

Le Vif Weekend

		Universe 12+	Le Vif Weekend
Reach		9.825.508	183.061
Language	French	44,3%	90,5%
	Dutch	55,7%	9,5%
Gender	Men	48,9%	48,9%
	Women	51,1%	51,1%
Age	12-17 years	7,6%	3,8%
	18-24 years	9,4%	5,7%
	25-34 years	14,9%	10,5%
	35-44 years	15,0%	14,2%
	45-54 years	16,2%	21,5%
	55-64 years	15,1%	16,8%
	65-74 years	11,4%	16,4%
	75+ years	10,3%	10,9%
MRP	Main Responsible for Purchase: yes	68,4%	71,5%
Education level	Elementary Level	10,4%	3,6%
	Lower Secondary	15,4%	6,3%
	Higher Secondary	38,8%	28,4%
	College & University	35,4%	61,7%
Profession	Active	49,0%	55,3%
	Entrepreneurs & liberal profession	5,7%	11,1%
	Executives	4,6%	8,9%
	Employee	26,6%	30,5%
	Skilled / Unskilled Labourer	12,0%	4,8%
	Housewife	4,3%	3,3%
	Retired	23,8%	29,0%
	Student	14,4%	8,2%
	Unemployed + Other	8,6%	4,2%
Household	With children	29,2%	28,6%
	Grandparents yes	26,9%	34,1%
	Grandchild(ren) < 15y.old	19,7%	27,0%
Social Groups	Social groups 1	12,6%	20,1%
	Social groups 2	13,3%	22,2%
	Social groups 3	12,6%	20,4%
	Social groups 4	11,3%	14,2%
	Social groups 5	11,5%	5,7%
	Social groups 6	12,1%	6,8%
	Social groups 7	12,0%	3,8%
	Social groups 8	11,5%	4,0%
	Social groups 1-2	25,8%	42,3%
	Social groups 1-3	38,4%	62,7%
	Social groups 1-4	49,7%	76,8%
	Social groups 5-8	47,0%	20,2%

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