

## Flair FR

		Universe 12+	Flair FR
Reach		<b>9.721.896</b>	<b>232.638</b>
Language	French	44,2%	95,3%
	Dutch	55,8%	4,7%
Gender	Men	48,9%	16,2%
	Women	51,1%	83,8%
Age	12-17 years	7,6%	7,6%
	18-24 years	9,5%	14,2%
	25-34 years	14,9%	18,1%
	35-44 years	15,2%	17,7%
	45-54 years	16,4%	17,5%
	55-64 years	14,9%	14,8%
	65-74 years	11,1%	6,5%
	75+ years	10,3%	3,7%
MRP	Main Responsible for Purchase: yes	63,8%	70,1%
Education level	Elementary Level	12,6%	7,5%
	Lower Secondary	17,0%	15,2%
	Higher Secondary	38,7%	43,4%
	College & University	31,7%	33,9%
Profession	Active	47,3%	50,3%
	Entrepreneurs & liberal profession	6,1%	4,5%
	Executives	4,3%	3,3%
	Employee	24,0%	32,1%
	Skilled / Unskilled Labourer	12,9%	10,4%
	Housewife	4,8%	5,7%
	Retired	24,1%	15,5%
	Student	14,9%	19,0%
	Unemployed + Other	8,9%	9,5%
Household	With children	29,7%	35,0%
	Grandparents yes	27,4%	19,5%
	Grandchild(ren) <15y.old	19,7%	17,1%
Social Groups	Social groups 1	13,7%	9,2%
	Social groups 2	10,0%	11,9%
	Social groups 3	12,9%	14,5%
	Social groups 4	12,4%	12,3%
	Social groups 5	10,5%	12,3%
	Social groups 6	12,5%	12,6%
	Social groups 7	12,6%	14,0%
	Social groups 8	12,7%	9,1%
	Social groups 1-2	23,6%	21,1%
	Social groups 1-3	36,5%	35,6%
	Social groups 1-4	48,9%	47,9%
	Social groups 5-8	48,3%	48,0%

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