

# Knack Focus

Universe 12+

Reach		278.776	9.885.365
Language	French	7,3%	44,1%
	Dutch	92,7%	55,9%
Gender	Men	55,6%	48,9%
	Women	44,4%	51,1%
Age	12-17 years	3,0%	7,7%
	18-24 years	8,7%	9,3%
	25-34 years	15,4%	14,9%
	35-44 years	12,3%	15,0%
	45-54 years	15,3%	16,0%
	55-64 years	21,3%	15,2%
	65-74 years	11,9%	11,6%
	75+ years	12,2%	10,3%
MRP	Main Responsible for Purchase: yes	72,1%	66,6%
Education level	Elementary Level	2,7%	10,7%
	Lower Secondary	5,6%	15,8%
	Higher Secondary	32,4%	40,2%
	College & University	59,3%	33,2%
Profession	Active	55,7%	48,9%
	Entrepreneurs & liberal profession	9,1%	5,3%
	Executives	11,0%	4,2%
	Employee	31,1%	27,4%
	Skilled / Unskilled Labourer	4,5%	11,9%
	Housewife	1,0%	4,1%
	Retired	28,6%	24,4%
	Student	10,0%	14,2%
Unemployed + Other	4,7%	8,5%	
Household	With children	22,1%	28,6%
	Grandparents yes	30,8%	27,6%
	Grandchild(ren) <15y.old	24,8%	20,4%
Social Groups	Social groups 1	22,1%	11,7%
	Social groups 2	22,2%	13,4%
	Social groups 3	16,0%	11,9%
	Social groups 4	14,8%	11,6%
	Social groups 5	6,1%	11,4%
	Social groups 6	7,9%	12,0%
	Social groups 7	3,8%	12,0%
	Social groups 8	4,6%	12,0%
	Social groups 1-2	44,3%	25,0%
	Social groups 1-3	60,3%	37,0%
	Social groups 1-4	75,1%	48,6%
	Social groups 5-8	22,4%	47,4%

Source: CIM NRS 2019-2020, Paper+Digital Versions



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