De Zondag

			Universe 12+
Reach		1.434.292	9.885.365
Language	French	2,6%	44,1%
	Dutch	97,4%	55,9%
Gender	Men	49,3%	48,9%
	Women	50,7%	51,1%
Age	12-17 years	3,1%	7,7%
	18-24 years	5,3%	9,3%
	25-34 years	9,2%	14,9%
	35-44 years	13,3%	15,0%
	45-54 years	18,5%	16,0%
	55-64 years	20,8%	15,2%
	65-74 years	16,5%	11,6%
	75+ years	13,3%	10,3%
MRP	Main Responsible for Purchase: yes	71,4%	66,6%
Education level	Elementary Level	7,6%	10,7%
	Lower Secondary	15,1%	15,8%
	Higher Secondary	42,9%	40,2%
	College & University	34,5%	33,2%
Profession	Active	51,2%	48,9%
	Entrepreneurs & liberal profession	4,9%	5,3%
	Executives	5,4%	4,2%
	Employee	28,2%	27,4%
	Skilled / Unskilled Labourer	12,7%	11,9%
	Housewife	3,5%	4,1%
	Retired	33,9%	24,4%
	Student	6,3%	14,2%
	Unemployed + Other	5,2%	8,5%
Household	With children	20,7%	28,6%
	Grandparents yes	38,7%	27,6%
	Grandchild(ren) <15y.old	28,9%	20,4%
Social Groups	Social groups 1	12,1%	11,7%
	Social groups 2	12,4%	13,4%
	Social groups 3	12,1%	11,9%
	Social groups 4	11,2%	11,6%
	Social groups 5	12,8%	11,4%
	Social groups 6	13,8%	12,0%
	Social groups 7	14,4%	12,0%
	Social groups 8	9,5%	12,0%
	Social groups 1-2	24,5%	25,0%
	Social groups 1-3	36,6%	37,0%
	Social groups 1-4	47,8%	48,6%
	Social groups 5-8	50,4%	47,4%

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

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