

Knack Weekend

Universe 12+

Reach		358.369	9.885.365
Language	French	7,2%	44,1%
	Dutch	92,8%	55,9%
Gender	Men	49,5%	48,9%
	Women	50,5%	51,1%
Age	12-17 years	4,0%	7,7%
	18-24 years	7,8%	9,3%
	25-34 years	12,9%	14,9%
	35-44 years	12,4%	15,0%
	45-54 years	15,9%	16,0%
	55-64 years	21,7%	15,2%
	65-74 years	14,4%	11,6%
	75+ years	11,0%	10,3%
MRP	Main Responsible for Purchase: yes	71,2%	66,6%
Education level	Elementary Level	3,8%	10,7%
	Lower Secondary	7,1%	15,8%
	Higher Secondary	32,5%	40,2%
	College & University	56,7%	33,2%
Profession	Active	54,1%	48,9%
	Entrepreneurs & liberal profession	9,1%	5,3%
	Executives	11,2%	4,2%
	Employee	28,5%	27,4%
	Skilled / Unskilled Labourer	5,4%	11,9%
	Housewife	1,7%	4,1%
	Retired	30,0%	24,4%
	Student	9,7%	14,2%
	Unemployed + Other	4,6%	8,5%
Household	With children	22,2%	28,6%
	Grandparents yes	33,0%	27,6%
	Grandchild(ren) <15y.old	27,0%	20,4%
Social Groups	Social groups 1	21,1%	11,7%
	Social groups 2	19,4%	13,4%
	Social groups 3	16,7%	11,9%
	Social groups 4	14,2%	11,6%
	Social groups 5	7,5%	11,4%
	Social groups 6	8,6%	12,0%
	Social groups 7	5,9%	12,0%
	Social groups 8	4,6%	12,0%
	Social groups 1-2	40,4%	25,0%
	Social groups 1-3	57,1%	37,0%
	Social groups 1-4	71,3%	48,6%
	Social groups 5-8	26,5%	47,4%

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

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