

# Gael

Universe 16+

Reach		146.733	9.462.733
Language	French	96,9%	43,0%
	Dutch	3,2%	57,0%
Gender	Men	23,1%	48,9%
	Women	76,9%	51,1%
Age	16-17 years	1,4%	2,7%
	18-24 years	7,0%	9,8%
	25-34 years	12,9%	15,7%
	35-44 years	12,3%	15,8%
	45-54 years	18,6%	16,3%
	55-64 years	18,7%	16,3%
	65-74 years	15,2%	12,6%
	75+ years	14,0%	10,9%
MRP	Main Responsible for Purchase: yes	85,0%	71,8%
Education level	Elementary Level	2,6%	6,5%
	Lower Secondary	16,7%	16,3%
	Higher Secondary	42,8%	43,1%
	College & University	37,9%	34,1%
Profession	Active	54,6%	51,7%
	Entrepreneurs & liberal profession	10,4%	5,8%
	Executives	5,7%	5,3%
	Employee	29,9%	28,9%
	Skilled / Unskilled Labourer	8,6%	11,8%
	Housewife	3,3%	4,0%
	Retired	27,6%	25,1%
	Student	5,9%	10,4%
	Unemployed + Other	8,6%	8,8%
Household	With children	20,9%	24,3%
	Grandparents yes	34,5%	27,6%
	Grandchild(ren) <15y.old	24,4%	20,9%
Social Groups	Social groups 1	12,5%	11,6%
	Social groups 2	11,9%	11,7%
	Social groups 3	14,7%	12,9%
	Social groups 4	13,2%	12,2%
	Social groups 5	8,7%	11,7%
	Social groups 6	15,2%	12,5%
	Social groups 7	11,4%	11,7%
	Social groups 8	8,7%	12,0%
	Social groups 1-2	24,4%	23,3%
	Social groups 1-3	39,1%	36,2%
	Social groups 1-4	52,3%	48,3%
	Social groups 5-8	43,9%	47,9%

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