

Plus Magazine D/F

Universe 12+

Reach		465.962	9.885.365
Language	French	38,2%	44,1%
	Dutch	61,8%	55,9%
Gender	Men	38,8%	48,9%
	Women	61,2%	51,1%
Age	12-17 years	1,5%	7,7%
	18-24 years	4,0%	9,3%
	25-34 years	6,3%	14,9%
	35-44 years	6,7%	15,0%
	45-54 years	13,2%	16,0%
	55-64 years	22,9%	15,2%
	65-74 years	28,5%	11,6%
	75+ years	16,8%	10,3%
MRP	Main Responsible for Purchase: yes	79,2%	66,6%
Education level	Elementary Level	6,5%	10,7%
	Lower Secondary	11,9%	15,8%
	Higher Secondary	42,8%	40,2%
	College & University	38,8%	33,2%
Profession	Active	36,6%	48,9%
	Entrepreneurs & liberal profession	4,2%	5,3%
	Executives	6,0%	4,2%
	Employee	21,0%	27,4%
	Skilled / Unskilled Labourer	5,5%	11,9%
	Housewife	3,4%	4,1%
	Retired	49,9%	24,4%
	Student	3,8%	14,2%
	Unemployed + Other	6,3%	8,5%
Household	With children	13,8%	28,6%
	Grandparents yes	52,2%	27,6%
	Grandchild(ren) <15y.old	41,5%	20,4%
Social Groups	Social groups 1	10,7%	11,7%
	Social groups 2	10,3%	13,4%
	Social groups 3	15,7%	11,9%
	Social groups 4	14,6%	11,6%
	Social groups 5	8,8%	11,4%
	Social groups 6	16,9%	12,0%
	Social groups 7	12,4%	12,0%
	Social groups 8	8,6%	12,0%
	Social groups 1-2	21,0%	25,0%
	Social groups 1-3	36,7%	37,0%
	Social groups 1-4	51,3%	48,6%
	Social groups 5-8	46,7%	47,4%

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

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