

# Sport/Voetbalmagazine + Sport/Foot magazine

Universe 16+

Reach		434.949	9.462.733
Language	French	49,4%	43,0%
	Dutch	50,6%	57,0%
Gender	Men	78,8%	48,9%
	Women	21,2%	51,1%
Age	16-17 years	3,5%	2,7%
	18-24 years	13,8%	9,8%
	25-34 years	15,2%	15,7%
	35-44 years	17,4%	15,8%
	45-54 years	18,1%	16,3%
	55-64 years	16,7%	16,3%
	65-74 years	8,7%	12,6%
	75+ years	6,7%	10,9%
MRP	Main Responsible for Purchase: yes	64,2%	71,8%
Education level	Elementary Level	6,4%	6,5%
	Lower Secondary	14,5%	16,3%
	Higher Secondary	49,9%	43,1%
	College & University	29,2%	34,1%
Profession	Active	63,1%	51,7%
	Entrepreneurs & liberal profession	8,7%	5,8%
	Executives	5,6%	5,3%
	Employee	28,1%	28,9%
	Skilled / Unskilled Labourer	20,6%	11,8%
	Housewife	2,3%	4,0%
	Retired	17,3%	25,1%
	Student	11,5%	10,4%
	Unemployed + Other	5,8%	8,8%
Household	With children	30,5%	24,3%
	Grandparents yes	23,1%	27,6%
	Grandchild(ren) <15y.old	17,5%	20,9%
Social Groups	Social groups 1	12,5%	11,6%
	Social groups 2	10,1%	11,7%
	Social groups 3	13,0%	12,9%
	Social groups 4	12,3%	12,2%
	Social groups 5	16,0%	11,7%
	Social groups 6	12,9%	12,5%
	Social groups 7	10,6%	11,7%
	Social groups 8	7,3%	12,0%
	Social groups 1-2	22,6%	23,3%
	Social groups 1-3	35,6%	36,2%
	Social groups 1-4	47,9%	48,3%
	Social groups 5-8	46,8%	47,9%

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



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