

Focus Vif

		Universe 12+	Focus Vif
Reach		9.721.896	124.224
Language	French	44,2%	96,7%
	Dutch	55,8%	3,3%
Gender	Men	48,9%	58,4%
	Women	51,1%	41,6%
Age	12-17 years	7,6%	3,0%
	18-24 years	9,5%	7,0%
	25-34 years	14,9%	9,4%
	35-44 years	15,2%	11,7%
	45-54 years	16,4%	14,7%
	55-64 years	14,9%	26,7%
	65-74 years	11,1%	19,4%
	75+ years	10,3%	8,1%
MRP	Main Responsible for Purchase: yes	63,8%	69,9%
Education level	Elementary Level	12,6%	2,7%
	Lower Secondary	17,0%	5,6%
	Higher Secondary	38,7%	26,9%
	College & University	31,7%	64,8%
Profession	Active	47,3%	46,7%
	Entrepreneurs & liberal profession	6,1%	8,3%
	Executives	4,3%	11,1%
	Employee	24,0%	22,6%
	Skilled / Unskilled Labourer	12,9%	4,7%
	Housewife	4,8%	3,3%
	Retired	24,1%	30,7%
	Student	14,9%	10,6%
	Unemployed + Other	8,9%	8,6%
Household	With children	29,7%	18,3%
	Grandparents yes	27,4%	39,5%
	Grandchild(ren) <15y.old	19,7%	35,7%
Social Groups	Social groups 1	13,7%	28,8%
	Social groups 2	10,0%	16,1%
	Social groups 3	12,9%	22,4%
	Social groups 4	12,4%	10,7%
	Social groups 5	10,5%	7,4%
	Social groups 6	12,5%	4,7%
	Social groups 7	12,6%	5,2%
	Social groups 8	12,7%	2,9%
	Social groups 1-2	23,6%	44,9%
	Social groups 1-3	36,5%	67,3%
	Social groups 1-4	48,9%	78,0%
	Social groups 5-8	48,3%	20,2%

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