Trends Style D/F

			Universe 12+
Reach		123.000	9.885.365
Language	French	49,9%	44,1%
	Dutch	50,1%	55,9%
Gender	Men	55,3%	48,9%
	Women	44,8%	51,1%
Age	12-17 years	6,7%	7,7%
	18-24 years	14,9%	9,3%
	25-34 years	21,2%	14,9%
	35-44 years	14,9%	15,0%
	45-54 years	18,0%	16,0%
	55-64 years	10,2%	15,2%
	65-74 years	9,0%	11,6%
	75+ years	5,1%	10,3%
MRP	Main Responsible for Purchase: yes	60,3%	66,6%
Education level	Elementary Level	6,1%	10,7%
	Lower Secondary	13,5%	15,8%
	Higher Secondary	32,5%	40,2%
	College & University	47,9%	33,2%
Profession	Active	62,4%	48,9%
	Entrepreneurs & liberal profession	14,5%	5,3%
	Executives	14,4%	4,2%
	Employee	25,4%	27,4%
	Skilled / Unskilled Labourer	8,0%	11,9%
	Housewife	2,5%	4,1%
	Retired	14,4%	24,4%
	Student	15,8%	14,2%
	Unemployed + Other	5,0%	8,5%
Household	With children	38,9%	28,6%
	Grandparents yes	23,2%	27,6%
	Grandchild(ren) <15y.old	21,0%	20,4%
Social Groups	Social groups 1	22,1%	11,7%
	Social groups 2	11,5%	13,4%
	Social groups 3	17,9%	11,9%
	Social groups 4	8,4%	11,6%
	Social groups 5	10,8%	11,4%
	Social groups 6	7,7%	12,0%
	Social groups 7	8,3%	12,0%
	Social groups 8	7,6%	12,0%
	Social groups 1-2	33,6%	25,0%
	Social groups 1-3	51,5%	37,0%
	Social groups 1-4	59,9%	48,6%
	Social groups 5-8	34,3%	47,4%

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