

# Focus Vif

Universe 12+

Reach		144.120	9.885.365
Language	French	91,7%	44,1%
	Dutch	8,3%	55,9%
Gender	Men	62,9%	48,9%
	Women	37,1%	51,1%
Age	12-17 years	2,3%	7,7%
	18-24 years	8,7%	9,3%
	25-34 years	14,7%	14,9%
	35-44 years	12,0%	15,0%
	45-54 years	14,8%	16,0%
	55-64 years	15,2%	15,2%
	65-74 years	17,1%	11,6%
	75+ years	15,2%	10,3%
MRP	Main Responsible for Purchase: yes	67,6%	66,6%
Education level	Elementary Level	4,9%	10,7%
	Lower Secondary	8,0%	15,8%
	Higher Secondary	26,9%	40,2%
	College & University	60,2%	33,2%
Profession	Active	53,4%	48,9%
	Entrepreneurs & liberal profession	10,2%	5,3%
	Executives	9,6%	4,2%
	Employee	29,5%	27,4%
	Skilled / Unskilled Labourer	4,1%	11,9%
	Housewife	0,4%	4,1%
	Retired	33,4%	24,4%
	Student	9,0%	14,2%
Unemployed + Other	3,8%	8,5%	
Household	With children	23,2%	28,6%
	Grandparents yes	36,6%	27,6%
	Grandchild(ren) <15y.old	27,3%	20,4%
Social Groups	Social groups 1	19,9%	11,7%
	Social groups 2	21,6%	13,4%
	Social groups 3	15,6%	11,9%
	Social groups 4	13,5%	11,6%
	Social groups 5	7,0%	11,4%
	Social groups 6	7,0%	12,0%
	Social groups 7	7,4%	12,0%
	Social groups 8	6,2%	12,0%
	Social groups 1-2	41,6%	25,0%
	Social groups 1-3	57,2%	37,0%
	Social groups 1-4	70,6%	48,6%
	Social groups 5-8	27,6%	47,4%

Source: CIM NRS 2019-2020, Paper+Digital Versions



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