Flair D/F

			Universe 12+
Reach		679.430	9.885.365
Language	French	42,9%	44,1%
	Dutch	57,1%	55,9%
Gender	Men	25,7%	48,9%
	Women	74,3%	51,1%
Age	12-17 years	5,4%	7,7%
	18-24 years	11,9%	9,3%
	25-34 years	23,1%	14,9%
	35-44 years	15,9%	15,0%
	45-54 years	17,2%	16,0%
	55-64 years	14,1%	15,2%
	65-74 years	7,9%	11,6%
	75+ years	4,7%	10,3%
MRP	Main Responsible for Purchase: yes	73,9%	66,6%
Education level	Elementary Level	6,5%	10,7%
	Lower Secondary	13,5%	15,8%
	Higher Secondary	40,7%	40,2%
	College & University	39,3%	33,2%
Profession	Active	62,3%	48,9%
	Entrepreneurs & liberal profession	4,6%	5,3%
	Executives	5,6%	4,2%
	Employee	41,8%	27,4%
	Skilled / Unskilled Labourer	10,3%	11,9%
	Housewife	3,5%	4,1%
	Retired	14,8%	24,4%
	Student	12,2%	14,2%
	Unemployed + Other	7,3%	8,5%
Household	With children	33,3%	28,6%
	Grandparents yes	23,0%	27,6%
	Grandchild(ren) <15y.old	18,7%	20,4%
Social Groups	Social groups 1	13,9%	11,7%
	Social groups 2	15,5%	13,4%
	Social groups 3	14,4%	11,9%
	Social groups 4	10,2%	11,6%
	Social groups 5	13,3%	11,4%
	Social groups 6	9,6%	12,0%
	Social groups 7	9,9%	12,0%
	Social groups 8	9,0%	12,0%
	Social groups 1-2	29,4%	25,0%
	Social groups 1-3	43,8%	37,0%
	Social groups 1-4	54,0%	48,6%
	Social groups 5-8	41,7%	47,4%

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

Roularta Advertising

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