

Knack Focus

		Universe 12+	Knack Focus
		9.512.809	280.540
Reach	Total	100,0%	100,0%
Language	French	44,2%	1,7%
	Dutch	55,8%	98,3%
Gender	Men	48,8%	54,7%
	Women	51,2%	45,3%
Age	12-17 years	7,7%	3,7%
	18-24 years	9,9%	9,4%
	25-34 years	14,9%	15,1%
	35-44 years	15,5%	16,2%
	45-54 Years	16,8%	15,5%
	55 +	35,2%	40,1%
Main shopper	MRP yes	63,0%	63,9%
Education level	Elementary Level	14,3%	3,5%
	Lower Secondary	19,7%	7,2%
	Higher Secondary	37,4%	26,1%
	College & University	28,6%	63,2%
Profession	Active	47,0%	59,2%
	Executive	5,8%	14,5%
	Artisan, Small Merchant	4,0%	5,7%
	Employee	23,9%	33,5%
	Skilled / Unskilled Labourer	13,3%	5,6%
	Housewife	5,3%	3,0%
	Retired	23,4%	23,5%
	Student	14,3%	10,7%
	Unemployed + Other	10,1%	3,5%
Household	With children	29,4%	21,5%
	Grandparents yes	28,0%	25,5%
	Grandchildren <14years	20,8%	21,7%
Social Groups	Social class 1	13,7%	31,9%
	Social class 2	15,0%	26,1%
	Social class 3	11,1%	12,5%
	Social class 4	11,3%	10,5%
	Social class 5	12,2%	6,7%
	Social class 6	12,3%	4,7%
	Social class 7	12,3%	6,1%
	Social class 8	11,6%	1,3%
	Social class 1-2	28,6%	58,0%
	Social class 1-3	39,8%	70,5%
	Social class 1-4	51,1%	80,9%
	Social class 5-8	48,4%	18,8%