

Reach		176.168	9.885.365
Language	French	94,6%	44,1%
	Dutch	5,4%	55,9%
Gender	Men	22,4%	48,9%
	Women	77,6%	51,1%
Age	12-17 years	1,5%	7,7%
	18-24 years	10,7%	9,3%
	25-34 years	15,3%	14,9%
	35-44 years	15,3%	15,0%
	45-54 years	23,2%	16,0%
	55-64 years	16,1%	15,2%
	65-74 years	9,0%	11,6%
	75+ years	8,9%	10,3%
MRP	Main Responsible for Purchase: yes	79,0%	66,6%
Education level	Elementary Level	6,5%	10,7%
	Lower Secondary	16,3%	15,8%
	Higher Secondary	34,3%	40,2%
	College & University	42,9%	33,2%
Profession	Active	58,9%	48,9%
	Entrepreneurs & liberal profession	8,0%	5,3%
	Executives	7,1%	4,2%
	Employee	35,5%	27,4%
	Skilled / Unskilled Labourer	8,3%	11,9%
	Housewife	4,2%	4,1%
	Retired	16,8%	24,4%
	Student	9,0%	14,2%
	Unemployed + Other	11,1%	8,5%
Household	With children	34,7%	28,6%
	Grandparents yes	29,6%	27,6%
	Grandchild(ren) <15y.old	23,6%	20,4%
Social Groups	Social groups 1	15,7%	11,7%
	Social groups 2	15,1%	13,4%
	Social groups 3	12,3%	11,9%
	Social groups 4	13,5%	11,6%
	Social groups 5	9,0%	11,4%
	Social groups 6	8,2%	12,0%
	Social groups 7	11,2%	12,0%
	Social groups 8	11,3%	12,0%
	Social groups 1-2	30,8%	25,0%
	Social groups 1-3	43,1%	37,0%
	Social groups 1-4	56,6%	48,6%
	Social groups 5-8	39,6%	47,4%

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