Le Vif Weekend

			Universe 12+
Reach		224.454	9.885.365
Language	French	89,1%	44,1%
	Dutch	10,9%	55,9%
Gender	Men	53,6%	48,9%
	Women	46,4%	51,1%
Age	12-17 years	2,7%	7,7%
	18-24 years	9,3%	9,3%
	25-34 years	11,6%	14,9%
	35-44 years	16,7%	15,0%
	45-54 years	17,1%	16,0%
	55-64 years	15,1%	15,2%
	65-74 years	14,7%	11,6%
	75+ years	12,9%	10,3%
MRP	Main Responsible for Purchase: yes	70,9%	66,6%
Education level	Elementary Level	4,2%	10,7%
	Lower Secondary	7,7%	15,8%
	Higher Secondary	29,9%	40,2%
	College & University	58,2%	33,2%
Profession	Active	54,5%	48,9%
	Entrepreneurs & liberal profession	8,7%	5,3%
	Executives	8,6%	4,2%
	Employee	32,8%	27,4%
	Skilled / Unskilled Labourer	4,4%	11,9%
	Housewife	1,5%	4,1%
	Retired	29,0%	24,4%
	Student	9,3%	14,2%
	Unemployed + Other	5,7%	8,5%
Household	With children	27,0%	28,6%
	Grandparents yes	32,9%	27,6%
	Grandchild(ren) <15y.old	24,3%	20,4%
Social Groups	Social groups 1	19,5%	11,7%
	Social groups 2	22,7%	13,4%
	Social groups 3	16,1%	11,9%
	Social groups 4	12,1%	11,6%
	Social groups 5	7,8%	11,4%
	Social groups 6	6,0%	12,0%
	Social groups 7	6,8%	12,0%
	Social groups 8	6,9%	12,0%
	Social groups 1-2	42,1%	25,0%
	Social groups 1-3	58,2%	37,0%
	Social groups 1-4	70,4%	48,6%
	Social groups 5-8	27,5%	47,4%

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