

## Deze Week

		Universe 12+	Deze Week
Reach		<b>9.721.896</b>	<b>1.480.968</b>
Language	French	44,2%	1,3%
	Dutch	55,8%	98,7%
Gender	Men	48,9%	43,9%
	Women	51,1%	56,1%
Age	12-17 years	7,6%	2,1%
	18-24 years	9,5%	3,1%
	25-34 years	14,9%	8,9%
	35-44 years	15,2%	12,8%
	45-54 years	16,4%	18,1%
	55-64 years	14,9%	19,1%
	65-74 years	11,1%	18,7%
	75+ years	10,3%	17,2%
MRP	Main Responsible for Purchase: yes	63,8%	73,9%
Education level	Elementary Level	12,6%	13,3%
	Lower Secondary	17,0%	17,1%
	Higher Secondary	38,7%	41,1%
	College & University	31,7%	28,6%
Profession	Active	47,3%	44,5%
	Entrepreneurs & liberal profession	6,1%	4,1%
	Executives	4,3%	3,0%
	Employee	24,0%	22,4%
	Skilled / Unskilled Labourer	12,9%	14,9%
	Housewife	4,8%	5,2%
	Retired	24,1%	39,5%
	Student	14,9%	4,0%
	Unemployed + Other	8,9%	6,8%
Household	With children	29,7%	19,6%
	Grandparents yes	27,4%	41,9%
	Grandchild(ren) <15y.old	19,7%	28,2%
Social Groups	Social groups 1	13,7%	8,4%
	Social groups 2	10,0%	8,4%
	Social groups 3	12,9%	11,1%
	Social groups 4	12,4%	12,6%
	Social groups 5	10,5%	10,7%
	Social groups 6	12,5%	15,6%
	Social groups 7	12,6%	15,9%
	Social groups 8	12,7%	15,8%
	Social groups 1-2	23,6%	16,8%
	Social groups 1-3	36,5%	28,0%
	Social groups 1-4	48,9%	40,6%
	Social groups 5-8	48,3%	58,0%

Source: CIM NRS 2017-2018, Paper + Digital versions