

Data News NL+FR

		Universe 12+	DataNews NL+FR
Reach		9.721.896	65.307
Language	French	44,2%	38,6%
	Dutch	55,8%	61,4%
Gender	Men	48,9%	76,3%
	Women	51,1%	23,7%
Age	12-17 years	7,6%	7,1%
	18-24 years	9,5%	9,5%
	25-34 years	14,9%	12,7%
	35-44 years	15,2%	29,3%
	45-54 years	16,4%	21,8%
	55-64 years	14,9%	16,6%
	65-74 years	11,1%	2,8%
	75+ years	10,3%	0,3%
MRP	Main Responsible for Purchase: yes	63,8%	54,1%
Education level	Elementary Level	12,6%	7,0%
	Lower Secondary	17,0%	5,6%
	Higher Secondary	38,7%	21,7%
	College & University	31,7%	65,8%
Profession	Active	47,3%	69,3%
	Entrepreneurs & liberal profession	6,1%	8,6%
	Executives	4,3%	18,1%
	Employee	24,0%	36,3%
	Skilled / Unskilled Labourer	12,9%	6,3%
	Housewife	4,8%	4,4%
	Retired	24,1%	4,7%
	Student	14,9%	15,5%
	Unemployed + Other	8,9%	6,1%
Household	With children	29,7%	37,4%
	Grandparents yes	27,4%	8,5%
	Grandchild(ren) <15y.old	19,7%	8,2%
Social Groups	Social groups 1	13,7%	30,5%
	Social groups 2	10,0%	29,6%
	Social groups 3	12,9%	10,1%
	Social groups 4	12,4%	4,5%
	Social groups 5	10,5%	4,1%
	Social groups 6	12,5%	5,9%
	Social groups 7	12,6%	7,9%
	Social groups 8	12,7%	6,8%
	Social groups 1-2	23,6%	60,1%
	Social groups 1-3	36,5%	70,2%
	Social groups 1-4	48,9%	74,7%
	Social groups 5-8	48,3%	24,6%

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