

Knack Focus + Focus Vif

Universe 16+

Reach		438.133	9.462.733
Language	French	39,5%	43,0%
	Dutch	60,5%	57,0%
Gender	Men	52,6%	48,9%
	Women	47,4%	51,1%
Age	16-17 years	1,1%	2,7%
	18-24 years	6,4%	9,8%
	25-34 years	10,4%	15,7%
	35-44 years	12,0%	15,8%
	45-54 years	13,4%	16,3%
	55-64 years	17,2%	16,3%
	65-74 years	21,6%	12,6%
	75+ years	18,0%	10,9%
MRP	Main Responsible for Purchase: yes	75,0%	71,8%
Education level	Elementary Level	2,1%	6,5%
	Lower Secondary	10,1%	16,3%
	Higher Secondary	37,1%	43,1%
	College & University	50,7%	34,1%
Profession	Active	47,9%	51,7%
	Entrepreneurs & liberal profession	7,3%	5,8%
	Executives	8,0%	5,3%
	Employee	25,9%	28,9%
	Skilled / Unskilled Labourer	6,8%	11,8%
	Housewife	3,7%	4,0%
	Retired	38,0%	25,1%
	Student	5,7%	10,4%
	Unemployed + Other	4,7%	8,8%
Household	With children	17,9%	24,3%
	Grandparents yes	40,1%	27,6%
	Grandchild(ren) <15y.old	32,1%	20,9%
Social Groups	Social groups 1	19,0%	11,6%
	Social groups 2	13,0%	11,7%
	Social groups 3	18,6%	12,9%
	Social groups 4	11,7%	12,2%
	Social groups 5	7,7%	11,7%
	Social groups 6	10,6%	12,5%
	Social groups 7	10,0%	11,7%
	Social groups 8	5,2%	12,0%
	Social groups 1-2	32,0%	23,3%
	Social groups 1-3	50,7%	36,2%
	Social groups 1-4	62,4%	48,3%
	Social groups 5-8	33,5%	47,9%

Source: CIM NRS 2021-2022, Paper+Digital Versions