

Libelle Lekker + Les Délices

Universe 12+

Reach		701.603	9.885.365
Language	French	31,8%	44,1%
	Dutch	68,3%	55,9%
Gender	Men	28,0%	48,9%
	Women	72,0%	51,1%
Age	12-17 years	6,0%	7,7%
	18-24 years	9,1%	9,3%
	25-34 years	12,7%	14,9%
	35-44 years	14,0%	15,0%
	45-54 years	18,3%	16,0%
	55-64 years	18,3%	15,2%
	65-74 years	13,6%	11,6%
	75+ years	8,0%	10,3%
MRP	Main Responsible for Purchase: yes	74,4%	66,6%
Education level	Elementary Level	6,6%	10,7%
	Lower Secondary	14,2%	15,8%
	Higher Secondary	41,6%	40,2%
	College & University	37,5%	33,2%
Profession	Active	54,0%	48,9%
	Entrepreneurs & liberal profession	5,2%	5,3%
	Executives	4,8%	4,2%
	Employee	35,2%	27,4%
	Skilled / Unskilled Labourer	8,8%	11,9%
	Housewife	4,4%	4,1%
	Retired	23,9%	24,4%
	Student	11,9%	14,2%
	Unemployed + Other	5,8%	8,5%
Household	With children	29,8%	28,6%
	Grandparents yes	32,1%	27,6%
	Grandchild(ren) <15y.old	26,4%	20,4%
Social Groups	Social groups 1	12,4%	11,7%
	Social groups 2	14,0%	13,4%
	Social groups 3	15,7%	11,9%
	Social groups 4	13,0%	11,6%
	Social groups 5	10,9%	11,4%
	Social groups 6	13,3%	12,0%
	Social groups 7	10,0%	12,0%
	Social groups 8	7,2%	12,0%
	Social groups 1-2	26,4%	25,0%
	Social groups 1-3	42,1%	37,0%
	Social groups 1-4	55,1%	48,6%
	Social groups 5-8	41,3%	47,4%

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

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