

# Gael

		Universe 12+	Gael
Reach		<b>9.825.508</b>	<b>184.840</b>
Language	French	44,3%	95,4%
	Dutch	55,7%	4,7%
Gender	Men	48,9%	21,4%
	Women	51,1%	78,6%
Age	12-17 years	7,6%	3,5%
	18-24 years	9,4%	10,0%
	25-34 years	14,9%	16,0%
	35-44 years	15,0%	14,8%
	45-54 years	16,2%	21,2%
	55-64 years	15,1%	18,3%
	65-74 years	11,4%	9,0%
	75+ years	10,3%	7,2%
MRP	Main Responsible for Purchase: yes	68,4%	79,4%
Education level	Elementary Level	10,4%	5,3%
	Lower Secondary	15,4%	12,4%
	Higher Secondary	38,8%	38,7%
	College & University	35,4%	43,6%
Profession	Active	49,0%	58,1%
	Entrepreneurs & liberal profession	5,7%	6,2%
	Executives	4,6%	6,7%
	Employee	26,6%	37,9%
	Skilled / Unskilled Labourer	12,0%	7,4%
	Housewife	4,3%	3,5%
	Retired	23,8%	18,1%
	Student	14,4%	11,4%
	Unemployed + Other	8,6%	9,0%
Household	With children	29,2%	32,1%
	Grandparents yes	26,9%	23,7%
	Grandchild(ren) < 15y.old	19,7%	19,9%
Social Groups	Social groups 1	12,6%	16,7%
	Social groups 2	13,3%	14,5%
	Social groups 3	12,6%	13,7%
	Social groups 4	11,3%	12,7%
	Social groups 5	11,5%	11,7%
	Social groups 6	12,1%	10,8%
	Social groups 7	12,0%	8,6%
	Social groups 8	11,5%	8,1%
	Social groups 1-2	25,8%	31,2%
	Social groups 1-3	38,4%	45,0%
	Social groups 1-4	49,7%	57,7%
	Social groups 5-8	47,0%	39,1%

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