

Plus Magazine NL+FR

		Universe 12+	Plus NL+FR
Reach		9.825.508	467.465
Language	French	44,3%	34,1%
	Dutch	55,7%	65,9%
Gender	Men	48,9%	43,8%
	Women	51,1%	56,2%
Age	12-17 years	7,6%	2,1%
	18-24 years	9,4%	3,7%
	25-34 years	14,9%	6,2%
	35-44 years	15,0%	7,3%
	45-54 years	16,2%	14,7%
	55-64 years	15,1%	25,4%
	65-74 years	11,4%	27,0%
	75+ years	10,3%	13,7%
MRP	Main Responsible for Purchase: yes	68,4%	75,2%
Education level	Elementary Level	10,4%	5,1%
	Lower Secondary	15,4%	14,1%
	Higher Secondary	38,8%	38,9%
	College & University	35,4%	42,0%
Profession	Active	49,0%	41,1%
	Entrepreneurs & liberal profession	5,7%	5,6%
	Executives	4,6%	4,9%
	Employee	26,6%	23,9%
	Skilled / Unskilled Labourer	12,0%	6,7%
	Housewife	4,3%	4,1%
	Retired	23,8%	45,2%
	Student	14,4%	4,2%
	Unemployed + Other	8,6%	5,5%
Household	With children	29,2%	14,4%
	Grandparents yes	26,9%	49,2%
	Grandchild(ren) < 15y.old	19,7%	39,5%
Social Groups	Social groups 1	12,6%	10,8%
	Social groups 2	13,3%	11,9%
	Social groups 3	12,6%	15,2%
	Social groups 4	11,3%	15,1%
	Social groups 5	11,5%	10,3%
	Social groups 6	12,1%	15,0%
	Social groups 7	12,0%	12,3%
	Social groups 8	11,5%	5,9%
	Social groups 1-2	25,8%	22,7%
	Social groups 1-3	38,4%	37,9%
	Social groups 1-4	49,7%	52,9%
	Social groups 5-8	47,0%	43,5%

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