

Libelle + Femmes d'Aujourd'hui

		Universe 12+	Libelle + Femmes
Reach		9.721.896	1.043.950
Language	French	44,2%	31,2%
	Dutch	55,8%	68,8%
Gender	Men	48,9%	16,3%
	Women	51,1%	83,7%
Age	12-17 years	7,6%	6,7%
	18-24 years	9,5%	7,0%
	25-34 years	14,9%	11,4%
	35-44 years	15,2%	12,3%
	45-54 years	16,4%	17,7%
	55-64 years	14,9%	17,8%
	65-74 years	11,1%	14,1%
	75+ years	10,3%	12,9%
MRP	Main Responsible for Purchase: yes	63,8%	76,0%
Education level	Elementary Level	12,6%	10,9%
	Lower Secondary	17,0%	15,1%
	Higher Secondary	38,7%	39,9%
	College & University	31,7%	34,1%
Profession	Active	47,3%	44,0%
	Entrepreneurs & liberal profession	6,1%	4,3%
	Executives	4,3%	2,9%
	Employee	24,0%	28,7%
	Skilled / Unskilled Labourer	12,9%	8,1%
	Housewife	4,8%	6,1%
	Retired	24,1%	30,8%
	Student	14,9%	12,5%
	Unemployed + Other	8,9%	6,6%
Household	With children	29,7%	25,4%
	Grandparents yes	27,4%	36,4%
	Grandchild(ren) <15y.old	19,7%	27,7%
Social Groups	Social groups 1	13,7%	11,7%
	Social groups 2	10,0%	11,2%
	Social groups 3	12,9%	14,5%
	Social groups 4	12,4%	13,6%
	Social groups 5	10,5%	10,2%
	Social groups 6	12,5%	14,2%
	Social groups 7	12,6%	11,7%
	Social groups 8	12,7%	10,3%
	Social groups 1-2	23,6%	22,9%
	Social groups 1-3	36,5%	37,4%
	Social groups 1-4	48,9%	51,0%
	Social groups 5-8	48,3%	46,4%

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