

# RNews

		Universe 12+	RNews
Reach		<b>9.721.896</b>	<b>1.372.210</b>
Language	French	44,2%	44,5%
	Dutch	55,8%	55,5%
Gender	Men	48,9%	64,1%
	Women	51,1%	35,9%
Age	12-17 years	7,6%	8,2%
	18-24 years	9,5%	10,5%
	25-34 years	14,9%	14,2%
	35-44 years	15,2%	15,4%
	45-54 years	16,4%	16,9%
	55-64 years	14,9%	15,9%
	65-74 years	11,1%	12,0%
	75+ years	10,3%	7,0%
MRP	Main Responsible for Purchase: yes	63,8%	59,6%
Education level	Elementary Level	12,6%	7,2%
	Lower Secondary	17,0%	11,5%
	Higher Secondary	38,7%	33,2%
	College & University	31,7%	48,2%
Profession	Active	47,3%	52,2%
	Entrepreneurs & liberal profession	6,1%	7,2%
	Executives	4,3%	8,7%
	Employee	24,0%	25,1%
	Skilled / Unskilled Labourer	12,9%	11,2%
	Housewife	4,8%	2,0%
	Retired	24,1%	22,0%
	Student	14,9%	16,4%
	Unemployed + Other	8,9%	7,5%
Household	With children	29,7%	28,8%
	Grandparents yes	27,4%	24,1%
	Grandchild(ren) <15y.old	19,7%	19,7%
Social Groups	Social groups 1	13,7%	22,9%
	Social groups 2	10,0%	13,7%
	Social groups 3	12,9%	14,9%
	Social groups 4	12,4%	13,6%
	Social groups 5	10,5%	9,4%
	Social groups 6	12,5%	9,1%
	Social groups 7	12,6%	9,0%
	Social groups 8	12,7%	5,0%
	Social groups 1-2	23,6%	36,5%
	Social groups 1-3	36,5%	51,5%
	Social groups 1-4	48,9%	65,0%
	Social groups 5-8	48,3%	32,6%

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