

Femmes d'Aujourd'hui

Universe 12+

Reach		434.592	9.885.365
Language	French	96,7%	44,1%
	Dutch	3,3%	55,9%
Gender	Men	25,2%	48,9%
	Women	74,8%	51,1%
Age	12-17 years	5,4%	7,7%
	18-24 years	5,9%	9,3%
	25-34 years	11,8%	14,9%
	35-44 years	14,2%	15,0%
	45-54 years	17,0%	16,0%
	55-64 years	15,1%	15,2%
	65-74 years	15,8%	11,6%
	75+ years	14,9%	10,3%
MRP	Main Responsible for Purchase: yes	77,6%	66,6%
Education level	Elementary Level	7,7%	10,7%
	Lower Secondary	16,4%	15,8%
	Higher Secondary	34,7%	40,2%
	College & University	41,3%	33,2%
Profession	Active	46,1%	48,9%
	Entrepreneurs & liberal profession	5,2%	5,3%
	Executives	4,1%	4,2%
	Employee	32,1%	27,4%
	Skilled / Unskilled Labourer	4,7%	11,9%
	Housewife	3,5%	4,1%
	Retired	32,3%	24,4%
	Student	9,8%	14,2%
	Unemployed + Other	8,4%	8,5%
Household	With children	28,3%	28,6%
	Grandparents yes	35,5%	27,6%
	Grandchild(ren) <15y.old	27,1%	20,4%
Social Groups	Social groups 1	12,2%	11,7%
	Social groups 2	14,6%	13,4%
	Social groups 3	13,7%	11,9%
	Social groups 4	14,2%	11,6%
	Social groups 5	9,2%	11,4%
	Social groups 6	12,0%	12,0%
	Social groups 7	10,0%	12,0%
	Social groups 8	11,2%	12,0%
	Social groups 1-2	26,7%	25,0%
	Social groups 1-3	40,4%	37,0%
	Social groups 1-4	54,6%	48,6%
	Social groups 5-8	42,3%	47,4%

Source: CIM NRS 2019-2020, Paper+Digital Versions

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