

# Libelle

		Universe 12+	Libelle
Reach		<b>9.721.896</b>	<b>722.631</b>
Language	French	44,2%	1,0%
	Dutch	55,8%	99,0%
Gender	Men	48,9%	17,6%
	Women	51,1%	82,5%
Age	12-17 years	7,6%	6,9%
	18-24 years	9,5%	6,9%
	25-34 years	14,9%	10,6%
	35-44 years	15,2%	12,7%
	45-54 years	16,4%	18,9%
	55-64 years	14,9%	16,8%
	65-74 years	11,1%	13,8%
	75+ years	10,3%	13,4%
MRP	Main Responsible for Purchase: yes	63,8%	75,3%
Education level	Elementary Level	12,6%	12,0%
	Lower Secondary	17,0%	15,4%
	Higher Secondary	38,7%	39,8%
	College & University	31,7%	32,8%
Profession	Active	47,3%	44,8%
	Entrepreneurs & liberal profession	6,1%	4,5%
	Executives	4,3%	3,2%
	Employee	24,0%	28,8%
	Skilled / Unskilled Labourer	12,9%	8,3%
	Housewife	4,8%	5,5%
	Retired	24,1%	30,7%
	Student	14,9%	12,7%
	Unemployed + Other	8,9%	6,4%
Household	With children	29,7%	25,2%
	Grandparents yes	27,4%	36,1%
	Grandchild(ren) <15y.old	19,7%	27,1%
Social Groups	Social groups 1	13,7%	12,0%
	Social groups 2	10,0%	10,4%
	Social groups 3	12,9%	14,5%
	Social groups 4	12,4%	13,7%
	Social groups 5	10,5%	10,0%
	Social groups 6	12,5%	14,1%
	Social groups 7	12,6%	12,4%
	Social groups 8	12,7%	10,3%
	Social groups 1-2	23,6%	22,4%
	Social groups 1-3	36,5%	36,9%
	Social groups 1-4	48,9%	50,6%
	Social groups 5-8	48,3%	46,8%

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