

# Libelle

		Universe 12+	Libelle
Reach		<b>9.825.508</b>	<b>725.501</b>
Language	French	44,3%	3,1%
	Dutch	55,7%	96,9%
Gender	Men	48,9%	23,0%
	Women	51,1%	77,0%
Age	12-17 years	7,6%	5,6%
	18-24 years	9,4%	7,1%
	25-34 years	14,9%	11,5%
	35-44 years	15,0%	12,4%
	45-54 years	16,2%	16,4%
	55-64 years	15,1%	19,9%
	65-74 years	11,4%	13,8%
	75+ years	10,3%	13,3%
MRP	Main Responsible for Purchase: yes	68,4%	76,8%
Education level	Elementary Level	10,4%	7,8%
	Lower Secondary	15,4%	14,4%
	Higher Secondary	38,8%	41,0%
	College & University	35,4%	36,8%
Profession	Active	49,0%	49,4%
	Entrepreneurs & liberal profession	5,7%	5,7%
	Executives	4,6%	4,1%
	Employee	26,6%	30,6%
	Skilled / Unskilled Labourer	12,0%	9,0%
	Housewife	4,3%	5,8%
	Retired	23,8%	28,9%
	Student	14,4%	10,5%
	Unemployed + Other	8,6%	5,4%
Household	With children	29,2%	24,0%
	Grandparents yes	26,9%	35,1%
	Grandchild(ren) < 15y.old	19,7%	25,3%
Social Groups	Social groups 1	12,6%	12,4%
	Social groups 2	13,3%	12,6%
	Social groups 3	12,6%	13,4%
	Social groups 4	11,3%	13,6%
	Social groups 5	11,5%	12,7%
	Social groups 6	12,1%	12,0%
	Social groups 7	12,0%	11,5%
	Social groups 8	11,5%	9,4%
	Social groups 1-2	25,8%	25,0%
	Social groups 1-3	38,4%	38,4%
	Social groups 1-4	49,7%	52,0%
	Social groups 5-8	47,0%	45,5%

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