

# Gael

Universe 12+

|                 |                                    |                |                  |
|-----------------|------------------------------------|----------------|------------------|
| Reach           |                                    | <b>176.168</b> | <b>9.885.365</b> |
| Language        | French                             | 94,6%          | 44,1%            |
|                 | Dutch                              | 5,4%           | 55,9%            |
| Gender          | Men                                | 22,4%          | 48,9%            |
|                 | Women                              | 77,6%          | 51,1%            |
| Age             | 12-17 years                        | 1,5%           | 7,7%             |
|                 | 18-24 years                        | 10,7%          | 9,3%             |
|                 | 25-34 years                        | 15,3%          | 14,9%            |
|                 | 35-44 years                        | 15,3%          | 15,0%            |
|                 | 45-54 years                        | 23,2%          | 16,0%            |
|                 | 55-64 years                        | 16,1%          | 15,2%            |
|                 | 65-74 years                        | 9,0%           | 11,6%            |
|                 | 75+ years                          | 8,9%           | 10,3%            |
| MRP             | Main Responsible for Purchase: yes | 79,0%          | 66,6%            |
| Education level | Elementary Level                   | 6,5%           | 10,7%            |
|                 | Lower Secondary                    | 16,3%          | 15,8%            |
|                 | Higher Secondary                   | 34,3%          | 40,2%            |
|                 | College & University               | 42,9%          | 33,2%            |
| Profession      | Active                             | 58,9%          | 48,9%            |
|                 | Entrepreneurs & liberal profession | 8,0%           | 5,3%             |
|                 | Executives                         | 7,1%           | 4,2%             |
|                 | Employee                           | 35,5%          | 27,4%            |
|                 | Skilled / Unskilled Labourer       | 8,3%           | 11,9%            |
|                 | Housewife                          | 4,2%           | 4,1%             |
|                 | Retired                            | 16,8%          | 24,4%            |
|                 | Student                            | 9,0%           | 14,2%            |
|                 | Unemployed + Other                 | 11,1%          | 8,5%             |
| Household       | With children                      | 34,7%          | 28,6%            |
|                 | Grandparents yes                   | 29,6%          | 27,6%            |
|                 | Grandchild(ren) <15y.old           | 23,6%          | 20,4%            |
| Social Groups   | Social groups 1                    | 15,7%          | 11,7%            |
|                 | Social groups 2                    | 15,1%          | 13,4%            |
|                 | Social groups 3                    | 12,3%          | 11,9%            |
|                 | Social groups 4                    | 13,5%          | 11,6%            |
|                 | Social groups 5                    | 9,0%           | 11,4%            |
|                 | Social groups 6                    | 8,2%           | 12,0%            |
|                 | Social groups 7                    | 11,2%          | 12,0%            |
|                 | Social groups 8                    | 11,3%          | 12,0%            |
|                 | Social groups 1-2                  | 30,8%          | 25,0%            |
|                 | Social groups 1-3                  | 43,1%          | 37,0%            |
|                 | Social groups 1-4                  | 56,6%          | 48,6%            |
|                 | Social groups 5-8                  | 39,6%          | 47,4%            |

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

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