

Krant van West-Vlaanderen

Universe 12+

Reach		389.624	9.885.365
Language	French	6,7%	44,1%
	Dutch	93,3%	55,9%
Gender	Men	52,4%	48,9%
	Women	47,6%	51,1%
Age	12-17 years	3,3%	7,7%
	18-24 years	9,0%	9,3%
	25-34 years	16,3%	14,9%
	35-44 years	10,1%	15,0%
	45-54 years	15,2%	16,0%
	55-64 years	15,7%	15,2%
	65-74 years	14,7%	11,6%
	75+ years	15,6%	10,3%
MRP	Main Responsible for Purchase: yes	71,4%	66,6%
Education level	Elementary Level	11,2%	10,7%
	Lower Secondary	14,5%	15,8%
	Higher Secondary	45,4%	40,2%
	College & University	29,0%	33,2%
Profession	Active	53,6%	48,9%
	Entrepreneurs & liberal profession	7,0%	5,3%
	Executives	5,0%	4,2%
	Employee	25,3%	27,4%
	Skilled / Unskilled Labourer	16,3%	11,9%
	Housewife	2,6%	4,1%
	Retired	33,0%	24,4%
	Student	7,5%	14,2%
Unemployed + Other	3,3%	8,5%	
Household	With children	21,5%	28,6%
	Grandparents yes	34,7%	27,6%
	Grandchild(ren) <15y.old	22,7%	20,4%
Social Groups	Social groups 1	8,5%	11,7%
	Social groups 2	9,2%	13,4%
	Social groups 3	10,8%	11,9%
	Social groups 4	9,8%	11,6%
	Social groups 5	14,9%	11,4%
	Social groups 6	13,2%	12,0%
	Social groups 7	16,7%	12,0%
	Social groups 8	14,6%	12,0%
	Social groups 1-2	17,7%	25,0%
	Social groups 1-3	28,5%	37,0%
	Social groups 1-4	38,3%	48,6%
	Social groups 5-8	59,4%	47,4%

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



Raketstraat 50, Rue de la Fusée
B - 1130 Brussels
www.roularta-advertising.be

Jean-Paul Navaux
Research Manager
T +32 467 56 06
jean.paul.navaux@roularta.be