

Knack

Universe 16+

Reach		445.055	9.462.733
Language	French	6,3%	43,0%
	Dutch	93,7%	57,0%
Gender	Men	52,6%	48,9%
	Women	47,4%	51,1%
Age	16-17 years	1,1%	2,7%
	18-24 years	5,5%	9,8%
	25-34 years	11,8%	15,7%
	35-44 years	10,5%	15,8%
	45-54 years	14,9%	16,3%
	55-64 years	19,3%	16,3%
	65-74 years	20,6%	12,6%
	75+ years	16,3%	10,9%
MRP	Main Responsible for Purchase: yes	73,7%	71,8%
Education level	Elementary Level	1,1%	6,5%
	Lower Secondary	7,7%	16,3%
	Higher Secondary	40,6%	43,1%
	College & University	50,6%	34,1%
Profession	Active	50,5%	51,7%
	Entrepreneurs & liberal profession	8,8%	5,8%
	Executives	7,6%	5,3%
	Employee	27,9%	28,9%
	Skilled / Unskilled Labourer	6,2%	11,8%
	Housewife	3,3%	4,0%
	Retired	37,2%	25,1%
	Student	6,2%	10,4%
	Unemployed + Other	2,9%	8,8%
Household	With children	17,2%	24,3%
	Grandparents yes	37,4%	27,6%
	Grandchild(ren) <15y.old	29,5%	20,9%
Social Groups	Social groups 1	21,0%	11,6%
	Social groups 2	12,8%	11,7%
	Social groups 3	18,0%	12,9%
	Social groups 4	13,0%	12,2%
	Social groups 5	11,7%	11,7%
	Social groups 6	10,6%	12,5%
	Social groups 7	6,8%	11,7%
	Social groups 8	3,4%	12,0%
	Social groups 1-2	33,9%	23,3%
	Social groups 1-3	51,8%	36,2%
	Social groups 1-4	64,8%	48,3%
	Social groups 5-8	32,5%	47,9%

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