

Knack

		Universe 12+	Knack
Reach		9.721.896	484.830
Language	French	44,2%	4,2%
	Dutch	55,8%	95,8%
Gender	Men	48,9%	52,2%
	Women	51,1%	47,9%
Age	12-17 years	7,6%	5,9%
	18-24 years	9,5%	7,9%
	25-34 years	14,9%	10,9%
	35-44 years	15,2%	13,1%
	45-54 years	16,4%	18,3%
	55-64 years	14,9%	17,9%
	65-74 years	11,1%	16,8%
	75+ years	10,3%	9,2%
MRP	Main Responsible for Purchase: yes	63,8%	63,1%
Education level	Elementary Level	12,6%	4,8%
	Lower Secondary	17,0%	7,4%
	Higher Secondary	38,7%	29,1%
	College & University	31,7%	58,8%
Profession	Active	47,3%	51,3%
	Entrepreneurs & liberal profession	6,1%	7,4%
	Executives	4,3%	10,3%
	Employee	24,0%	28,1%
	Skilled / Unskilled Labourer	12,9%	5,6%
	Housewife	4,8%	1,9%
	Retired	24,1%	29,6%
	Student	14,9%	13,2%
	Unemployed + Other	8,9%	4,1%
Household	With children	29,7%	23,8%
	Grandparents yes	27,4%	28,6%
	Grandchild(ren) <15y.old	19,7%	22,1%
Social Groups	Social groups 1	13,7%	28,0%
	Social groups 2	10,0%	16,2%
	Social groups 3	12,9%	13,8%
	Social groups 4	12,4%	15,0%
	Social groups 5	10,5%	7,6%
	Social groups 6	12,5%	8,8%
	Social groups 7	12,6%	6,6%
	Social groups 8	12,7%	2,5%
	Social groups 1-2	23,6%	44,2%
	Social groups 1-3	36,5%	58,0%
	Social groups 1-4	48,9%	72,9%
	Social groups 5-8	48,3%	25,5%

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