

Le Vif / L'Express

Universe 16+

Reach		407.018	9.462.733
Language	French	97,5%	43,0%
	Dutch	2,5%	57,0%
Gender	Men	51,1%	48,9%
	Women	48,9%	51,1%
Age	16-17 years	0,7%	2,7%
	18-24 years	6,8%	9,8%
	25-34 years	9,4%	15,7%
	35-44 years	13,2%	15,8%
	45-54 years	16,2%	16,3%
	55-64 years	18,4%	16,3%
	65-74 years	18,1%	12,6%
	75+ years	17,3%	10,9%
MRP	Main Responsible for Purchase: yes	76,5%	71,8%
Education level	Elementary Level	3,3%	6,5%
	Lower Secondary	12,4%	16,3%
	Higher Secondary	35,7%	43,1%
	College & University	48,6%	34,1%
Profession	Active	48,1%	51,7%
	Entrepreneurs & liberal profession	6,9%	5,8%
	Executives	9,8%	5,3%
	Employee	24,8%	28,9%
	Skilled / Unskilled Labourer	6,7%	11,8%
	Housewife	4,1%	4,0%
	Retired	34,9%	25,1%
	Student	6,4%	10,4%
	Unemployed + Other	6,5%	8,8%
Household	With children	21,8%	24,3%
	Grandparents yes	38,5%	27,6%
	Grandchild(ren) <15y.old	30,4%	20,9%
Social Groups	Social groups 1	14,2%	11,6%
	Social groups 2	13,5%	11,7%
	Social groups 3	19,1%	12,9%
	Social groups 4	11,3%	12,2%
	Social groups 5	8,4%	11,7%
	Social groups 6	10,2%	12,5%
	Social groups 7	11,2%	11,7%
	Social groups 8	7,8%	12,0%
	Social groups 1-2	27,7%	23,3%
	Social groups 1-3	46,8%	36,2%
	Social groups 1-4	58,1%	48,3%
	Social groups 5-8	37,7%	47,9%

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