

Knack Weekend+ Vif Weekend

		Universe 12+	Knack Weekend+ Vif Weekend
		9.512.809	593.289
Reach	Total	100,0%	100,0%
Language	French	44,2%	35,9%
	Dutch	55,8%	64,1%
Gender	Men	48,8%	47,7%
	Women	51,2%	52,3%
Age	12-17 years	7,7%	4,4%
	18-24 years	9,9%	8,1%
	25-34 years	14,9%	11,7%
	35-44 years	15,5%	15,8%
	45-54 Years	16,8%	18,7%
	55 +	35,2%	41,2%
Main shopper	MRP yes	63,0%	64,9%
Education level	Elementary Level	14,3%	4,1%
	Lower Secondary	19,7%	9,9%
	Higher Secondary	37,4%	30,0%
	College & University	28,6%	56,0%
Profession	Active	47,0%	55,2%
	Executive	5,8%	15,2%
	Artisan, Small Merchant	4,0%	5,1%
	Employee	23,9%	29,4%
	Skilled / Unskilled Labourer	13,3%	5,5%
	Housewife	5,3%	4,0%
	Retired	23,4%	25,1%
	Student	14,3%	11,1%
	Unemployed + Other	10,1%	4,6%
Household	With children	29,4%	24,1%
	Grandparents yes	28,0%	28,2%
	Grandchildren <14years	20,8%	24,0%
Social Groups	Social class 1	13,7%	30,5%
	Social class 2	15,0%	22,1%
	Social class 3	11,1%	12,7%
	Social class 4	11,3%	11,3%
	Social class 5	12,2%	6,5%
	Social class 6	12,3%	6,9%
	Social class 7	12,3%	6,4%
	Social class 8	11,6%	3,1%
	Social class 1-2	28,6%	52,5%
	Social class 1-3	39,8%	65,3%
	Social class 1-4	51,1%	76,6%
	Social class 5-8	48,4%	23,0%