

Trends + Trends-Tendances

		Universe 12+	Trends + Trends-Tendances
Reach		9.721.896	256.154
Language	French	44,2%	45,3%
	Dutch	55,8%	54,7%
Gender	Men	48,9%	62,7%
	Women	51,1%	37,4%
Age	12-17 years	7,6%	2,8%
	18-24 years	9,5%	10,3%
	25-34 years	14,9%	14,3%
	35-44 years	15,2%	17,0%
	45-54 years	16,4%	21,5%
	55-64 years	14,9%	18,1%
	65-74 years	11,1%	11,5%
	75+ years	10,3%	4,6%
MRP	Main Responsible for Purchase: yes	63,8%	61,4%
Education level	Elementary Level	12,6%	3,1%
	Lower Secondary	17,0%	6,9%
	Higher Secondary	38,7%	26,1%
	College & University	31,7%	64,0%
Profession	Active	47,3%	62,6%
	Entrepreneurs & liberal profession	6,1%	12,7%
	Executives	4,3%	17,0%
	Employee	24,0%	26,4%
	Skilled / Unskilled Labourer	12,9%	6,5%
	Housewife	4,8%	2,4%
	Retired	24,1%	17,6%
	Student	14,9%	11,4%
	Unemployed + Other	8,9%	6,0%
Household	With children	29,7%	28,3%
	Grandparents yes	27,4%	21,8%
	Grandchild(ren) <15y.old	19,7%	19,5%
Social Groups	Social groups 1	13,7%	33,9%
	Social groups 2	10,0%	16,5%
	Social groups 3	12,9%	14,5%
	Social groups 4	12,4%	9,6%
	Social groups 5	10,5%	7,8%
	Social groups 6	12,5%	5,6%
	Social groups 7	12,6%	6,5%
	Social groups 8	12,7%	3,7%
	Social groups 1-2	23,6%	50,4%
	Social groups 1-3	36,5%	65,0%
	Social groups 1-4	48,9%	74,6%
	Social groups 5-8	48,3%	23,6%

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