

# Flair FR

Universe 12+

Reach		<b>305.966</b>	<b>9.885.365</b>
Language	French	87,5%	44,1%
	Dutch	12,6%	55,9%
Gender	Men	23,2%	48,9%
	Women	76,8%	51,1%
Age	12-17 years	5,3%	7,7%
	18-24 years	13,6%	9,3%
	25-34 years	20,2%	14,9%
	35-44 years	16,6%	15,0%
	45-54 years	17,1%	16,0%
	55-64 years	15,4%	15,2%
	65-74 years	7,4%	11,6%
	75+ years	4,4%	10,3%
MRP	Main Responsible for Purchase: yes	74,3%	66,6%
Education level	Elementary Level	6,4%	10,7%
	Lower Secondary	15,9%	15,8%
	Higher Secondary	37,8%	40,2%
	College & University	39,9%	33,2%
Profession	Active	60,6%	48,9%
	Entrepreneurs & liberal profession	4,5%	5,3%
	Executives	6,2%	4,2%
	Employee	41,5%	27,4%
	Skilled / Unskilled Labourer	8,4%	11,9%
	Housewife	3,8%	4,1%
	Retired	13,9%	24,4%
	Student	13,2%	14,2%
	Unemployed + Other	8,6%	8,5%
Household	With children	36,2%	28,6%
	Grandparents yes	22,2%	27,6%
	Grandchild(ren) <15y.old	18,4%	20,4%
Social Groups	Social groups 1	14,3%	11,7%
	Social groups 2	14,7%	13,4%
	Social groups 3	14,6%	11,9%
	Social groups 4	10,2%	11,6%
	Social groups 5	12,4%	11,4%
	Social groups 6	8,7%	12,0%
	Social groups 7	10,5%	12,0%
	Social groups 8	9,4%	12,0%
	Social groups 1-2	29,0%	25,0%
	Social groups 1-3	43,6%	37,0%
	Social groups 1-4	53,8%	48,6%
	Social groups 5-8	41,0%	47,4%

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

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