

## La Maison Victor NL+FR

		Universe 12+	La Maison Victor NL+FR
Reach		<b>9.721.896</b>	<b>105.981</b>
Language	French	44,2%	27,7%
	Dutch	55,8%	72,3%
Gender	Men	48,9%	13,6%
	Women	51,1%	86,4%
Age	12-17 years	7,6%	4,4%
	18-24 years	9,5%	6,9%
	25-34 years	14,9%	18,5%
	35-44 years	15,2%	19,6%
	45-54 years	16,4%	19,2%
	55-64 years	14,9%	18,1%
	65-74 years	11,1%	10,1%
	75+ years	10,3%	3,2%
MRP	Main Responsible for Purchase: yes	63,8%	79,2%
Education level	Elementary Level	12,6%	4,9%
	Lower Secondary	17,0%	9,9%
	Higher Secondary	38,7%	30,3%
	College & University	31,7%	54,8%
Profession	Active	47,3%	61,0%
	Entrepreneurs & liberal profession	6,1%	5,5%
	Executives	4,3%	7,5%
	Employee	24,0%	40,9%
	Skilled / Unskilled Labourer	12,9%	7,1%
	Housewife	4,8%	4,6%
	Retired	24,1%	17,1%
	Student	14,9%	10,1%
	Unemployed + Other	8,9%	7,2%
Household	With children	29,7%	40,3%
	Grandparents yes	27,4%	27,7%
	Grandchild(ren) <15y.old	19,7%	25,7%
Social Groups	Social groups 1	13,7%	24,5%
	Social groups 2	10,0%	12,4%
	Social groups 3	12,9%	16,4%
	Social groups 4	12,4%	9,9%
	Social groups 5	10,5%	13,0%
	Social groups 6	12,5%	7,8%
	Social groups 7	12,6%	7,5%
	Social groups 8	12,7%	5,9%
	Social groups 1-2	23,6%	36,9%
	Social groups 1-3	36,5%	53,4%
	Social groups 1-4	48,9%	63,3%
	Social groups 5-8	48,3%	34,2%

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