

Knack + Le Vif/L'Express

Universe 12+

Reach		786.489	9.885.365
Language	French	44,8%	44,1%
	Dutch	55,2%	55,9%
Gender	Men	56,3%	48,9%
	Women	43,7%	51,1%
Age	12-17 years	3,1%	7,7%
	18-24 years	9,1%	9,3%
	25-34 years	12,2%	14,9%
	35-44 years	13,1%	15,0%
	45-54 years	15,4%	16,0%
	55-64 years	19,7%	15,2%
	65-74 years	15,7%	11,6%
	75+ years	11,6%	10,3%
MRP	Main Responsible for Purchase: yes	67,9%	66,6%
Education level	Elementary Level	3,6%	10,7%
	Lower Secondary	8,1%	15,8%
	Higher Secondary	31,3%	40,2%
	College & University	57,0%	33,2%
Profession	Active	51,9%	48,9%
	Entrepreneurs & liberal profession	8,0%	5,3%
	Executives	10,2%	4,2%
	Employee	28,5%	27,4%
	Skilled / Unskilled Labourer	5,3%	11,9%
	Housewife	1,4%	4,1%
	Retired	30,2%	24,4%
	Student	10,5%	14,2%
	Unemployed + Other	6,0%	8,5%
Household	With children	22,7%	28,6%
	Grandparents yes	32,9%	27,6%
	Grandchild(ren) <15y.old	25,8%	20,4%
Social Groups	Social groups 1	21,0%	11,7%
	Social groups 2	19,1%	13,4%
	Social groups 3	16,5%	11,9%
	Social groups 4	13,5%	11,6%
	Social groups 5	6,9%	11,4%
	Social groups 6	8,5%	12,0%
	Social groups 7	6,4%	12,0%
	Social groups 8	5,9%	12,0%
	Social groups 1-2	40,1%	25,0%
	Social groups 1-3	56,6%	37,0%
	Social groups 1-4	70,1%	48,6%
	Social groups 5-8	27,6%	47,4%

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

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