

# Data News D/F

Universe 12+

Reach		87.823	9.885.365
Language	French	39,5%	44,1%
	Dutch	60,5%	55,9%
Gender	Men	73,7%	48,9%
	Women	26,3%	51,1%
Age	12-17 years	4,5%	7,7%
	18-24 years	11,9%	9,3%
	25-34 years	27,7%	14,9%
	35-44 years	14,3%	15,0%
	45-54 years	21,7%	16,0%
	55-64 years	11,1%	15,2%
	65-74 years	5,3%	11,6%
	75+ years	3,7%	10,3%
MRP	Main Responsible for Purchase: yes	60,6%	66,6%
Education level	Elementary Level	6,3%	10,7%
	Lower Secondary	6,3%	15,8%
	Higher Secondary	28,1%	40,2%
	College & University	59,3%	33,2%
Profession	Active	75,3%	48,9%
	Entrepreneurs & liberal profession	14,5%	5,3%
	Executives	19,2%	4,2%
	Employee	34,3%	27,4%
	Skilled / Unskilled Labourer	7,2%	11,9%
	Housewife	1,2%	4,1%
	Retired	8,5%	24,4%
	Student	11,9%	14,2%
Unemployed + Other	3,2%	8,5%	
Household	With children	42,5%	28,6%
	Grandparents yes	15,8%	27,6%
	Grandchild(ren) <15y.old	14,7%	20,4%
Social Groups	Social groups 1	30,6%	11,7%
	Social groups 2	18,5%	13,4%
	Social groups 3	14,9%	11,9%
	Social groups 4	3,9%	11,6%
	Social groups 5	10,7%	11,4%
	Social groups 6	4,9%	12,0%
	Social groups 7	7,6%	12,0%
	Social groups 8	3,7%	12,0%
	Social groups 1-2	49,0%	25,0%
	Social groups 1-3	64,0%	37,0%
	Social groups 1-4	67,9%	48,6%
	Social groups 5-8	26,9%	47,4%

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



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