

De Zondag

		Universe 12+	De Zondag
Reach		9.825.508	1.510.136
Language	French	44,3%	2,2%
	Dutch	55,7%	97,8%
Gender	Men	48,9%	49,1%
	Women	51,1%	50,9%
Age	12-17 years	7,6%	3,1%
	18-24 years	9,4%	5,3%
	25-34 years	14,9%	10,5%
	35-44 years	15,0%	13,8%
	45-54 years	16,2%	18,0%
	55-64 years	15,1%	19,8%
	65-74 years	11,4%	16,4%
	75+ years	10,3%	13,0%
MRP	Main Responsible for Purchase: yes	68,4%	73,8%
Education level	Elementary Level	10,4%	6,7%
	Lower Secondary	15,4%	14,7%
	Higher Secondary	38,8%	42,1%
	College & University	35,4%	36,5%
Profession	Active	49,0%	51,2%
	Entrepreneurs & liberal profession	5,7%	5,5%
	Executives	4,6%	4,8%
	Employee	26,6%	27,1%
	Skilled / Unskilled Labourer	12,0%	13,8%
	Housewife	4,3%	3,5%
	Retired	23,8%	32,9%
	Student	14,4%	6,5%
	Unemployed + Other	8,6%	6,0%
Household	With children	29,2%	21,9%
	Grandparents yes	26,9%	35,8%
	Grandchild(ren) < 15y.old	19,7%	26,3%
Social Groups	Social groups 1	12,6%	12,5%
	Social groups 2	13,3%	12,7%
	Social groups 3	12,6%	11,0%
	Social groups 4	11,3%	11,6%
	Social groups 5	11,5%	12,6%
	Social groups 6	12,1%	14,4%
	Social groups 7	12,0%	13,8%
	Social groups 8	11,5%	9,2%
	Social groups 1-2	25,8%	25,3%
	Social groups 1-3	38,4%	36,2%
	Social groups 1-4	49,7%	47,8%
	Social groups 5-8	47,0%	49,9%

Source: CIM NRS 2018-2019, Paper + Digital versions