Libelle

		Libelle	Universe 16+
Reach		866.813	9.462.733
Language	French	2,9%	43,0%
	Dutch	97,1%	57,0%
Gender	Men	24,7%	48,9%
	Women	75,3%	51,1%
Age	16-17 years	1,6%	2,7%
	18-24 years	6,6%	9,8%
	25-34 years	10,6%	15,7%
	35-44 years	12,0%	15,8%
	45-54 years	14,0%	16,3%
	55-64 years	22,8%	16,3%
	65-74 years	18,2%	12,6%
	75+ years	14,2%	10,9%
MRP	Main Responsible for Purchase: yes	78,4%	71,8%
Education level	Elementary Level	5,6%	6,5%
	Lower Secondary	14,3%	16,3%
	Higher Secondary	46,6%	43,1%
	College & University	33,5%	34,1%
Profession	Active	49,5%	51,7%
	Entrepreneurs & liberal profession	4,3%	5,8%
	Executives	4,3%	5,3%
	Employee	32,0%	28,9%
	Skilled / Unskilled Labourer	9,0%	11,8%
	Housewife	5,4%	4,0%
	Retired	34,3%	25,1%
	Student	6,8%	10,4%
	Unemployed + Other	4,0%	8,8%
Household	With children	18,6%	24,3%
	Grandparents yes	40,3%	27,6%
	Grandchild(ren) <15y.old	30,0%	20,9%
Social Groups	Social groups 1	10,2%	11,6%
	Social groups 2	9,5%	11,7%
	Social groups 3	13,9%	12,9%
	Social groups 4	12,7%	12,2%
	Social groups 5	14,6%	11,7%
	Social groups 6	13,7%	12,5%
	Social groups 7	12,0%	11,7%
	Social groups 8	9,6%	12,0%
	Social groups 1-2	19,6%	23,3%
	Social groups 1-3	33,5%	36,2%
	Social groups 1-4	46,2%	48,3%
	Social groups 5-8	49,9%	47,9%

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