

La Maison Victor D/F

Universe 12+

Reach		136.530	9.885.365
Language	French	36,9%	44,1%
	Dutch	63,1%	55,9%
Gender	Men	30,2%	48,9%
	Women	69,8%	51,1%
Age	12-17 years	7,2%	7,7%
	18-24 years	14,4%	9,3%
	25-34 years	23,9%	14,9%
	35-44 years	13,8%	15,0%
	45-54 years	13,8%	16,0%
	55-64 years	13,8%	15,2%
	65-74 years	9,1%	11,6%
	75+ years	4,1%	10,3%
MRP	Main Responsible for Purchase: yes	77,1%	66,6%
Education level	Elementary Level	10,9%	10,7%
	Lower Secondary	9,2%	15,8%
	Higher Secondary	35,8%	40,2%
	College & University	44,2%	33,2%
Profession	Active	56,0%	48,9%
	Entrepreneurs & liberal profession	12,1%	5,3%
	Executives	4,2%	4,2%
	Employee	34,4%	27,4%
	Skilled / Unskilled Labourer	5,3%	11,9%
	Housewife	3,7%	4,1%
	Retired	16,0%	24,4%
	Student	17,6%	14,2%
	Unemployed + Other	6,7%	8,5%
Household	With children	38,3%	28,6%
	Grandparents yes	24,2%	27,6%
	Grandchild(ren) <15y.old	22,4%	20,4%
Social Groups	Social groups 1	17,3%	11,7%
	Social groups 2	13,9%	13,4%
	Social groups 3	13,7%	11,9%
	Social groups 4	10,4%	11,6%
	Social groups 5	13,4%	11,4%
	Social groups 6	9,1%	12,0%
	Social groups 7	6,5%	12,0%
	Social groups 8	9,2%	12,0%
	Social groups 1-2	31,2%	25,0%
	Social groups 1-3	44,8%	37,0%
	Social groups 1-4	55,2%	48,6%
	Social groups 5-8	38,2%	47,4%

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

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