

Sport/Voetbalmagazine + Sport/Foot magazine

Universe 12+

Reach		439.307	9.885.365
Language	French	43,8%	44,1%
	Dutch	56,3%	55,9%
Gender	Men	81,9%	48,9%
	Women	18,1%	51,1%
Age	12-17 years	13,5%	7,7%
	18-24 years	16,4%	9,3%
	25-34 years	20,6%	14,9%
	35-44 years	14,0%	15,0%
	45-54 years	15,0%	16,0%
	55-64 years	11,6%	15,2%
	65-74 years	5,9%	11,6%
	75+ years	3,0%	10,3%
MRP	Main Responsible for Purchase: yes	50,1%	66,6%
Education level	Elementary Level	10,5%	10,7%
	Lower Secondary	16,5%	15,8%
	Higher Secondary	45,8%	40,2%
	College & University	27,2%	33,2%
Profession	Active	58,5%	48,9%
	Entrepreneurs & liberal profession	5,7%	5,3%
	Executives	6,8%	4,2%
	Employee	29,3%	27,4%
	Skilled / Unskilled Labourer	16,7%	11,9%
	Housewife	1,4%	4,1%
	Retired	10,4%	24,4%
	Student	23,7%	14,2%
	Unemployed + Other	5,9%	8,5%
Household	With children	36,4%	28,6%
	Grandparents yes	15,3%	27,6%
	Grandchild(ren) <15y.old	12,8%	20,4%
Social Groups	Social groups 1	12,8%	11,7%
	Social groups 2	12,3%	13,4%
	Social groups 3	13,8%	11,9%
	Social groups 4	10,6%	11,6%
	Social groups 5	12,5%	11,4%
	Social groups 6	13,5%	12,0%
	Social groups 7	9,2%	12,0%
	Social groups 8	9,3%	12,0%
	Social groups 1-2	25,1%	25,0%
	Social groups 1-3	38,9%	37,0%
	Social groups 1-4	49,4%	48,6%
	Social groups 5-8	44,4%	47,4%

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

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