

Le Vif Weekend

		Universe 12+	Le Vif Weekend
Reach		9.721.896	175.295
Language	French	44,2%	94,9%
	Dutch	55,8%	5,1%
Gender	Men	48,9%	52,8%
	Women	51,1%	47,2%
Age	12-17 years	7,6%	4,1%
	18-24 years	9,5%	10,4%
	25-34 years	14,9%	11,9%
	35-44 years	15,2%	13,5%
	45-54 years	16,4%	15,1%
	55-64 years	14,9%	21,7%
	65-74 years	11,1%	17,5%
	75+ years	10,3%	5,8%
MRP	Main Responsible for Purchase: yes	63,8%	67,4%
Education level	Elementary Level	12,6%	2,8%
	Lower Secondary	17,0%	8,2%
	Higher Secondary	38,7%	27,2%
	College & University	31,7%	61,8%
Profession	Active	47,3%	47,6%
	Entrepreneurs & liberal profession	6,1%	9,8%
	Executives	4,3%	7,1%
	Employee	24,0%	25,8%
	Skilled / Unskilled Labourer	12,9%	4,9%
	Housewife	4,8%	3,6%
	Retired	24,1%	25,2%
	Student	14,9%	13,7%
	Unemployed + Other	8,9%	9,9%
Household	With children	29,7%	24,0%
	Grandparents yes	27,4%	32,6%
	Grandchild(ren) <15y.old	19,7%	28,5%
Social Groups	Social groups 1	13,7%	25,0%
	Social groups 2	10,0%	17,7%
	Social groups 3	12,9%	18,6%
	Social groups 4	12,4%	13,4%
	Social groups 5	10,5%	6,1%
	Social groups 6	12,5%	8,4%
	Social groups 7	12,6%	6,2%
	Social groups 8	12,7%	3,1%
	Social groups 1-2	23,6%	42,7%
	Social groups 1-3	36,5%	61,3%
	Social groups 1-4	48,9%	74,8%
	Social groups 5-8	48,3%	23,7%

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