

# Feeling

Universe 16+

Reach		178.436	9.462.733
Language	French	7,8%	43,0%
	Dutch	92,2%	57,0%
Gender	Men	25,8%	48,9%
	Women	74,2%	51,1%
Age	16-17 years	1,6%	2,7%
	18-24 years	6,5%	9,8%
	25-34 years	16,7%	15,7%
	35-44 years	14,9%	15,8%
	45-54 years	16,9%	16,3%
	55-64 years	15,5%	16,3%
	65-74 years	15,9%	12,6%
	75+ years	12,1%	10,9%
MRP	Main Responsible for Purchase: yes	81,9%	71,8%
Education level	Elementary Level	4,7%	6,5%
	Lower Secondary	10,9%	16,3%
	Higher Secondary	41,0%	43,1%
	College & University	43,4%	34,1%
Profession	Active	59,6%	51,7%
	Entrepreneurs & liberal profession	6,8%	5,8%
	Executives	4,8%	5,3%
	Employee	33,9%	28,9%
	Skilled / Unskilled Labourer	14,0%	11,8%
	Housewife	3,8%	4,0%
	Retired	27,5%	25,1%
	Student	6,0%	10,4%
	Unemployed + Other	3,2%	8,8%
Household	With children	23,4%	24,3%
	Grandparents yes	31,6%	27,6%
	Grandchild(ren) <15y.old	23,5%	20,9%
Social Groups	Social groups 1	13,7%	11,6%
	Social groups 2	14,3%	11,7%
	Social groups 3	13,5%	12,9%
	Social groups 4	12,9%	12,2%
	Social groups 5	13,3%	11,7%
	Social groups 6	11,9%	12,5%
	Social groups 7	11,5%	11,7%
	Social groups 8	6,8%	12,0%
	Social groups 1-2	28,0%	23,3%
	Social groups 1-3	41,5%	36,2%
	Social groups 1-4	54,4%	48,3%
	Social groups 5-8	43,4%	47,9%

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