

Knack Weekend + Le Vif Weekend

Universe 12+

Reach		563.025	9.885.365
Language	French	38,2%	44,1%
	Dutch	61,8%	55,9%
Gender	Men	50,4%	48,9%
	Women	49,6%	51,1%
Age	12-17 years	3,5%	7,7%
	18-24 years	7,9%	9,3%
	25-34 years	12,2%	14,9%
	35-44 years	14,0%	15,0%
	45-54 years	16,0%	16,0%
	55-64 years	19,7%	15,2%
	65-74 years	14,8%	11,6%
	75+ years	11,9%	10,3%
MRP	Main Responsible for Purchase: yes	71,4%	66,6%
Education level	Elementary Level	4,0%	10,7%
	Lower Secondary	7,3%	15,8%
	Higher Secondary	31,5%	40,2%
	College & University	57,2%	33,2%
Profession	Active	53,6%	48,9%
	Entrepreneurs & liberal profession	9,0%	5,3%
	Executives	9,8%	4,2%
	Employee	29,8%	27,4%
	Skilled / Unskilled Labourer	5,0%	11,9%
	Housewife	1,7%	4,1%
	Retired	30,2%	24,4%
	Student	9,3%	14,2%
	Unemployed + Other	5,2%	8,5%
Household	With children	23,8%	28,6%
	Grandparents yes	33,5%	27,6%
	Grandchild(ren) <15y.old	26,6%	20,4%
Social Groups	Social groups 1	20,5%	11,7%
	Social groups 2	20,1%	13,4%
	Social groups 3	16,7%	11,9%
	Social groups 4	13,7%	11,6%
	Social groups 5	7,6%	11,4%
	Social groups 6	7,7%	12,0%
	Social groups 7	6,1%	12,0%
	Social groups 8	5,5%	12,0%
	Social groups 1-2	40,6%	25,0%
	Social groups 1-3	57,3%	37,0%
	Social groups 1-4	71,0%	48,6%
	Social groups 5-8	27,0%	47,4%

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

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