

Plus Magazine D/F

Universe 16+

Reach		509.777	9.462.733
Language	French	40,3%	43,0%
	Dutch	59,7%	57,0%
Gender	Men	36,9%	48,9%
	Women	63,1%	51,1%
Age	16-17 years	0,9%	2,7%
	18-24 years	4,8%	9,8%
	25-34 years	6,1%	15,7%
	35-44 years	4,3%	15,8%
	45-54 years	8,2%	16,3%
	55-64 years	20,1%	16,3%
	65-74 years	30,5%	12,6%
	75+ years	25,2%	10,9%
MRP	Main Responsible for Purchase: yes	80,2%	71,8%
Education level	Elementary Level	5,3%	6,5%
	Lower Secondary	16,4%	16,3%
	Higher Secondary	43,6%	43,1%
	College & University	34,7%	34,1%
Profession	Active	29,8%	51,7%
	Entrepreneurs & liberal profession	5,2%	5,8%
	Executives	3,5%	5,3%
	Employee	15,5%	28,9%
	Skilled / Unskilled Labourer	5,6%	11,8%
	Housewife	6,5%	4,0%
	Retired	54,6%	25,1%
	Student	4,5%	10,4%
	Unemployed + Other	4,5%	8,8%
Household	With children	9,6%	24,3%
	Grandparents yes	56,6%	27,6%
	Grandchild(ren) <15y.old	41,9%	20,9%
Social Groups	Social groups 1	7,1%	11,6%
	Social groups 2	8,0%	11,7%
	Social groups 3	15,3%	12,9%
	Social groups 4	12,0%	12,2%
	Social groups 5	10,7%	11,7%
	Social groups 6	17,9%	12,5%
	Social groups 7	15,5%	11,7%
	Social groups 8	9,1%	12,0%
	Social groups 1-2	15,1%	23,3%
	Social groups 1-3	30,4%	36,2%
	Social groups 1-4	42,4%	48,3%
	Social groups 5-8	53,2%	47,9%

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



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