

Trends + Trends-Tendances

		Universe 12+	Trends + Trends-Tendances
Reach		9.825.508	290.211
Language	French	44,3%	50,7%
	Dutch	55,7%	49,3%
Gender	Men	48,9%	62,6%
	Women	51,1%	37,4%
Age	12-17 years	7,6%	2,3%
	18-24 years	9,4%	7,1%
	25-34 years	14,9%	13,4%
	35-44 years	15,0%	16,0%
	45-54 years	16,2%	23,7%
	55-64 years	15,1%	17,3%
	65-74 years	11,4%	13,4%
	75+ years	10,3%	6,8%
MRP	Main Responsible for Purchase: yes	68,4%	66,8%
Education level	Elementary Level	10,4%	3,1%
	Lower Secondary	15,4%	6,9%
	Higher Secondary	38,8%	27,4%
	College & University	35,4%	62,7%
Profession	Active	49,0%	65,5%
	Entrepreneurs & liberal profession	5,7%	15,3%
	Executives	4,6%	14,3%
	Employee	26,6%	28,7%
	Skilled / Unskilled Labourer	12,0%	7,3%
	Housewife	4,3%	0,8%
	Retired	23,8%	20,7%
	Student	14,4%	7,6%
	Unemployed + Other	8,6%	5,5%
Household	With children	29,2%	29,6%
	Grandparents yes	26,9%	26,7%
	Grandchild(ren) < 15y.old	19,7%	23,1%
Social Groups	Social groups 1	12,6%	26,5%
	Social groups 2	13,3%	18,4%
	Social groups 3	12,6%	17,0%
	Social groups 4	11,3%	10,3%
	Social groups 5	11,5%	7,3%
	Social groups 6	12,1%	7,5%
	Social groups 7	12,0%	6,3%
	Social groups 8	11,5%	5,4%
	Social groups 1-2	25,8%	44,9%
	Social groups 1-3	38,4%	61,8%
	Social groups 1-4	49,7%	72,1%
	Social groups 5-8	47,0%	26,5%

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