

Knack Weekend + Le Vif Weekend

Universe 16+

| | | | |
|-----------------|------------------------------------|---------|-----------|
| Reach | | 659.603 | 9.462.733 |
| Language | French | 44,6% | 43,0% |
| | Dutch | 55,4% | 57,0% |
| Gender | Men | 45,1% | 48,9% |
| | Women | 54,9% | 51,1% |
| Age | 16-17 years | 1,5% | 2,7% |
| | 18-24 years | 5,8% | 9,8% |
| | 25-34 years | 11,3% | 15,7% |
| | 35-44 years | 10,9% | 15,8% |
| | 45-54 years | 14,8% | 16,3% |
| | 55-64 years | 17,8% | 16,3% |
| | 65-74 years | 19,6% | 12,6% |
| | 75+ years | 18,3% | 10,9% |
| MRP | Main Responsible for Purchase: yes | 77,3% | 71,8% |
| Education level | Elementary Level | 2,1% | 6,5% |
| | Lower Secondary | 11,0% | 16,3% |
| | Higher Secondary | 36,5% | 43,1% |
| | College & University | 50,4% | 34,1% |
| Profession | Active | 48,3% | 51,7% |
| | Entrepreneurs & liberal profession | 8,3% | 5,8% |
| | Executives | 8,5% | 5,3% |
| | Employee | 26,1% | 28,9% |
| | Skilled / Unskilled Labourer | 5,4% | 11,8% |
| | Housewife | 3,5% | 4,0% |
| | Retired | 37,2% | 25,1% |
| | Student | 6,6% | 10,4% |
| | Unemployed + Other | 4,4% | 8,8% |
| Household | With children | 17,3% | 24,3% |
| | Grandparents yes | 39,5% | 27,6% |
| | Grandchild(ren) <15y.old | 31,3% | 20,9% |
| Social Groups | Social groups 1 | 18,6% | 11,6% |
| | Social groups 2 | 13,7% | 11,7% |
| | Social groups 3 | 18,5% | 12,9% |
| | Social groups 4 | 11,0% | 12,2% |
| | Social groups 5 | 8,2% | 11,7% |
| | Social groups 6 | 11,4% | 12,5% |
| | Social groups 7 | 8,4% | 11,7% |
| | Social groups 8 | 5,6% | 12,0% |
| | Social groups 1-2 | 32,4% | 23,3% |
| | Social groups 1-3 | 50,9% | 36,2% |
| | Social groups 1-4 | 61,9% | 48,3% |
| | Social groups 5-8 | 33,7% | 47,9% |

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



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