

# Knack Focus + Focus Vif

Universe 12+

Reach		<b>409.222</b>	<b>9.885.365</b>
Language	French	35,2%	44,1%
	Dutch	64,8%	55,9%
Gender	Men	57,3%	48,9%
	Women	42,7%	51,1%
Age	12-17 years	2,8%	7,7%
	18-24 years	8,8%	9,3%
	25-34 years	14,6%	14,9%
	35-44 years	12,0%	15,0%
	45-54 years	14,5%	16,0%
	55-64 years	19,7%	15,2%
	65-74 years	14,0%	11,6%
	75+ years	13,6%	10,3%
MRP	Main Responsible for Purchase: yes	70,3%	66,6%
Education level	Elementary Level	3,5%	10,7%
	Lower Secondary	6,5%	15,8%
	Higher Secondary	31,1%	40,2%
	College & University	58,9%	33,2%
Profession	Active	54,0%	48,9%
	Entrepreneurs & liberal profession	9,1%	5,3%
	Executives	10,1%	4,2%
	Employee	30,5%	27,4%
	Skilled / Unskilled Labourer	4,3%	11,9%
	Housewife	0,8%	4,1%
	Retired	31,0%	24,4%
	Student	9,8%	14,2%
	Unemployed + Other	4,4%	8,5%
Household	With children	21,8%	28,6%
	Grandparents yes	33,6%	27,6%
	Grandchild(ren) <15y.old	26,3%	20,4%
Social Groups	Social groups 1	21,3%	11,7%
	Social groups 2	21,3%	13,4%
	Social groups 3	16,0%	11,9%
	Social groups 4	14,7%	11,6%
	Social groups 5	6,5%	11,4%
	Social groups 6	7,8%	12,0%
	Social groups 7	5,0%	12,0%
	Social groups 8	5,2%	12,0%
	Social groups 1-2	42,6%	25,0%
	Social groups 1-3	58,6%	37,0%
	Social groups 1-4	73,3%	48,6%
	Social groups 5-8	24,4%	47,4%

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

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