

# Focus Vif

Universe 16+

Reach		161.474	9.462.733
Language	French	95,1%	43,0%
	Dutch	4,9%	57,0%
Gender	Men	45,4%	48,9%
	Women	54,6%	51,1%
Age	16-17 years	1,0%	2,7%
	18-24 years	7,7%	9,8%
	25-34 years	7,8%	15,7%
	35-44 years	12,7%	15,8%
	45-54 years	12,1%	16,3%
	55-64 years	17,4%	16,3%
	65-74 years	20,6%	12,6%
	75+ years	20,7%	10,9%
MRP	Main Responsible for Purchase: yes	77,6%	71,8%
Education level	Elementary Level	3,3%	6,5%
	Lower Secondary	13,8%	16,3%
	Higher Secondary	33,8%	43,1%
	College & University	49,2%	34,1%
Profession	Active	43,1%	51,7%
	Entrepreneurs & liberal profession	7,4%	5,8%
	Executives	8,6%	5,3%
	Employee	21,6%	28,9%
	Skilled / Unskilled Labourer	5,5%	11,8%
	Housewife	3,7%	4,0%
	Retired	40,8%	25,1%
	Student	5,7%	10,4%
	Unemployed + Other	6,8%	8,8%
Household	With children	15,7%	24,3%
	Grandparents yes	44,6%	27,6%
	Grandchild(ren) <15y.old	33,4%	20,9%
Social Groups	Social groups 1	13,0%	11,6%
	Social groups 2	14,8%	11,7%
	Social groups 3	17,7%	12,9%
	Social groups 4	10,8%	12,2%
	Social groups 5	4,2%	11,7%
	Social groups 6	10,7%	12,5%
	Social groups 7	13,9%	11,7%
	Social groups 8	8,6%	12,0%
	Social groups 1-2	27,9%	23,3%
	Social groups 1-3	45,5%	36,2%
	Social groups 1-4	56,4%	48,3%
	Social groups 5-8	37,3%	47,9%

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