

Femmes d'Aujourd'hui

Universe 16+

Reach		491.255	9.462.733
Language	French	98,3%	43,0%
	Dutch	1,7%	57,0%
Gender	Men	23,7%	48,9%
	Women	76,3%	51,1%
Age	16-17 years	1,3%	2,7%
	18-24 years	7,2%	9,8%
	25-34 years	9,4%	15,7%
	35-44 years	14,3%	15,8%
	45-54 years	14,7%	16,3%
	55-64 years	18,4%	16,3%
	65-74 years	17,7%	12,6%
	75+ years	17,0%	10,9%
MRP	Main Responsible for Purchase: yes	81,9%	71,8%
Education level	Elementary Level	6,5%	6,5%
	Lower Secondary	17,0%	16,3%
	Higher Secondary	39,3%	43,1%
	College & University	37,3%	34,1%
Profession	Active	44,1%	51,7%
	Entrepreneurs & liberal profession	4,7%	5,8%
	Executives	3,8%	5,3%
	Employee	29,2%	28,9%
	Skilled / Unskilled Labourer	6,5%	11,8%
	Housewife	6,1%	4,0%
	Retired	35,1%	25,1%
	Student	6,2%	10,4%
	Unemployed + Other	8,5%	8,8%
Household	With children	21,7%	24,3%
	Grandparents yes	37,4%	27,6%
	Grandchild(ren) <15y.old	27,8%	20,9%
Social Groups	Social groups 1	9,4%	11,6%
	Social groups 2	12,1%	11,7%
	Social groups 3	14,4%	12,9%
	Social groups 4	12,6%	12,2%
	Social groups 5	8,9%	11,7%
	Social groups 6	16,4%	12,5%
	Social groups 7	12,3%	11,7%
	Social groups 8	10,7%	12,0%
	Social groups 1-2	21,5%	23,3%
	Social groups 1-3	35,9%	36,2%
	Social groups 1-4	48,5%	48,3%
	Social groups 5-8	48,3%	47,9%

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