15y.old	32,0%	20,4%
Social Groups	Social groups 1	13,7%	11,7%
	Social groups 2	13,0%	13,4%
	Social groups 3	12,0%	11,9%
	Social groups 4	12,9%	11,6%
	Social groups 5	13,0%	11,4%
	Social groups 6	14,1%	12,0%
	Social groups 7	12,4%	12,0%
	Social groups 8	7,7%	12,0%
	Social groups 1-2	26,7%	25,0%
	Social groups 1-3	38,7%	37,0%
	Social groups 1-4	51,6%	48,6%
	Social groups 5-8	47,1%	47,4%

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

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