

## Plus NL+FR

		Universe 12+	Plus NL+FR
Reach		<b>9.721.896</b>	<b>383.389</b>
Language	French	44,2%	39,0%
	Dutch	55,8%	61,0%
Gender	Men	48,9%	33,2%
	Women	51,1%	66,9%
Age	12-17 years	7,6%	3,1%
	18-24 years	9,5%	1,6%
	25-34 years	14,9%	4,6%
	35-44 years	15,2%	6,1%
	45-54 years	16,4%	8,9%
	55-64 years	14,9%	25,2%
	65-74 years	11,1%	31,9%
	75+ years	10,3%	18,7%
MRP	Main Responsible for Purchase: yes	63,8%	78,3%
Education level	Elementary Level	12,6%	7,6%
	Lower Secondary	17,0%	12,2%
	Higher Secondary	38,7%	44,7%
	College & University	31,7%	35,5%
Profession	Active	47,3%	25,7%
	Entrepreneurs & liberal profession	6,1%	3,4%
	Executives	4,3%	2,2%
	Employee	24,0%	15,2%
	Skilled / Unskilled Labourer	12,9%	4,9%
	Housewife	4,8%	6,5%
	Retired	24,1%	57,3%
	Student	14,9%	5,1%
	Unemployed + Other	8,9%	5,5%
Household	With children	29,7%	10,7%
	Grandparents yes	27,4%	58,8%
	Grandchild(ren) <15y.old	19,7%	44,1%
Social Groups	Social groups 1	13,7%	9,4%
	Social groups 2	10,0%	8,7%
	Social groups 3	12,9%	11,6%
	Social groups 4	12,4%	19,7%
	Social groups 5	10,5%	7,7%
	Social groups 6	12,5%	19,3%
	Social groups 7	12,6%	12,8%
	Social groups 8	12,7%	8,7%
	Social groups 1-2	23,6%	18,1%
	Social groups 1-3	36,5%	29,7%
	Social groups 1-4	48,9%	49,3%
	Social groups 5-8	48,3%	48,5%

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