

Le Vif / L'Express

Universe 12+

| | | | |
|-----------------|------------------------------------|----------------|------------------|
| Reach | | 350.122 | 9.885.365 |
| Language | French | 95,3% | 44,1% |
| | Dutch | 4,7% | 55,9% |
| Gender | Men | 57,3% | 48,9% |
| | Women | 42,7% | 51,1% |
| Age | 12-17 years | 2,5% | 7,7% |
| | 18-24 years | 9,7% | 9,3% |
| | 25-34 years | 13,4% | 14,9% |
| | 35-44 years | 14,8% | 15,0% |
| | 45-54 years | 15,6% | 16,0% |
| | 55-64 years | 15,9% | 15,2% |
| | 65-74 years | 16,1% | 11,6% |
| | 75+ years | 12,1% | 10,3% |
| MRP | Main Responsible for Purchase: yes | 66,3% | 66,6% |
| Education level | Elementary Level | 4,2% | 10,7% |
| | Lower Secondary | 9,0% | 15,8% |
| | Higher Secondary | 30,2% | 40,2% |
| | College & University | 56,6% | 33,2% |
| Profession | Active | 52,2% | 48,9% |
| | Entrepreneurs & liberal profession | 7,2% | 5,3% |
| | Executives | 9,0% | 4,2% |
| | Employee | 30,6% | 27,4% |
| | Skilled / Unskilled Labourer | 5,3% | 11,9% |
| | Housewife | 1,3% | 4,1% |
| | Retired | 29,0% | 24,4% |
| | Student | 10,3% | 14,2% |
| | Unemployed + Other | 7,2% | 8,5% |
| Household | With children | 27,4% | 28,6% |
| | Grandparents yes | 31,9% | 27,6% |
| | Grandchild(ren) <15y.old | 23,5% | 20,4% |
| Social Groups | Social groups 1 | 19,2% | 11,7% |
| | Social groups 2 | 19,9% | 13,4% |
| | Social groups 3 | 16,1% | 11,9% |
| | Social groups 4 | 13,1% | 11,6% |
| | Social groups 5 | 6,2% | 11,4% |
| | Social groups 6 | 7,8% | 12,0% |
| | Social groups 7 | 8,3% | 12,0% |
| | Social groups 8 | 7,0% | 12,0% |
| | Social groups 1-2 | 39,0% | 25,0% |
| | Social groups 1-3 | 55,2% | 37,0% |
| | Social groups 1-4 | 68,2% | 48,6% |
| | Social groups 5-8 | 29,4% | 47,4% |

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

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