

## Knack Focus

		Universe 12+	Knack Focus
Reach		<b>9.721.896</b>	<b>274.991</b>
Language	French	44,2%	2,1%
	Dutch	55,8%	97,9%
Gender	Men	48,9%	49,0%
	Women	51,1%	51,0%
Age	12-17 years	7,6%	3,8%
	18-24 years	9,5%	7,1%
	25-34 years	14,9%	11,7%
	35-44 years	15,2%	12,8%
	45-54 years	16,4%	18,5%
	55-64 years	14,9%	19,4%
	65-74 years	11,1%	17,2%
	75+ years	10,3%	9,4%
MRP	Main Responsible for Purchase: yes	63,8%	66,2%
Education level	Elementary Level	12,6%	3,3%
	Lower Secondary	17,0%	3,7%
	Higher Secondary	38,7%	29,0%
	College & University	31,7%	64,0%
Profession	Active	47,3%	53,9%
	Entrepreneurs & liberal profession	6,1%	7,1%
	Executives	4,3%	11,2%
	Employee	24,0%	30,9%
	Skilled / Unskilled Labourer	12,9%	4,7%
	Housewife	4,8%	2,0%
	Retired	24,1%	30,2%
	Student	14,9%	10,3%
	Unemployed + Other	8,9%	3,7%
Household	With children	29,7%	21,8%
	Grandparents yes	27,4%	29,5%
	Grandchild(ren) <15y.old	19,7%	24,0%
Social Groups	Social groups 1	13,7%	30,4%
	Social groups 2	10,0%	16,9%
	Social groups 3	12,9%	13,9%
	Social groups 4	12,4%	15,9%
	Social groups 5	10,5%	6,0%
	Social groups 6	12,5%	8,2%
	Social groups 7	12,6%	5,7%
	Social groups 8	12,7%	1,1%
	Social groups 1-2	23,6%	47,3%
	Social groups 1-3	36,5%	61,1%
	Social groups 1-4	48,9%	77,0%
	Social groups 5-8	48,3%	21,0%

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