

NAME OF THE CIM CARD

COMPOSITION OF THE CIM CARD

UNIVERSE: National, Dutch or French speaking  
 PERIODICITY: Daily, Weekly, Free Press, Fortnightly, Monthly or Bimonthly

TARGET GROUPS: Total, Men, Women, Main Shopper

BASE: Universe

cim PQ NL+PQ FR+METRO										Readership Survey 2008-2009			
L'Avenir+Het Belang van Limburg+La Capitale+Le Courrier+La Dernière Heure/Les Sports+L' Echo+Gazet van Antwerpen+De Gentenaar+Le Jour+Het Laatste Nieuws+La Libre Belgique+La Libre Belgique Gazette de Liège+Metro FR+Metro NL+La Meuse+De Morgen+De Nieuwe Gazet+Het Nieuwsblad+Nord Eclair+La Nouvelle Gazette+La Province+Le Soir+De Standaard+De Tijd+Vers l'Avenir													
Universe		National											
Periodicity		Daily											
<b>Reach Indicators</b>													
	Total		Men		Women		Main shopper		Coverage %				
	x1.000	%Tot	x1.000	%Prof	x1.000	%Prof	x1.000	%Prof	Tot	Men	Wom	M.S.	
	% Coverage												
Total readers	8 089.3	100.0	4 070.1	100.0	4 019.3	100.0	4 744.2	100.0	87.6	90.6	84.8	85.6	
Loyal readers	4 213.8	52.1	2 208.0	54.2	2 005.8	49.9	2 475.6	52.2	45.6	49.1	42.3	44.7	
Primary readers	4 326.5	53.5	2 295.6	56.4	2 030.9	50.5	2 701.2	56.9	46.9	51.1	42.8	48.7	
Secondary readers	1 750.7	21.6	794.1	19.5	956.6	23.8	852.5	18.0	19.0	17.7	20.2	15.4	
Tertiary readers	2 004.8	24.8	977.9	24.0	1 026.9	25.6	1 186.8	25.0	21.7	21.8	21.7	21.4	
Readers last period	4 966.2	61.4	2 596.4	63.8	2 369.7	59.0	2 900.4	61.1	53.8	57.8	50.0	52.3	
<b>Reach Accumulation</b>													
	Total		Men		Women		Main shopper		Coverage %				
Readers 1 issue	4 966.2	100.0	2 596.4	100.0	2 369.7	100.0	2 900.4	100.0	53.8	57.8	50.0	52.3	
Readers 2 issues	6 057.9	122.0	3 139.6	120.9	2 918.3	123.1	3 534.0	121.8	65.6	69.9	61.6	63.8	
Readers 4 issues	6 859.2	138.1	3 523.8	135.7	3 335.4	140.7	4 002.9	138.0	74.3	78.4	70.4	72.2	
Readers 6 issues	7 219.5	145.4	3 690.4	142.1	3 529.1	148.9	4 217.2	145.4	78.2	82.1	74.4	76.1	
Readers 9 issues	7 505.2	151.1	3 819.1	147.1	3 686.1	155.5	4 388.6	151.3	81.3	85.0	77.7	79.2	
Readers 12 issues	7 665.4	154.4	3 889.8	149.8	3 775.6	159.3	4 485.2	154.6	83.0	86.6	79.6	80.9	
Gross contacts	6 768.8		3 687.5		3 081.3		3 851.5						
<b>Confidence interval</b>													
	Total		Men		Women		Main shopper		Coverage %				
min.	4 877.3	98.2	2 535.0	97.6	2 305.9	97.3	2 831.4	97.6	52.8	56.4	48.6	51.1	
Readers last period	4 966.2	100.0	2 596.4	100.0	2 369.7	100.0	2 900.4	100.0	53.8	57.8	50.0	52.3	
max.	5 055.0	101.8	2 657.8	102.4	2 433.6	102.7	2 969.3	102.4	54.7	59.2	51.3	53.6	
Profile	4 966.2	100.0	2 596.4	52.3	2 369.7	47.7	2 900.4	58.4					
<b>Structure readers last period</b>													
	Total		Men		Women		Main shopper		Coverage %				
	x1.000	%Tot	x1.000	%Prof	x1.000	%Prof	x1.000	%Prof	Tot	Men	Wom	M.S.	
	% Coverage												
Base	9 233.8	100	4 492.7	100	4 741.1	100	5 542.7	100					
<b>Gender</b>													
Men	2 596.4	52.3	2 596.4	100.0	0.0	0.0	1 014.1	35.0	57.8	57.8	0.0	57.6	
Women	2 369.7	47.7	0.0	0.0	2 369.7	100.0	1 886.3	65.0	50.0	0.0	50.0	49.9	
<b>Household language</b>													

NUMBER OF READERS last period in thousands, for each target group

The vertical PROFILE %, i.e. the % of readers last period having the characteristics

The COVERAGE is the % of the universe reached, not only readers