

## Bodytalk NL+FR

		Universe 12+	Bodytalk NL+FR
Reach		<b>9.721.896</b>	<b>332.183</b>
Language	French	44,2%	31,9%
	Dutch	55,8%	68,1%
Gender	Men	48,9%	38,7%
	Women	51,1%	61,4%
Age	12-17 years	7,6%	4,5%
	18-24 years	9,5%	7,1%
	25-34 years	14,9%	8,5%
	35-44 years	15,2%	9,3%
	45-54 years	16,4%	17,0%
	55-64 years	14,9%	22,0%
	65-74 years	11,1%	20,2%
	75+ years	10,3%	11,4%
MRP	Main Responsible for Purchase: yes	63,8%	73,3%
Education level	Elementary Level	12,6%	3,6%
	Lower Secondary	17,0%	7,3%
	Higher Secondary	38,7%	28,4%
	College & University	31,7%	60,8%
Profession	Active	47,3%	44,0%
	Entrepreneurs & liberal profession	6,1%	7,5%
	Executives	4,3%	7,7%
	Employee	24,0%	23,5%
	Skilled / Unskilled Labourer	12,9%	5,3%
	Housewife	4,8%	3,5%
	Retired	24,1%	36,3%
	Student	14,9%	11,3%
	Unemployed + Other	8,9%	4,9%
Household	With children	29,7%	21,7%
	Grandparents yes	27,4%	38,6%
	Grandchild(ren) <15y.old	19,7%	33,1%
Social Groups	Social groups 1	13,7%	23,6%
	Social groups 2	10,0%	16,2%
	Social groups 3	12,9%	15,8%
	Social groups 4	12,4%	17,1%
	Social groups 5	10,5%	6,6%
	Social groups 6	12,5%	7,8%
	Social groups 7	12,6%	6,7%
	Social groups 8	12,7%	3,8%
	Social groups 1-2	23,6%	39,8%
	Social groups 1-3	36,5%	55,6%
	Social groups 1-4	48,9%	72,6%
	Social groups 5-8	48,3%	25,0%

Source: CIM NRS 2017-2018, Paper + Digital versions