

Knack+ Vif

		Universe 12+	Knack+Vif
		9.512.809	914.309
Reach	Total	100,0%	100,0%
Language	French	44,2%	44,2%
	Dutch	55,8%	55,8%
Gender	Men	48,8%	53,9%
	Women	51,2%	46,1%
Age	12-17 years	7,7%	4,4%
	18-24 years	9,9%	9,2%
	25-34 years	14,9%	14,3%
	35-44 years	15,5%	16,7%
	45-54 Years	16,8%	17,2%
	55 +	35,2%	38,2%
Main shopper	MRP yes	63,0%	63,5%
Education level	Elementary Level	14,3%	4,3%
	Lower Secondary	19,7%	10,6%
	Higher Secondary	37,4%	31,0%
	College & University	28,6%	54,1%
Profession	Active	47,0%	56,0%
	Executive	5,8%	14,3%
	Artisan, Small Merchant	4,0%	4,8%
	Employee	23,9%	30,5%
	Skilled / Unskilled Labourer	13,3%	6,4%
	Housewife	5,3%	3,6%
	Retired	23,4%	22,3%
	Student	14,3%	12,4%
	Unemployed + Other	10,1%	5,7%
Household	With children	29,4%	26,5%
	Grandparents yes	28,0%	25,8%
	Grandchildren <14years	20,8%	21,4%
Social Groups	Social class 1	13,7%	29,7%
	Social class 2	15,0%	21,4%
	Social class 3	11,1%	12,6%
	Social class 4	11,3%	11,0%
	Social class 5	12,2%	7,2%
	Social class 6	12,3%	7,3%
	Social class 7	12,3%	7,3%
	Social class 8	11,6%	3,2%
	Social class 1-2	28,6%	51,1%
	Social class 1-3	39,8%	63,7%
	Social class 1-4	51,1%	74,7%
	Social class 5-8	48,4%	25,0%