

# Feeling + Gael

Universe 16+

Reach		319.731	9.462.733
Language	French	47,5%	43,0%
	Dutch	52,5%	57,0%
Gender	Men	24,4%	48,9%
	Women	75,6%	51,1%
Age	16-17 years	1,5%	2,7%
	18-24 years	6,6%	9,8%
	25-34 years	14,7%	15,7%
	35-44 years	13,6%	15,8%
	45-54 years	17,6%	16,3%
	55-64 years	17,0%	16,3%
	65-74 years	15,8%	12,6%
	75+ years	13,2%	10,9%
MRP	Main Responsible for Purchase: yes	83,1%	71,8%
Education level	Elementary Level	3,8%	6,5%
	Lower Secondary	13,4%	16,3%
	Higher Secondary	41,7%	43,1%
	College & University	41,2%	34,1%
Profession	Active	56,8%	51,7%
	Entrepreneurs & liberal profession	8,1%	5,8%
	Executives	5,3%	5,3%
	Employee	32,1%	28,9%
	Skilled / Unskilled Labourer	11,4%	11,8%
	Housewife	3,6%	4,0%
	Retired	28,0%	25,1%
	Student	5,9%	10,4%
	Unemployed + Other	5,7%	8,8%
Household	With children	22,2%	24,3%
	Grandparents yes	33,3%	27,6%
	Grandchild(ren) <15y.old	24,2%	20,9%
Social Groups	Social groups 1	13,3%	11,6%
	Social groups 2	12,8%	11,7%
	Social groups 3	14,2%	12,9%
	Social groups 4	13,3%	12,2%
	Social groups 5	10,8%	11,7%
	Social groups 6	13,6%	12,5%
	Social groups 7	11,4%	11,7%
	Social groups 8	7,6%	12,0%
	Social groups 1-2	26,1%	23,3%
	Social groups 1-3	40,4%	36,2%
	Social groups 1-4	53,6%	48,3%
	Social groups 5-8	43,4%	47,9%

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



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