

Knack Weekend

		Universe 12+	Knack Weekend
		9.512.809	387.860
Reach	Total	100,0%	100,0%
Language	French	44,2%	3,0%
	Dutch	55,8%	97,0%
Gender	Men	48,8%	48,7%
	Women	51,2%	51,3%
Age	12-17 years	7,7%	4,4%
	18-24 years	9,9%	7,5%
	25-34 years	14,9%	12,5%
	35-44 years	15,5%	15,3%
	45-54 Years	16,8%	17,8%
	55 +	35,2%	42,6%
Main shopper	MRP yes	63,0%	65,5%
Education level	Elementary Level	14,3%	3,5%
	Lower Secondary	19,7%	8,0%
	Higher Secondary	37,4%	30,2%
	College & University	28,6%	58,3%
Profession	Active	47,0%	56,5%
	Executive	5,8%	14,4%
	Artisan, Small Merchant	4,0%	5,3%
	Employee	23,9%	30,6%
	Skilled / Unskilled Labourer	13,3%	6,3%
	Housewife	5,3%	3,6%
	Retired	23,4%	26,3%
	Student	14,3%	10,0%
	Unemployed + Other	10,1%	3,7%
Household	With children	29,4%	22,5%
	Grandparents yes	28,0%	28,6%
	Grandchildren <14years	20,8%	24,1%
Social Groups	Social class 1	13,7%	28,8%
	Social class 2	15,0%	22,7%
	Social class 3	11,1%	13,0%
	Social class 4	11,3%	12,1%
	Social class 5	12,2%	7,6%
	Social class 6	12,3%	6,2%
	Social class 7	12,3%	6,9%
	Social class 8	11,6%	2,2%
	Social class 1-2	28,6%	51,5%
	Social class 1-3	39,8%	64,5%
	Social class 1-4	51,1%	76,5%
	Social class 5-8	48,4%	22,9%