

Knack

Universe 12+

Reach		451.199	9.885.365
Language	French	6,3%	44,1%
	Dutch	93,7%	55,9%
Gender	Men	55,9%	48,9%
	Women	44,2%	51,1%
Age	12-17 years	3,5%	7,7%
	18-24 years	8,9%	9,3%
	25-34 years	11,4%	14,9%
	35-44 years	12,0%	15,0%
	45-54 years	15,8%	16,0%
	55-64 years	22,2%	15,2%
	65-74 years	15,4%	11,6%
	75+ years	10,9%	10,3%
MRP	Main Responsible for Purchase: yes	69,2%	66,6%
Education level	Elementary Level	3,5%	10,7%
	Lower Secondary	7,1%	15,8%
	Higher Secondary	32,1%	40,2%
	College & University	57,3%	33,2%
Profession	Active	52,3%	48,9%
	Entrepreneurs & liberal profession	8,8%	5,3%
	Executives	11,6%	4,2%
	Employee	26,8%	27,4%
	Skilled / Unskilled Labourer	5,1%	11,9%
	Housewife	1,4%	4,1%
	Retired	30,4%	24,4%
	Student	10,8%	14,2%
	Unemployed + Other	5,1%	8,5%
Household	With children	19,8%	28,6%
	Grandparents yes	33,3%	27,6%
	Grandchild(ren) <15y.old	27,5%	20,4%
Social Groups	Social groups 1	22,7%	11,7%
	Social groups 2	18,5%	13,4%
	Social groups 3	16,5%	11,9%
	Social groups 4	13,8%	11,6%
	Social groups 5	7,5%	11,4%
	Social groups 6	8,9%	12,0%
	Social groups 7	4,7%	12,0%
	Social groups 8	5,4%	12,0%
	Social groups 1-2	41,1%	25,0%
	Social groups 1-3	57,6%	37,0%
	Social groups 1-4	71,4%	48,6%
	Social groups 5-8	26,5%	47,4%

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

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