

Gael

		Universe 12+	Gael
Reach		9.721.896	162.242
Language	French	44,2%	96,8%
	Dutch	55,8%	3,2%
Gender	Men	48,9%	11,4%
	Women	51,1%	88,6%
Age	12-17 years	7,6%	5,7%
	18-24 years	9,5%	11,8%
	25-34 years	14,9%	14,4%
	35-44 years	15,2%	14,8%
	45-54 years	16,4%	23,1%
	55-64 years	14,9%	15,5%
	65-74 years	11,1%	11,1%
	75+ years	10,3%	3,6%
MRP	Main Responsible for Purchase: yes	63,8%	73,6%
Education level	Elementary Level	12,6%	6,0%
	Lower Secondary	17,0%	10,0%
	Higher Secondary	38,7%	41,7%
	College & University	31,7%	42,3%
Profession	Active	47,3%	49,1%
	Entrepreneurs & liberal profession	6,1%	7,9%
	Executives	4,3%	3,7%
	Employee	24,0%	29,0%
	Skilled / Unskilled Labourer	12,9%	8,4%
	Housewife	4,8%	8,0%
	Retired	24,1%	17,7%
	Student	14,9%	16,4%
	Unemployed + Other	8,9%	8,8%
Household	With children	29,7%	28,5%
	Grandparents yes	27,4%	24,2%
	Grandchild(ren) <15y.old	19,7%	20,9%
Social Groups	Social groups 1	13,7%	17,7%
	Social groups 2	10,0%	13,7%
	Social groups 3	12,9%	13,7%
	Social groups 4	12,4%	11,0%
	Social groups 5	10,5%	9,9%
	Social groups 6	12,5%	11,5%
	Social groups 7	12,6%	13,1%
	Social groups 8	12,7%	7,9%
	Social groups 1-2	23,6%	31,4%
	Social groups 1-3	36,5%	45,0%
	Social groups 1-4	48,9%	56,0%
	Social groups 5-8	48,3%	42,5%

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