# Knack Weekend + Le Vif Weekend

**Universe 12+**

| | | | |
|---|---|---|---|
| Reach | | 563.025 | 9.885.365 |
| Language | French | 38,2% | 44,1% |
| | Dutch | 61,8% | 55,9% |
| Gender | Men | 50,4% | 48,9% |
| | Women | 49,6% | 51,1% |
| Age | 12-17 years | 3,5% | 7,7% |
| | 18-24 years | 7,9% | 9,3% |
| | 25-34 years | 12,2% | 14,9% |
| | 35-44 years | 14,0% | 15,0% |
| | 45-54 years | 16,0% | 16,0% |
| | 55-64 years | 19,7% | 15,2% |
| | 65-74 years | 14,8% | 11,6% |
| | 75+ years | 11,9% | 10,3% |
| MRP | Main Responsible for Purchase: yes | 71,4% | 66,6% |
| Education level | Elementary Level | 4,0% | 10,7% |
| | Lower Secondary | 7,3% | 15,8% |
| | Higher Secondary | 31,5% | 40,2% |
| | College & University | 57,2% | 33,2% |
| Profession | Active | 53,6% | 48,9% |
| | Entrepreneurs & liberal profession | 9,0% | 5,3% |
| | Executives | 9,8% | 4,2% |
| | Employee | 29,8% | 27,4% |
| | Skilled / Unskilled Labourer | 5,0% | 11,9% |
| | Housewife | 1,7% | 4,1% |
| | Retired | 30,2% | 24,4% |
| | Student | 9,3% | 14,2% |
| | Unemployed + Other | 5,2% | 8,5% |
| Household | With children | 23,8% | 28,6% |
| | Grandparents yes | 33,5% | 27,6% |
| | Grandchild(ren) <15y.old | 26,6% | 20,4% |
| Social Groups | Social groups 1 | 20,5% | 11,7% |
| | Social groups 2 | 20,1% | 13,4% |
| | Social groups 3 | 16,7% | 11,9% |
| | Social groups 4 | 13,7% | 11,6% |
| | Social groups 5 | 7,6% | 11,4% |
| | Social groups 6 | 7,7% | 12,0% |
| | Social groups 7 | 6,1% | 12,0% |
| | Social groups 8 | 5,5% | 12,0% |
| | Social groups 1-2 | 40,6% | 25,0% |
| | Social groups 1-3 | 57,3% | 37,0% |
| | Social groups 1-4 | 71,0% | 48,6% |
| | Social groups 5-8 | 27,0% | 47,4% |

Source: CIM NRS 2019-2020, Paper+Digital Versions