

Focus Vif

Universe 12+

| | | | |
|-----------------|------------------------------------|----------------|------------------|
| Reach | | 144.120 | 9.885.365 |
| Language | French | 91,7% | 44,1% |
| | Dutch | 8,3% | 55,9% |
| Gender | Men | 62,9% | 48,9% |
| | Women | 37,1% | 51,1% |
| Age | 12-17 years | 2,3% | 7,7% |
| | 18-24 years | 8,7% | 9,3% |
| | 25-34 years | 14,7% | 14,9% |
| | 35-44 years | 12,0% | 15,0% |
| | 45-54 years | 14,8% | 16,0% |
| | 55-64 years | 15,2% | 15,2% |
| | 65-74 years | 17,1% | 11,6% |
| | 75+ years | 15,2% | 10,3% |
| MRP | Main Responsible for Purchase: yes | 67,6% | 66,6% |
| Education level | Elementary Level | 4,9% | 10,7% |
| | Lower Secondary | 8,0% | 15,8% |
| | Higher Secondary | 26,9% | 40,2% |
| | College & University | 60,2% | 33,2% |
| Profession | Active | 53,4% | 48,9% |
| | Entrepreneurs & liberal profession | 10,2% | 5,3% |
| | Executives | 9,6% | 4,2% |
| | Employee | 29,5% | 27,4% |
| | Skilled / Unskilled Labourer | 4,1% | 11,9% |
| | Housewife | 0,4% | 4,1% |
| | Retired | 33,4% | 24,4% |
| | Student | 9,0% | 14,2% |
| | Unemployed + Other | 3,8% | 8,5% |
| Household | With children | 23,2% | 28,6% |
| | Grandparents yes | 36,6% | 27,6% |
| | Grandchild(ren) <15y.old | 27,3% | 20,4% |
| Social Groups | Social groups 1 | 19,9% | 11,7% |
| | Social groups 2 | 21,6% | 13,4% |
| | Social groups 3 | 15,6% | 11,9% |
| | Social groups 4 | 13,5% | 11,6% |
| | Social groups 5 | 7,0% | 11,4% |
| | Social groups 6 | 7,0% | 12,0% |
| | Social groups 7 | 7,4% | 12,0% |
| | Social groups 8 | 6,2% | 12,0% |
| | Social groups 1-2 | 41,6% | 25,0% |
| | Social groups 1-3 | 57,2% | 37,0% |
| | Social groups 1-4 | 70,6% | 48,6% |
| | Social groups 5-8 | 27,6% | 47,4% |

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

Jean-Paul Navaux
 Research Manager
 T +32 467 56 06
jean.paul.navaux@roularta.be

Roularta
 Media 