

# Flair D/F

Universe 16+

Reach		617.062	9.462.733
Language	French	43,2%	43,0%
	Dutch	56,8%	57,0%
Gender	Men	24,0%	48,9%
	Women	76,0%	51,1%
Age	16-17 years	2,7%	2,7%
	18-24 years	11,5%	9,8%
	25-34 years	20,7%	15,7%
	35-44 years	19,5%	15,8%
	45-54 years	16,1%	16,3%
	55-64 years	14,1%	16,3%
	65-74 years	9,6%	12,6%
	75+ years	5,9%	10,9%
MRP	Main Responsible for Purchase: yes	77,7%	71,8%
Education level	Elementary Level	3,1%	6,5%
	Lower Secondary	16,2%	16,3%
	Higher Secondary	48,0%	43,1%
	College & University	32,8%	34,1%
Profession	Active	60,8%	51,7%
	Entrepreneurs & liberal profession	5,7%	5,8%
	Executives	4,2%	5,3%
	Employee	38,9%	28,9%
	Skilled / Unskilled Labourer	12,0%	11,8%
	Housewife	3,8%	4,0%
	Retired	16,9%	25,1%
	Student	11,3%	10,4%
	Unemployed + Other	7,3%	8,8%
Household	With children	33,0%	24,3%
	Grandparents yes	22,2%	27,6%
	Grandchild(ren) <15y.old	17,2%	20,9%
Social Groups	Social groups 1	8,8%	11,6%
	Social groups 2	13,4%	11,7%
	Social groups 3	13,6%	12,9%
	Social groups 4	13,7%	12,2%
	Social groups 5	14,3%	11,7%
	Social groups 6	12,2%	12,5%
	Social groups 7	11,4%	11,7%
	Social groups 8	9,4%	12,0%
	Social groups 1-2	22,2%	23,3%
	Social groups 1-3	35,8%	36,2%
	Social groups 1-4	49,5%	48,3%
	Social groups 5-8	47,4%	47,9%

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