

Knack Weekend

Universe 16+

Reach		389.017	9.462.733
Language	French	8,9%	43,0%
	Dutch	91,1%	57,0%
Gender	Men	47,9%	48,9%
	Women	52,1%	51,1%
Age	16-17 years	1,7%	2,7%
	18-24 years	4,7%	9,8%
	25-34 years	13,1%	15,7%
	35-44 years	10,6%	15,8%
	45-54 years	15,5%	16,3%
	55-64 years	17,1%	16,3%
	65-74 years	20,0%	12,6%
	75+ years	17,3%	10,9%
MRP	Main Responsible for Purchase: yes	77,0%	71,8%
Education level	Elementary Level	2,0%	6,5%
	Lower Secondary	8,6%	16,3%
	Higher Secondary	39,8%	43,1%
	College & University	49,6%	34,1%
Profession	Active	50,3%	51,7%
	Entrepreneurs & liberal profession	9,1%	5,8%
	Executives	7,3%	5,3%
	Employee	27,3%	28,9%
	Skilled / Unskilled Labourer	6,6%	11,8%
	Housewife	3,3%	4,0%
	Retired	36,5%	25,1%
	Student	6,6%	10,4%
	Unemployed + Other	3,3%	8,8%
Household	With children	17,7%	24,3%
	Grandparents yes	38,3%	27,6%
	Grandchild(ren) <15y.old	30,6%	20,9%
Social Groups	Social groups 1	20,7%	11,6%
	Social groups 2	13,8%	11,7%
	Social groups 3	18,0%	12,9%
	Social groups 4	12,3%	12,2%
	Social groups 5	9,3%	11,7%
	Social groups 6	11,3%	12,5%
	Social groups 7	7,4%	11,7%
	Social groups 8	3,8%	12,0%
	Social groups 1-2	34,5%	23,3%
	Social groups 1-3	52,5%	36,2%
	Social groups 1-4	64,8%	48,3%
	Social groups 5-8	31,8%	47,9%

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



Raketstraat 50, Rue de la Fusée
B - 1130 Brussels
www.roularta-advertising.be