

## Trends + Trends/Tendances

Universe 16+

Reach		332.218	9.462.733
Language	French	56,7%	43,0%
	Dutch	43,3%	57,0%
Gender	Men	55,0%	48,9%
	Women	45,0%	51,1%
Age	16-17 years	0,7%	2,7%
	18-24 years	7,5%	9,8%
	25-34 years	11,6%	15,7%
	35-44 years	13,0%	15,8%
	45-54 years	17,4%	16,3%
	55-64 years	19,1%	16,3%
	65-74 years	15,4%	12,6%
	75+ years	15,3%	10,9%
MRP	Main Responsible for Purchase: yes	71,8%	71,8%
Education level	Elementary Level	2,4%	6,5%
	Lower Secondary	8,8%	16,3%
	Higher Secondary	37,5%	43,1%
	College & University	51,4%	34,1%
Profession	Active	53,9%	51,7%
	Entrepreneurs & liberal profession	8,2%	5,8%
	Executives	10,6%	5,3%
	Employee	28,3%	28,9%
	Skilled / Unskilled Labourer	6,8%	11,8%
	Housewife	3,7%	4,0%
	Retired	31,5%	25,1%
	Student	6,6%	10,4%
	Unemployed + Other	4,4%	8,8%
Household	With children	21,7%	24,3%
	Grandparents yes	34,2%	27,6%
	Grandchild(ren) <15y.old	25,7%	20,9%
Social Groups	Social groups 1	18,7%	11,6%
	Social groups 2	16,6%	11,7%
	Social groups 3	19,3%	12,9%
	Social groups 4	9,8%	12,2%
	Social groups 5	9,1%	11,7%
	Social groups 6	9,1%	12,5%
	Social groups 7	7,6%	11,7%
	Social groups 8	6,8%	12,0%
	Social groups 1-2	35,3%	23,3%
	Social groups 1-3	54,6%	36,2%
	Social groups 1-4	64,4%	48,3%
	Social groups 5-8	32,6%	47,9%

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