

Knack Focus

Universe 16+

| | | | |
|-----------------|------------------------------------|---------|-----------|
| Reach | | 279.477 | 9.462.733 |
| Language | French | 7,3% | 43,0% |
| | Dutch | 92,7% | 57,0% |
| Gender | Men | 57,0% | 48,9% |
| | Women | 43,0% | 51,1% |
| Age | 16-17 years | 1,1% | 2,7% |
| | 18-24 years | 5,8% | 9,8% |
| | 25-34 years | 12,1% | 15,7% |
| | 35-44 years | 11,7% | 15,8% |
| | 45-54 years | 14,0% | 16,3% |
| | 55-64 years | 17,1% | 16,3% |
| | 65-74 years | 22,0% | 12,6% |
| | 75+ years | 16,3% | 10,9% |
| MRP | Main Responsible for Purchase: yes | 73,2% | 71,8% |
| Education level | Elementary Level | 1,5% | 6,5% |
| | Lower Secondary | 7,9% | 16,3% |
| | Higher Secondary | 38,8% | 43,1% |
| | College & University | 51,9% | 34,1% |
| Profession | Active | 51,2% | 51,7% |
| | Entrepreneurs & liberal profession | 7,2% | 5,8% |
| | Executives | 7,8% | 5,3% |
| | Employee | 28,3% | 28,9% |
| | Skilled / Unskilled Labourer | 8,0% | 11,8% |
| | Housewife | 3,6% | 4,0% |
| | Retired | 36,1% | 25,1% |
| | Student | 5,7% | 10,4% |
| | Unemployed + Other | 3,4% | 8,8% |
| Household | With children | 19,4% | 24,3% |
| | Grandparents yes | 37,1% | 27,6% |
| | Grandchild(ren) <15y.old | 31,0% | 20,9% |
| Social Groups | Social groups 1 | 22,3% | 11,6% |
| | Social groups 2 | 12,2% | 11,7% |
| | Social groups 3 | 19,4% | 12,9% |
| | Social groups 4 | 12,2% | 12,2% |
| | Social groups 5 | 9,7% | 11,7% |
| | Social groups 6 | 10,4% | 12,5% |
| | Social groups 7 | 7,8% | 11,7% |
| | Social groups 8 | 3,2% | 12,0% |
| | Social groups 1-2 | 34,5% | 23,3% |
| | Social groups 1-3 | 53,9% | 36,2% |
| | Social groups 1-4 | 66,1% | 48,3% |
| | Social groups 5-8 | 31,1% | 47,9% |

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