

Trends Style NL+FR

		Universe 12+	Trends Style NL+FR
Reach		9.825.508	150.034
Language	French	44,3%	53,6%
	Dutch	55,7%	46,4%
Gender	Men	48,9%	51,7%
	Women	51,1%	48,3%
Age	12-17 years	7,6%	5,2%
	18-24 years	9,4%	10,1%
	25-34 years	14,9%	13,6%
	35-44 years	15,0%	19,0%
	45-54 years	16,2%	21,5%
	55-64 years	15,1%	16,3%
	65-74 years	11,4%	9,6%
	75+ years	10,3%	4,6%
MRP	Main Responsible for Purchase: yes	68,4%	68,5%
Education level	Elementary Level	10,4%	4,1%
	Lower Secondary	15,4%	10,7%
	Higher Secondary	38,8%	26,4%
	College & University	35,4%	58,8%
Profession	Active	49,0%	65,5%
	Entrepreneurs & liberal profession	5,7%	16,1%
	Executives	4,6%	12,9%
	Employee	26,6%	27,0%
	Skilled / Unskilled Labourer	12,0%	9,5%
	Housewife	4,3%	1,8%
	Retired	23,8%	15,3%
	Student	14,4%	12,9%
	Unemployed + Other	8,6%	4,6%
Household	With children	29,2%	36,5%
	Grandparents yes	26,9%	23,4%
	Grandchild(ren) < 15y.old	19,7%	21,6%
Social Groups	Social groups 1	12,6%	25,1%
	Social groups 2	13,3%	19,1%
	Social groups 3	12,6%	16,5%
	Social groups 4	11,3%	8,6%
	Social groups 5	11,5%	6,6%
	Social groups 6	12,1%	6,1%
	Social groups 7	12,0%	10,1%
	Social groups 8	11,5%	5,4%
	Social groups 1-2	25,8%	44,2%
	Social groups 1-3	38,4%	60,7%
	Social groups 1-4	49,7%	69,3%
	Social groups 5-8	47,0%	28,2%

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