Trends + Trends-Tendances

Universe 12+

Reach		307.061	9.885.365
Language	French	49,7%	44,1%
	Dutch	50,3%	55,9%
Gender	Men	59,8%	48,9%
	Women	40,2%	51,1%
Age	12-17 years	2,9%	7,7%
	18-24 years	11,6%	9,3%
	25-34 years	14,7%	14,9%
	35-44 years	14,6%	15,0%
	45-54 years	18,7%	16,0%
	55-64 years	16,3%	15,2%
	65-74 years	14,2%	11,6%
	75+ years	7,1%	10,3%
MRP	Main Responsible for Purchase: yes	62,7%	66,6%
Education level	Elementary Level	3,6%	10,7%
	Lower Secondary	7,8%	15,8%
	Higher Secondary	31,2%	40,2%
	College & University	57,4%	33,2%
Profession	Active	57,9%	48,9%
	Entrepreneurs & liberal profession	9,2%	5,3%
	Executives	14,6%	4,2%
	Employee	29,4%	27,4%
	Skilled / Unskilled Labourer	4,8%	11,9%
	Housewife	1,4%	4,1%
	Retired	23,3%	24,4%
	Student	11,0%	14,2%
	Unemployed + Other	6,4%	8,5%
Household	With children	27,1%	28,6%
	Grandparents yes	28,6%	27,6%
	Grandchild(ren) <15y.old	24,5%	20,4%
Social Groups	Social groups 1	26,5%	11,7%
	Social groups 2	17,8%	13,4%
	Social groups 3	13,8%	11,9%
	Social groups 4	9,6%	11,6%
	Social groups 5	8,0%	11,4%
	Social groups 6	7,2%	12,0%
	Social groups 7	7,9%	12,0%
	Social groups 8	6,9%	12,0%
	Social groups 1-2	44,3%	25,0%
	Social groups 1-3	58,1%	37,0%
	Social groups 1-4	67,7%	48,6%
	Social groups 5-8	30,0%	47,4%

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