

## Femmes d'Aujourd'hui

		Universe 12+	Femmes d'Aujourd'hui
Reach		<b>9.721.896</b>	<b>323.746</b>
Language	French	44,2%	98,7%
	Dutch	55,8%	1,3%
Gender	Men	48,9%	13,6%
	Women	51,1%	86,4%
Age	12-17 years	7,6%	6,2%
	18-24 years	9,5%	7,2%
	25-34 years	14,9%	13,4%
	35-44 years	15,2%	11,5%
	45-54 years	16,4%	15,0%
	55-64 years	14,9%	20,1%
	65-74 years	11,1%	14,9%
	75+ years	10,3%	11,8%
MRP	Main Responsible for Purchase: yes	63,8%	77,4%
Education level	Elementary Level	12,6%	8,6%
	Lower Secondary	17,0%	14,4%
	Higher Secondary	38,7%	40,0%
	College & University	31,7%	37,0%
Profession	Active	47,3%	42,6%
	Entrepreneurs & liberal profession	6,1%	4,0%
	Executives	4,3%	2,4%
	Employee	24,0%	28,4%
	Skilled / Unskilled Labourer	12,9%	7,8%
	Housewife	4,8%	7,5%
	Retired	24,1%	30,8%
	Student	14,9%	12,0%
	Unemployed + Other	8,9%	7,1%
Household	With children	29,7%	26,0%
	Grandparents yes	27,4%	37,0%
	Grandchild(ren) <15y.old	19,7%	28,9%
Social Groups	Social groups 1	13,7%	11,0%
	Social groups 2	10,0%	13,0%
	Social groups 3	12,9%	14,6%
	Social groups 4	12,4%	13,5%
	Social groups 5	10,5%	11,0%
	Social groups 6	12,5%	14,4%
	Social groups 7	12,6%	10,1%
	Social groups 8	12,7%	10,2%
	Social groups 1-2	23,6%	24,0%
	Social groups 1-3	36,5%	38,5%
	Social groups 1-4	48,9%	52,0%
	Social groups 5-8	48,3%	45,6%

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