

Libelle + Femmes d'Aujourd'hui

		Universe 12+	Libelle + Femmes
Reach		9.825.508	1.098.731
Language	French	44,3%	35,7%
	Dutch	55,7%	64,3%
Gender	Men	48,9%	22,2%
	Women	51,1%	77,8%
Age	12-17 years	7,6%	5,5%
	18-24 years	9,4%	6,6%
	25-34 years	14,9%	11,1%
	35-44 years	15,0%	12,5%
	45-54 years	16,2%	16,4%
	55-64 years	15,1%	19,6%
	65-74 years	11,4%	13,7%
	75+ years	10,3%	14,6%
MRP	Main Responsible for Purchase: yes	68,4%	78,0%
Education level	Elementary Level	10,4%	7,6%
	Lower Secondary	15,4%	14,5%
	Higher Secondary	38,8%	40,0%
	College & University	35,4%	38,0%
Profession	Active	49,0%	47,6%
	Entrepreneurs & liberal profession	5,7%	5,5%
	Executives	4,6%	3,7%
	Employee	26,6%	30,8%
	Skilled / Unskilled Labourer	12,0%	7,7%
	Housewife	4,3%	5,7%
	Retired	23,8%	30,2%
	Student	14,4%	10,0%
	Unemployed + Other	8,6%	6,5%
Household	With children	29,2%	24,1%
	Grandparents yes	26,9%	35,7%
	Grandchild(ren) < 15y.old	19,7%	25,6%
Social Groups	Social groups 1	12,6%	12,8%
	Social groups 2	13,3%	13,2%
	Social groups 3	12,6%	14,0%
	Social groups 4	11,3%	14,0%
	Social groups 5	11,5%	11,0%
	Social groups 6	12,1%	12,2%
	Social groups 7	12,0%	10,6%
	Social groups 8	11,5%	9,8%
	Social groups 1-2	25,8%	26,0%
	Social groups 1-3	38,4%	39,9%
	Social groups 1-4	49,7%	53,9%
	Social groups 5-8	47,0%	43,6%

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