

Feeling + Gael

		Universe 12+	Feeling + Gael
Reach		9.721.896	435.029
Language	French	44,2%	37,0%
	Dutch	55,8%	63,0%
Gender	Men	48,9%	14,7%
	Women	51,1%	85,3%
Age	12-17 years	7,6%	6,4%
	18-24 years	9,5%	9,7%
	25-34 years	14,9%	14,0%
	35-44 years	15,2%	16,1%
	45-54 years	16,4%	22,4%
	55-64 years	14,9%	16,5%
	65-74 years	11,1%	10,3%
	75+ years	10,3%	4,6%
MRP	Main Responsible for Purchase: yes	63,8%	74,7%
Education level	Elementary Level	12,6%	5,8%
	Lower Secondary	17,0%	10,1%
	Higher Secondary	38,7%	37,6%
	College & University	31,7%	46,5%
Profession	Active	47,3%	55,4%
	Entrepreneurs & liberal profession	6,1%	7,7%
	Executives	4,3%	5,0%
	Employee	24,0%	34,4%
	Skilled / Unskilled Labourer	12,9%	8,3%
	Housewife	4,8%	5,1%
	Retired	24,1%	18,4%
	Student	14,9%	14,5%
	Unemployed + Other	8,9%	6,6%
Household	With children	29,7%	29,5%
	Grandparents yes	27,4%	24,2%
	Grandchild(ren) <15y.old	19,7%	20,9%
Social Groups	Social groups 1	13,7%	19,8%
	Social groups 2	10,0%	14,2%
	Social groups 3	12,9%	15,2%
	Social groups 4	12,4%	12,0%
	Social groups 5	10,5%	9,6%
	Social groups 6	12,5%	11,5%
	Social groups 7	12,6%	10,5%
	Social groups 8	12,7%	5,2%
	Social groups 1-2	23,6%	33,9%
	Social groups 1-3	36,5%	49,1%
	Social groups 1-4	48,9%	61,1%
	Social groups 5-8	48,3%	36,7%

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