

Feeling

		Universe 12+	Feeling
Reach		9.721.896	275.416
Language	French	44,2%	1,8%
	Dutch	55,8%	98,2%
Gender	Men	48,9%	16,5%
	Women	51,1%	83,5%
Age	12-17 years	7,6%	6,8%
	18-24 years	9,5%	8,3%
	25-34 years	14,9%	13,9%
	35-44 years	15,2%	17,1%
	45-54 years	16,4%	21,8%
	55-64 years	14,9%	17,0%
	65-74 years	11,1%	9,9%
	75+ years	10,3%	5,1%
MRP	Main Responsible for Purchase: yes	63,8%	75,6%
Education level	Elementary Level	12,6%	5,5%
	Lower Secondary	17,0%	10,1%
	Higher Secondary	38,7%	35,1%
	College & University	31,7%	49,3%
Profession	Active	47,3%	59,3%
	Entrepreneurs & liberal profession	6,1%	7,7%
	Executives	4,3%	5,7%
	Employee	24,0%	37,5%
	Skilled / Unskilled Labourer	12,9%	8,3%
	Housewife	4,8%	3,4%
	Retired	24,1%	18,8%
	Student	14,9%	13,2%
	Unemployed + Other	8,9%	5,3%
Household	With children	29,7%	30,0%
	Grandparents yes	27,4%	24,2%
	Grandchild(ren) <15y.old	19,7%	20,9%
Social Groups	Social groups 1	13,7%	21,3%
	Social groups 2	10,0%	14,4%
	Social groups 3	12,9%	15,9%
	Social groups 4	12,4%	12,8%
	Social groups 5	10,5%	9,3%
	Social groups 6	12,5%	11,3%
	Social groups 7	12,6%	8,9%
	Social groups 8	12,7%	3,5%
	Social groups 1-2	23,6%	35,7%
	Social groups 1-3	36,5%	51,6%
	Social groups 1-4	48,9%	64,4%
	Social groups 5-8	48,3%	32,9%

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