

Le Vif L'Express

Universe National
Periodicity Weekly

	Reach Indicators								Coverage			
	Total		Men		Women		Main shopper		Tot	Men	Wom	M.S.
	x1.000	%Tot	x1.000	%Prof	x1.000	%Prof	x1.000	%Prof	% Coverage			
Total readers	1 122.2	100.0	576.6	100.0	545.6	100.0	634.1	100.0	12.1	12.7	11.4	11.2
Loyal readers	239.7	21.4	116.4	20.2	123.3	22.6	140.9	22.2	2.6	2.6	2.6	2.5
Primary readers	381.6	34.0	210.5	36.5	171.1	31.4	216.5	34.1	4.1	4.6	3.6	3.8
Secondary readers	175.8	15.7	75.2	13.0	100.6	18.4	89.3	14.1	1.9	1.7	2.1	1.6
Tertiary readers	564.8	50.3	290.9	50.4	273.9	50.2	328.2	51.8	6.1	6.4	5.7	5.8
Readers last period	389.8	34.7	197.3	34.2	192.5	35.3	218.2	34.4	4.2	4.4	4.0	3.8
	Reach Accumulation								Coverage			
Readers 1 issue	389.8	100.0	197.3	100.0	192.5	100.0	218.2	100.0	4.2	4.4	4.0	3.8
Readers 2 issues	535.2	137.3	274.9	139.3	260.3	135.3	296.2	135.7	5.8	6.1	5.5	5.2
Readers 4 issues	702.6	180.2	363.6	184.2	339.0	176.1	388.2	177.9	7.6	8.0	7.1	6.8
Readers 6 issues	805.3	206.6	417.0	211.3	388.3	201.7	446.6	204.7	8.7	9.2	8.1	7.9
Readers 9 issues	904.0	231.9	467.6	237.0	436.4	226.8	504.0	231.0	9.7	10.3	9.1	8.9
Readers 12 issues	967.5	248.2	499.7	253.2	467.8	243.1	541.5	248.1	10.4	11.0	9.8	9.6
Gross contacts	389.8		197.3		192.5		218.2					
	Confidence interval								Coverage %			
min.	354.1	90.8	171.9	87.1	167.3	86.9	191.5	87.7	3.8	3.8	3.5	3.4
Readers last period	389.8	100.0	197.3	100.0	192.5	100.0	218.2	100.0	4.2	4.4	4.0	3.8
max.	425.5	109.2	222.7	112.9	217.6	113.1	245.0	112.3	4.6	4.9	4.6	4.3
Profile	389.8	100.0	197.3	50.6	192.5	49.4	218.2	56.0				
	Structure readers last period								Coverage %			
	Total		Men		Women		Main shopper		Tot	Men	Wom	M.S.
	x1.000	%Tot	x1.000	%Prof	x1.000	%Prof	x1.000	%Prof	% Coverage			
Base	9 303.3	100	4 531.0	100	4 772.2	100	5 668.5	100				
Gender												
Men	197.3	50.6	197.3	100.0	0.0	0.0	70.3	32.2	4.4	4.4	0.0	3.8
Women	192.5	49.4	0.0	0.0	192.5	100.0	147.9	67.8	4.0	0.0	4.0	3.9
Household language												
Dutch	11.8	3.0	4.9	2.5	6.9	3.6	7.5	3.4	0.2	0.2	0.3	0.2
French	378.0	97.0	192.4	97.5	185.6	96.4	210.7	96.6	9.4	10.0	8.9	8.7
Interviewed person's age												
from 12 to 14 years	5.9	1.5	2.3	1.2	3.7	1.9	0.0	0.0	1.6	1.2	2.1	0.0
from 15 to 24 years	66.8	17.1	35.8	18.2	31.0	16.1	7.6	3.5	5.1	5.4	4.8	4.0
from 25 to 34 years	54.8	14.1	27.9	14.1	27.0	14.0	36.0	16.5	4.0	4.0	3.9	3.8
from 35 to 44 years	63.5	16.3	34.5	17.5	29.0	15.1	40.1	18.4	4.1	4.4	3.8	3.6
from 45 to 54 years	78.3	20.1	36.4	18.5	41.9	21.8	55.2	25.3	5.0	4.6	5.4	5.0
from 55 to 64 years	59.7	15.3	29.6	15.0	30.0	15.6	38.7	17.7	4.6	4.6	4.6	4.2
65 years and more	60.8	15.6	30.8	15.6	29.9	15.6	40.6	18.6	3.3	4.0	2.8	3.0
15 years and more	383.9	98.5	195.1	98.8	188.8	98.1	218.2	100.0	4.3	4.5	4.1	3.8
from 18 to 44 years	166.8	42.8	87.5	44.4	79.3	41.2	83.2	38.1	4.3	4.5	4.2	3.7
Social groups												
Group 1	107.2	27.5	54.1	27.4	53.1	27.6	56.3	25.8	9.4	9.3	9.4	8.9
Group 2	96.8	24.8	45.9	23.2	50.9	26.5	54.5	25.0	7.2	7.0	7.5	7.0
Group 3	61.8	15.9	33.3	16.9	28.5	14.8	34.3	15.7	5.7	6.3	5.1	5.5
Group 4	39.2	10.0	18.3	9.3	20.8	10.8	26.9	12.3	4.0	4.0	4.1	4.5
Group 5	24.8	6.4	15.3	7.7	9.5	4.9	12.2	5.6	2.1	2.4	1.7	1.8
Group 6	26.1	6.7	12.4	6.3	13.7	7.1	15.4	7.1	2.2	2.1	2.4	2.2
Group 7	22.6	5.8	14.1	7.1	8.6	4.4	11.9	5.5	1.9	2.6	1.4	1.6
Group 8	10.3	2.6	3.9	2.0	6.4	3.3	6.6	3.0	0.9	0.8	1.0	0.8
does not know	1.1	0.3	0.1	0.1	0.9	0.5	0.2	0.1	1.2	0.4	1.8	0.7

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	Structure readers last period								Coverage %			
	Total		Men		Women		Main shopper		Tot % Coverage	Men	Wom	M.S.
	x1.000	%Tot	x1.000	%Prof	x1.000	%Prof	x1.000	%Prof				
Base	9 303.3	100	4 531.0	100	4 772.2	100	5 668.5	100				
Readers last period	389.8	34.7	197.3	34.2	192.5	35.3	218.2	34.4	4.2	4.4	4.0	3.8
Nielsen areas												
Nielsen 1	3.8	1.0	1.4	0.7	2.4	1.2	2.1	1.0	0.2	0.1	0.2	0.2
Nielsen 2	14.3	3.7	6.3	3.2	8.0	4.1	9.3	4.3	0.5	0.4	0.5	0.5
Nielsen 3 D	1.0	0.2	0.2	0.1	0.8	0.4	0.4	0.2	0.7	0.3	1.0	0.4
Nielsen 3 FR	106.0	27.2	62.8	31.8	43.2	22.5	54.4	24.9	11.3	14.0	8.8	9.7
Nielsen 3 D + FR	107.0	27.4	63.0	31.9	44.0	22.9	54.8	25.1	9.9	12.2	7.8	8.3
Nielsen 4	123.6	31.7	60.7	30.8	62.9	32.7	75.0	34.4	8.6	8.8	8.4	8.4
Nielsen 5	141.1	36.2	65.9	33.4	75.2	39.1	77.0	35.3	9.1	8.8	9.5	8.4
Provinces												
Antwerp	4.7	1.2	2.2	1.1	2.5	1.3	3.2	1.5	0.3	0.3	0.3	0.3
West Flanders	2.0	0.5	1.0	0.5	1.0	0.5	0.5	0.2	0.2	0.2	0.2	0.1
East Flanders	1.9	0.5	0.4	0.2	1.4	0.7	1.5	0.7	0.2	0.1	0.2	0.2
Limburg	0.3	0.1	0.1	0.0	0.2	0.1	0.3	0.1	0.0	0.0	0.1	0.1
Hainaut	81.0	20.8	41.2	20.9	39.7	20.6	49.8	22.8	7.2	7.7	6.8	7.1
Liège	85.6	22.0	39.5	20.0	46.1	23.9	46.9	21.5	9.3	8.9	9.7	8.5
Luxemburg	23.8	6.1	11.0	5.6	12.7	6.6	12.8	5.9	10.6	10.0	11.1	9.8
Namur	31.7	8.1	15.3	7.8	16.4	8.5	17.3	7.9	7.9	7.9	7.9	7.6
Brussels 19	93.6	24.0	57.8	29.3	35.8	18.6	47.3	21.7	10.4	13.4	7.6	8.9
Flemish Brabant	22.6	5.8	9.2	4.7	13.4	7.0	13.4	6.1	2.4	2.0	2.8	2.2
Walloon Brabant	42.6	10.9	19.5	9.9	23.2	12.0	25.2	11.6	13.3	12.6	13.9	13.0
New CIM habitats												
New Antwerp CIM	2.0	0.5	1.0	0.5	1.0	0.5	1.3	0.6	0.3	0.3	0.3	0.3
New Ghent CIM	0.3	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.1
New Brussels CIM	120.6	30.9	70.2	35.6	50.4	26.2	61.7	28.3	9.9	12.0	7.9	8.4
New Liège CIM	45.0	11.6	18.8	9.5	26.2	13.6	27.2	12.5	11.2	9.8	12.5	11.0
New Charleroi CIM	11.4	2.9	7.0	3.5	4.4	2.3	7.6	3.5	4.6	5.9	3.4	4.6
New cities Flanders CIM (n=30)	3.4	0.9	1.5	0.7	1.9	1.0	1.8	0.8	0.3	0.2	0.3	0.2
New cities Wallonia CIM (n=13)	56.2	14.4	26.4	13.4	29.7	15.5	31.8	14.6	8.1	8.0	8.2	7.6
New urban total CIM (n= 48)	238.9	61.3	125.0	63.3	113.9	59.2	131.7	60.3	5.0	5.5	4.7	4.5
New non urban Flandres CIM	9.4	2.4	3.6	1.8	5.8	3.0	5.2	2.4	0.3	0.2	0.4	0.3
New non urban Wallonia CIM	141.5	36.3	68.8	34.9	72.7	37.8	81.4	37.3	8.9	8.9	8.9	8.5
New CIM Inhabitants												
New Central City CIM	77.8	20.0	41.6	21.1	36.2	18.8	46.3	21.2	3.9	4.2	3.7	3.7
New Périphery CIM	141.6	36.3	75.8	38.4	65.8	34.2	76.0	34.8	7.4	8.4	6.6	6.5
New Suburb CIM	63.4	16.3	29.9	15.1	33.5	17.4	36.7	16.8	4.8	4.8	4.8	4.6
New Dormitory city CIM	48.2	12.4	20.8	10.5	27.4	14.2	27.2	12.5	2.6	2.3	2.8	2.3
New Other municipalities CIM	58.8	15.1	29.3	14.8	29.5	15.3	31.9	14.6	2.6	2.6	2.7	2.5
Interviewed person's profession												
Executive management	22.1	5.7	11.7	5.9	10.5	5.5	11.8	5.4	8.9	7.3	11.8	8.3
Management	35.8	9.2	25.7	13.0	10.1	5.2	15.0	6.9	8.2	8.5	7.5	5.9
Artisan, small merchant, farmer	11.0	2.8	6.5	3.3	4.4	2.3	7.2	3.3	3.4	3.1	3.9	3.9
Employee	113.0	29.0	53.3	27.0	59.7	31.0	73.9	33.9	5.6	6.7	4.8	5.0
Worker	22.0	5.6	14.4	7.3	7.6	3.9	12.3	5.7	1.6	1.5	1.9	1.6
Housewife	17.5	4.5	1.6	0.8	15.9	8.3	17.3	7.9	2.7	26.4	2.5	2.9
Retired	79.5	20.4	38.7	19.6	40.8	21.2	53.8	24.7	3.7	3.7	3.7	3.5
Unemployed	17.3	4.4	8.6	4.3	8.7	4.5	13.8	6.3	3.5	3.8	3.3	3.9
Student	60.7	15.6	30.3	15.3	30.4	15.8	6.1	2.8	4.8	4.7	4.8	7.5
Other non-active	11.0	2.8	6.5	3.3	4.4	2.3	6.9	3.2	3.0	3.6	2.4	2.6
Interviewed person's professional status												
With professional activity	203.9	52.3	111.6	56.6	92.3	47.9	120.3	55.1	4.6	4.6	4.7	4.3
Interviewed person's education level												
Primary + lower secondary	65.8	16.9	33.8	17.1	31.9	16.6	24.4	11.2	1.9	2.0	1.7	1.3
Higher secondary	101.7	26.1	51.3	26.0	50.4	26.2	58.0	26.6	3.1	3.1	3.2	2.9
College and university	222.1	57.0	112.1	56.8	110.0	57.2	135.6	62.2	8.8	9.2	8.3	7.9
Presence of child(ren) younger than 15 years												
Total with child(ren)	120.8	31.0	54.4	27.6	66.4	34.5	64.6	29.6	4.2	4.0	4.5	4.3