

Krant van West-Vlaanderen

West-Flanders
12+

Reach		389.624	1.053.057
Language	French	6,7%	2,6%
	Dutch	93,3%	97,4%
Gender	Men	52,4%	49,3%
	Women	47,6%	50,7%
Age	12-17 years	3,3%	7,4%
	18-24 years	9,0%	7,6%
	25-34 years	16,3%	13,6%
	35-44 years	10,1%	12,9%
	45-54 years	15,2%	16,1%
	55-64 years	15,7%	16,0%
	65-74 years	14,7%	12,8%
	75+ years	15,6%	13,6%
MRP	Main Responsible for Purchase: yes	71,4%	67,1%
Education level	Elementary Level	11,2%	12,5%
	Lower Secondary	14,5%	16,5%
	Higher Secondary	45,4%	42,2%
	College & University	29,0%	28,8%
Profession	Active	53,6%	51,3%
	Entrepreneurs & liberal profession	7,0%	5,5%
	Executives	5,0%	3,0%
	Employee	25,3%	25,8%
	Skilled / Unskilled Labourer	16,3%	17,0%
	Housewife	2,6%	3,5%
	Retired	33,0%	28,7%
	Student	7,5%	12,0%
Unemployed + Other	3,3%	4,4%	
Household	With children	21,5%	24,9%
	Grandparents yes	34,7%	32,3%
	Grandchild(ren) <15y.old	22,7%	21,6%
Social Groups	Social groups 1	8,5%	7,1%
	Social groups 2	9,2%	11,8%
	Social groups 3	10,8%	10,4%
	Social groups 4	9,8%	12,3%
	Social groups 5	14,9%	14,4%
	Social groups 6	13,2%	15,2%
	Social groups 7	16,7%	14,3%
	Social groups 8	14,6%	13,0%
	Social groups 1-2	17,7%	18,9%
	Social groups 1-3	28,5%	29,3%
	Social groups 1-4	38,3%	41,6%
Social groups 5-8	59,4%	56,9%	

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 