

Krant van West-Vlaanderen

		Universe 12+	KW
Reach		9.825.508	377.018
Language	French	44,3%	5,5%
	Dutch	55,7%	94,5%
Gender	Men	48,9%	51,2%
	Women	51,1%	48,8%
Age	12-17 years	7,6%	2,7%
	18-24 years	9,4%	7,5%
	25-34 years	14,9%	12,1%
	35-44 years	15,0%	15,7%
	45-54 years	16,2%	14,5%
	55-64 years	15,1%	18,8%
	65-74 years	11,4%	15,8%
	75+ years	10,3%	13,0%
MRP	Main Responsible for Purchase: yes	68,4%	71,6%
Education level	Elementary Level	10,4%	9,7%
	Lower Secondary	15,4%	15,5%
	Higher Secondary	38,8%	43,3%
	College & University	35,4%	31,5%
Profession	Active	49,0%	54,5%
	Entrepreneurs & liberal profession	5,7%	9,1%
	Executives	4,6%	3,3%
	Employee	26,6%	24,1%
	Skilled / Unskilled Labourer	12,0%	18,1%
	Housewife	4,3%	3,4%
	Retired	23,8%	30,7%
	Student	14,4%	7,6%
	Unemployed + Other	8,6%	3,9%
Household	With children	29,2%	18,9%
	Grandparents yes	26,9%	36,7%
	Grandchild(ren) < 15y.old	19,7%	27,6%
Social Groups	Social groups 1	12,6%	8,0%
	Social groups 2	13,3%	9,3%
	Social groups 3	12,6%	12,7%
	Social groups 4	11,3%	12,5%
	Social groups 5	11,5%	15,2%
	Social groups 6	12,1%	13,4%
	Social groups 7	12,0%	15,0%
	Social groups 8	11,5%	11,8%
	Social groups 1-2	25,8%	17,3%
	Social groups 1-3	38,4%	30,1%
	Social groups 1-4	49,7%	42,5%
	Social groups 5-8	47,0%	55,5%

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