

Flair NL

		Universe 12+	Flair NL
Reach		9.721.896	398.006
Language	French	44,2%	3,8%
	Dutch	55,8%	96,2%
Gender	Men	48,9%	17,8%
	Women	51,1%	82,2%
Age	12-17 years	7,6%	9,1%
	18-24 years	9,5%	16,9%
	25-34 years	14,9%	20,5%
	35-44 years	15,2%	15,4%
	45-54 years	16,4%	15,2%
	55-64 years	14,9%	11,4%
	65-74 years	11,1%	6,2%
	75+ years	10,3%	5,4%
MRP	Main Responsible for Purchase: yes	63,8%	66,1%
Education level	Elementary Level	12,6%	10,3%
	Lower Secondary	17,0%	14,5%
	Higher Secondary	38,7%	42,6%
	College & University	31,7%	32,6%
Profession	Active	47,3%	52,1%
	Entrepreneurs & liberal profession	6,1%	5,0%
	Executives	4,3%	2,9%
	Employee	24,0%	31,8%
	Skilled / Unskilled Labourer	12,9%	12,5%
	Housewife	4,8%	3,3%
	Retired	24,1%	14,1%
	Student	14,9%	22,9%
	Unemployed + Other	8,9%	7,6%
Household	With children	29,7%	34,7%
	Grandparents yes	27,4%	18,0%
	Grandchild(ren) <15y.old	19,7%	15,4%
Social Groups	Social groups 1	13,7%	13,1%
	Social groups 2	10,0%	11,6%
	Social groups 3	12,9%	14,3%
	Social groups 4	12,4%	14,1%
	Social groups 5	10,5%	14,1%
	Social groups 6	12,5%	9,2%
	Social groups 7	12,6%	11,8%
	Social groups 8	12,7%	8,6%
	Social groups 1-2	23,6%	24,7%
	Social groups 1-3	36,5%	39,0%
	Social groups 1-4	48,9%	53,1%
	Social groups 5-8	48,3%	43,7%

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