

Feeling

Universe 12+

Reach		249.334	9.885.365
Language	French	7,8%	44,1%
	Dutch	92,2%	55,9%
Gender	Men	27,0%	48,9%
	Women	73,0%	51,1%
Age	12-17 years	6,9%	7,7%
	18-24 years	8,6%	9,3%
	25-34 years	16,0%	14,9%
	35-44 years	11,1%	15,0%
	45-54 years	21,9%	16,0%
	55-64 years	18,5%	15,2%
	65-74 years	11,7%	11,6%
	75+ years	5,3%	10,3%
MRP	Main Responsible for Purchase: yes	75,3%	66,6%
Education level	Elementary Level	6,2%	10,7%
	Lower Secondary	10,1%	15,8%
	Higher Secondary	37,0%	40,2%
	College & University	46,7%	33,2%
Profession	Active	59,9%	48,9%
	Entrepreneurs & liberal profession	11,3%	5,3%
	Executives	6,7%	4,2%
	Employee	35,3%	27,4%
	Skilled / Unskilled Labourer	6,6%	11,9%
	Housewife	3,2%	4,1%
	Retired	19,1%	24,4%
	Student	12,7%	14,2%
Unemployed + Other	5,1%	8,5%	
Household	With children	27,0%	28,6%
	Grandparents yes	30,9%	27,6%
	Grandchild(ren) <15y.old	26,3%	20,4%
Social Groups	Social groups 1	20,9%	11,7%
	Social groups 2	13,4%	13,4%
	Social groups 3	16,3%	11,9%
	Social groups 4	11,5%	11,6%
	Social groups 5	12,9%	11,4%
	Social groups 6	9,8%	12,0%
	Social groups 7	6,6%	12,0%
	Social groups 8	6,5%	12,0%
	Social groups 1-2	34,3%	25,0%
	Social groups 1-3	50,6%	37,0%
	Social groups 1-4	62,1%	48,6%
	Social groups 5-8	35,8%	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