

Knack

| | | Universe 12+ | Knack |
|------------------------|------------------------------|--------------|---------|
| | | 9.512.809 | 523.243 |
| Reach | Total | 100,0% | 100,0% |
| Language | French | 44,2% | 3,5% |
| | Dutch | 55,8% | 96,5% |
| Gender | Men | 48,8% | 54,4% |
| | Women | 51,2% | 45,6% |
| Age | 12-17 years | 7,7% | 4,7% |
| | 18-24 years | 9,9% | 9,2% |
| | 25-34 years | 14,9% | 14,3% |
| | 35-44 years | 15,5% | 15,3% |
| | 45-54 Years | 16,8% | 15,5% |
| | 55 + | 35,2% | 41,0% |
| Main shopper | MRP yes | 63,0% | 63,5% |
| Education level | Elementary Level | 14,3% | 4,0% |
| | Lower Secondary | 19,7% | 9,0% |
| | Higher Secondary | 37,4% | 30,7% |
| | College & University | 28,6% | 56,3% |
| Profession | Active | 47,0% | 56,4% |
| | Executive | 5,8% | 15,2% |
| | Artisan, Small Merchant | 4,0% | 4,7% |
| | Employee | 23,9% | 30,3% |
| | Skilled / Unskilled Labourer | 13,3% | 6,3% |
| | Housewife | 5,3% | 3,0% |
| | Retired | 23,4% | 23,8% |
| | Student | 14,3% | 12,2% |
| | Unemployed + Other | 10,1% | 4,5% |
| Household | With children | 29,4% | 23,9% |
| | Grandparents yes | 28,0% | 26,9% |
| | Grandchildren <14years | 20,8% | 22,4% |
| Social Groups | Social class 1 | 13,7% | 29,9% |
| | Social class 2 | 15,0% | 22,6% |
| | Social class 3 | 11,1% | 12,0% |
| | Social class 4 | 11,3% | 11,7% |
| | Social class 5 | 12,2% | 8,0% |
| | Social class 6 | 12,3% | 6,2% |
| | Social class 7 | 12,3% | 6,8% |
| | Social class 8 | 11,6% | 2,2% |
| | Social class 1-2 | 28,6% | 52,6% |
| | Social class 1-3 | 39,8% | 64,6% |
| | Social class 1-4 | 51,1% | 76,3% |
| | Social class 5-8 | 48,4% | 23,2% |