

# Knack Weekend

		Universe 12+	Knack Weekend
Reach		<b>9.721.896</b>	<b>376.147</b>
Language	French	44,2%	3,0%
	Dutch	55,8%	97,0%
Gender	Men	48,9%	45,9%
	Women	51,1%	54,1%
Age	12-17 years	7,6%	5,0%
	18-24 years	9,5%	6,4%
	25-34 years	14,9%	10,6%
	35-44 years	15,2%	11,9%
	45-54 years	16,4%	18,7%
	55-64 years	14,9%	19,6%
	65-74 years	11,1%	17,4%
	75+ years	10,3%	10,5%
MRP	Main Responsible for Purchase: yes	63,8%	65,9%
Education level	Elementary Level	12,6%	4,4%
	Lower Secondary	17,0%	5,8%
	Higher Secondary	38,7%	28,0%
	College & University	31,7%	61,8%
Profession	Active	47,3%	52,3%
	Entrepreneurs & liberal profession	6,1%	7,1%
	Executives	4,3%	11,4%
	Employee	24,0%	29,0%
	Skilled / Unskilled Labourer	12,9%	4,8%
	Housewife	4,8%	1,8%
	Retired	24,1%	31,2%
	Student	14,9%	11,1%
	Unemployed + Other	8,9%	3,7%
Household	With children	29,7%	21,9%
	Grandparents yes	27,4%	31,2%
	Grandchild(ren) <15y.old	19,7%	25,0%
Social Groups	Social groups 1	13,7%	28,1%
	Social groups 2	10,0%	16,7%
	Social groups 3	12,9%	13,8%
	Social groups 4	12,4%	16,2%
	Social groups 5	10,5%	6,9%
	Social groups 6	12,5%	7,8%
	Social groups 7	12,6%	6,9%
	Social groups 8	12,7%	2,1%
	Social groups 1-2	23,6%	44,8%
	Social groups 1-3	36,5%	58,6%
	Social groups 1-4	48,9%	74,8%
	Social groups 5-8	48,3%	23,7%

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