Flair NL

Universe 12+

		417.139	9.885.365
Reach			
Language	French	11,3%	44,1%
	Dutch	88,7%	55,9%
Gender	Men	28,7%	48,9%
	Women	71,4%	51,1%
Age	12-17 years	5,3%	7,7%
	18-24 years	11,1%	9,3%
	25-34 years	25,7%	14,9%
	35-44 years	14,3%	15,0%
	45-54 years	17,6%	16,0%
	55-64 years	13,0%	15,2%
	65-74 years	8,1%	11,6%
	75+ years	4,8%	10,3%
MRP	Main Responsible for Purchase: yes	72,8%	66,6%
Education level	Elementary Level	7,0%	10,7%
	Lower Secondary	12,1%	15,8%
	Higher Secondary	42,6%	40,2%
	College & University	38,3%	33,2%
Profession	Active	64,5%	48,9%
	Entrepreneurs & liberal profession	4,7%	5,3%
	Executives	5,5%	4,2%
	Employee	42,0%	27,4%
	Skilled / Unskilled Labourer	12,3%	11,9%
	Housewife	3,1%	4,1%
	Retired	15,1%	24,4%
	Student	11,5%	14,2%
	Unemployed + Other	5,9%	8,5%
Household	With children	31,3%	28,6%
	Grandparents yes	23,5%	27,6%
	Grandchild(ren) <15y.old	18,9%	20,4%
Social Groups	Social groups 1	13,9%	11,7%
	Social groups 2	15,5%	13,4%
	Social groups 3	14,6%	11,9%
	Social groups 4	10,1%	11,6%
	Social groups 5	13,9%	11,4%
	Social groups 6	9,6%	12,0%
	Social groups 7	9,3%	12,0%
	Social groups 8	9,3%	12,0%
	Social groups 1-2	29,4%	25,0%
	Social groups 1-3	44,0%	37,0%
	Social groups 1-4	54,0%	48,6%
	Social groups 5-8	42,1%	47,4%

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

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