Data News D/F

		Data News D/F	Universe 16+
Reach		63.641	9.462.733
Language	French	49,8%	43,0%
	Dutch	50,2%	57,0%
Gender	Men	64,2%	48,9%
	Women	35,8%	51,1%
Age	16-17 years	1,7%	2,7%
	18-24 years	18,2%	9,8%
	25-34 years	29,2%	15,7%
	35-44 years	22,1%	15,8%
	45-54 years	14,4%	16,3%
	55-64 years	10,4%	16,3%
	65-74 years	2,9%	12,6%
	75+ years	1,2%	10,9%
MRP	Main Responsible for Purchase: yes	62,7%	71,8%
Education level	Elementary Level	5,3%	6,5%
	Lower Secondary	15,4%	16,3%
	Higher Secondary	42,6%	43,1%
	College & University	36,8%	34,1%
Profession	Active	72,9%	51,7%
	Entrepreneurs & liberal profession	16,2%	5,8%
	Executives	13,7%	5,3%
	Employee	21,2%	28,9%
	Skilled / Unskilled Labourer	21,9%	11,8%
	Housewife	1,0%	4,0%
	Retired	4,3%	25,1%
	Student	13,8%	10,4%
	Unemployed + Other	7,9%	8,8%
Household	With children	41,9%	24,3%
	Grandparents yes	14,2%	27,6%
	Grandchild(ren) <15y.old	11,7%	20,9%
Social Groups	Social groups 1	14,8%	11,6%
	Social groups 2	7,9%	11,7%
	Social groups 3	23,4%	12,9%
	Social groups 4	8,0%	12,2%
	Social groups 5	10,3%	11,7%
	Social groups 6	8,3%	12,5%
	Social groups 7	15,8%	11,7%
	Social groups 8	6,7%	12,0%
	Social groups 1-2	22,7%	23,3%
	Social groups 1-3	46,0%	36,2%
	Social groups 1-4	54,0%	48,3%
	Social groups 5-8	41,1%	47,9%

Source: CIM NRS 2021-2022, Paper+Digital Versions