

Le Vif / L'Express

Universe 12+

Reach		350.122	9.885.365
Language	French	95,3%	44,1%
	Dutch	4,7%	55,9%
Gender	Men	57,3%	48,9%
	Women	42,7%	51,1%
Age	12-17 years	2,5%	7,7%
	18-24 years	9,7%	9,3%
	25-34 years	13,4%	14,9%
	35-44 years	14,8%	15,0%
	45-54 years	15,6%	16,0%
	55-64 years	15,9%	15,2%
	65-74 years	16,1%	11,6%
	75+ years	12,1%	10,3%
MRP	Main Responsible for Purchase: yes	66,3%	66,6%
Education level	Elementary Level	4,2%	10,7%
	Lower Secondary	9,0%	15,8%
	Higher Secondary	30,2%	40,2%
	College & University	56,6%	33,2%
Profession	Active	52,2%	48,9%
	Entrepreneurs & liberal profession	7,2%	5,3%
	Executives	9,0%	4,2%
	Employee	30,6%	27,4%
	Skilled / Unskilled Labourer	5,3%	11,9%
	Housewife	1,3%	4,1%
	Retired	29,0%	24,4%
	Student	10,3%	14,2%
Unemployed + Other	7,2%	8,5%	
Household	With children	27,4%	28,6%
	Grandparents yes	31,9%	27,6%
	Grandchild(ren) <15y.old	23,5%	20,4%
Social Groups	Social groups 1	19,2%	11,7%
	Social groups 2	19,9%	13,4%
	Social groups 3	16,1%	11,9%
	Social groups 4	13,1%	11,6%
	Social groups 5	6,2%	11,4%
	Social groups 6	7,8%	12,0%
	Social groups 7	8,3%	12,0%
	Social groups 8	7,0%	12,0%
	Social groups 1-2	39,0%	25,0%
	Social groups 1-3	55,2%	37,0%
	Social groups 1-4	68,2%	48,6%
	Social groups 5-8	29,4%	47,4%

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



Raketstraat 50, Rue de la Fusée
B - 1130 Brussels
www.roularta-advertising.be

Jean-Paul Navaux
Research Manager
T +32 467 56 06
jean.paul.navaux@roularta.be