



NEW NRS STUDY 2018-2019
Publication September 2019

Methodological changes

Two **important methodological changes** have been introduced in the 2018-2019 survey.

1. **Mixed recruitment :**

- 75% F2F recruitment
- 25% online recruitment based on online access panels



The “type” of respondents recruited online differ from those recruited F2F :

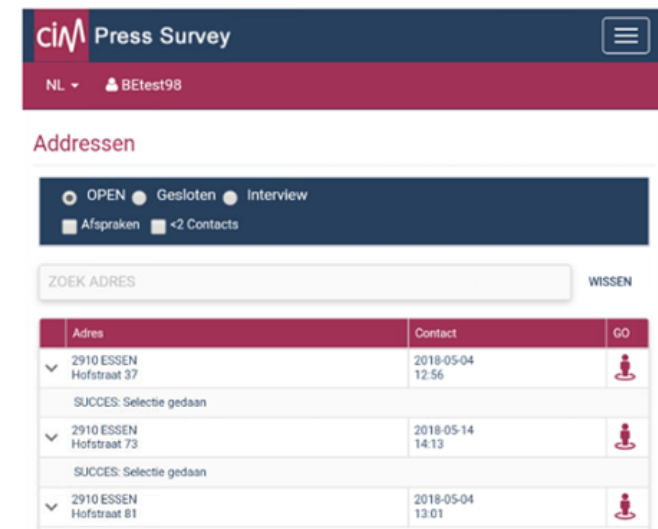
- Profiles difficult to find F2F
- Motivation to participate may be different from F2F
- More “internet savvy” profiles (in equipment, consumption,...), with potential impact on reading levels of digital editions and websites
- More familiar with surveys, with potentially different understanding of some questions

This change may explain part of the evolution in the results.




! Methodological changes

Two **important methodological changes** have been introduced in the 2018-2019 survey.

2. A new **F2F sampling** database and a new contact procedure
 - Sampling at **household level** (no more selection of individuals)
 - 1st contact with “gatekeeper”
 - Question on HH composition
 - Random selection of respondent via a dedicated selection app








The screenshot shows the 'ciM Press Survey' interface. At the top, there is a dark blue header with the 'ciM' logo and 'Press Survey' text. Below the header, there is a red bar with 'NL' and a user icon labeled 'BEtest98'. The main content area is titled 'Adressen' and features a search bar labeled 'ZOEK ADRES' and a 'WISSEN' button. Below the search bar, there is a table with columns 'Adres', 'Contact', and 'GO'. The table lists three addresses in Essen, each with a date and time of contact and a red person icon in the 'GO' column. The first address is '2910 ESSEN Hofstraat 37' with contact on '2018-05-04 12:56'. The second is '2910 ESSEN Hofstraat 73' with contact on '2018-05-14 14:13'. The third is '2910 ESSEN Hofstraat 81' with contact on '2018-05-04 13:01'. Each row is preceded by a 'SUCCE: Selectie gedaan' message.

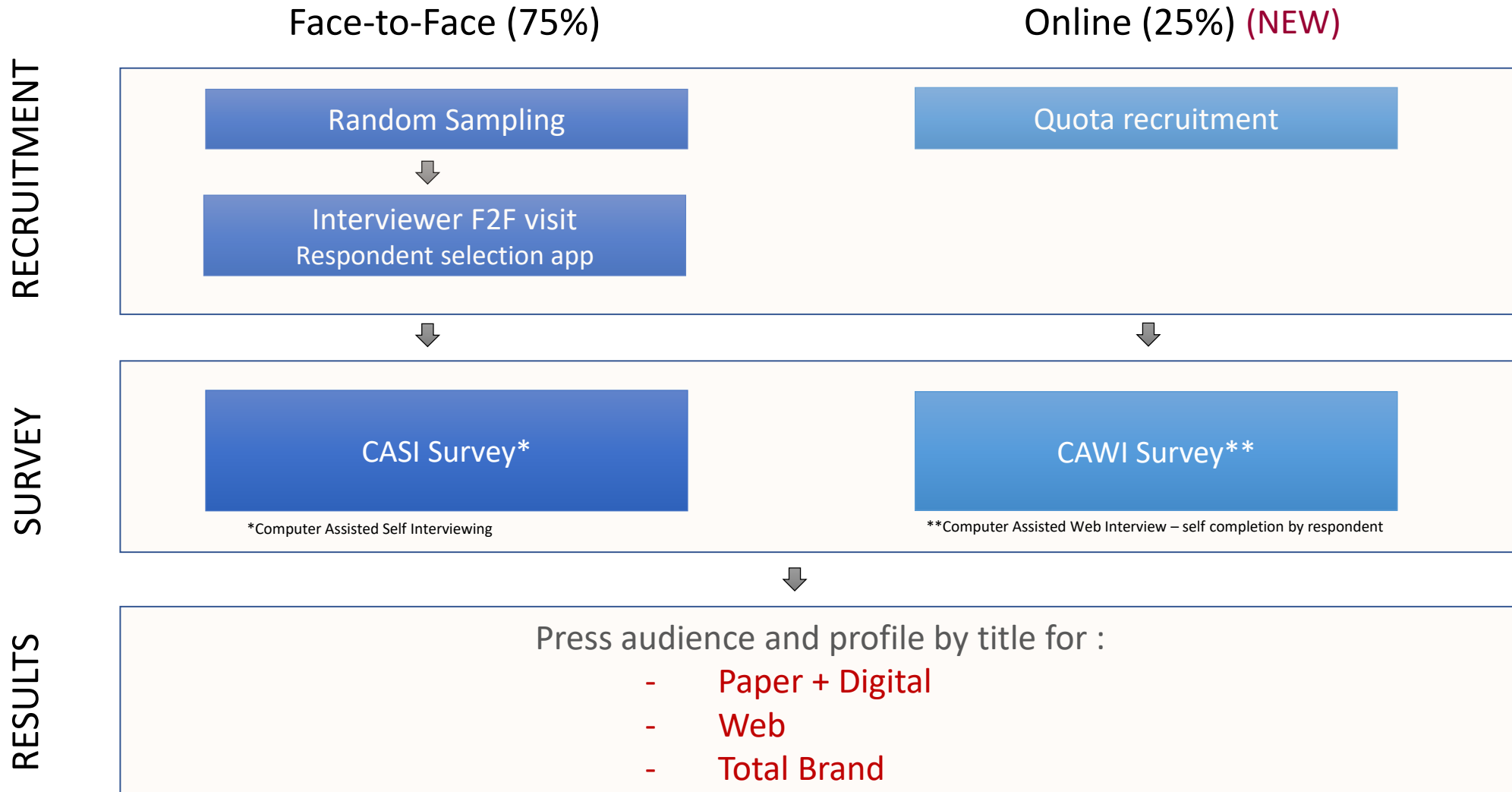
Adres	Contact	GO
2910 ESSEN Hofstraat 37	2018-05-04 12:56	
SUCCE: Selectie gedaan		
2910 ESSEN Hofstraat 73	2018-05-14 14:13	
SUCCE: Selectie gedaan		
2910 ESSEN Hofstraat 81	2018-05-04 13:01	

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Field informations

	Recruitment Questionnaire	Face-to-Face / Online CASI / CAWI
	Sample	9.995 (12+)
	Fieldwork	05 June 18 to 31 May 19
	Institute	

Survey Process



Face-to-Face recruitment

Random Sampling

- Geographically stratified random sampling
- **NEW** Based on address file from National Register (address sampling and not person sampling anymore)
- Number of interviews by district (43 'arrondissements') defined by % of people living in each district
- 4 interviews by sampling point (1 in Brussels NEW CIM and Antwerpen NEW CIM)
- **NEW** Random selection of 12 to 28 addresses (depends on district) for group of 4 interviews (before 20 addresses for 1)

F2F Recruitment

- **NEW** Interviewer must visit all addresses (min. 2 contacts)
- **NEW** In case of a successful contact, the interviewer will :
 - ask the full composition of the household
 - encode the composition into a dedicated recruitment app
- **NEW** App selection algorithm selects the person to be interviewed
 - algorithm is based on random selection, adjusted based on interviews already received

NEW Online recruitment

Quota recruitment

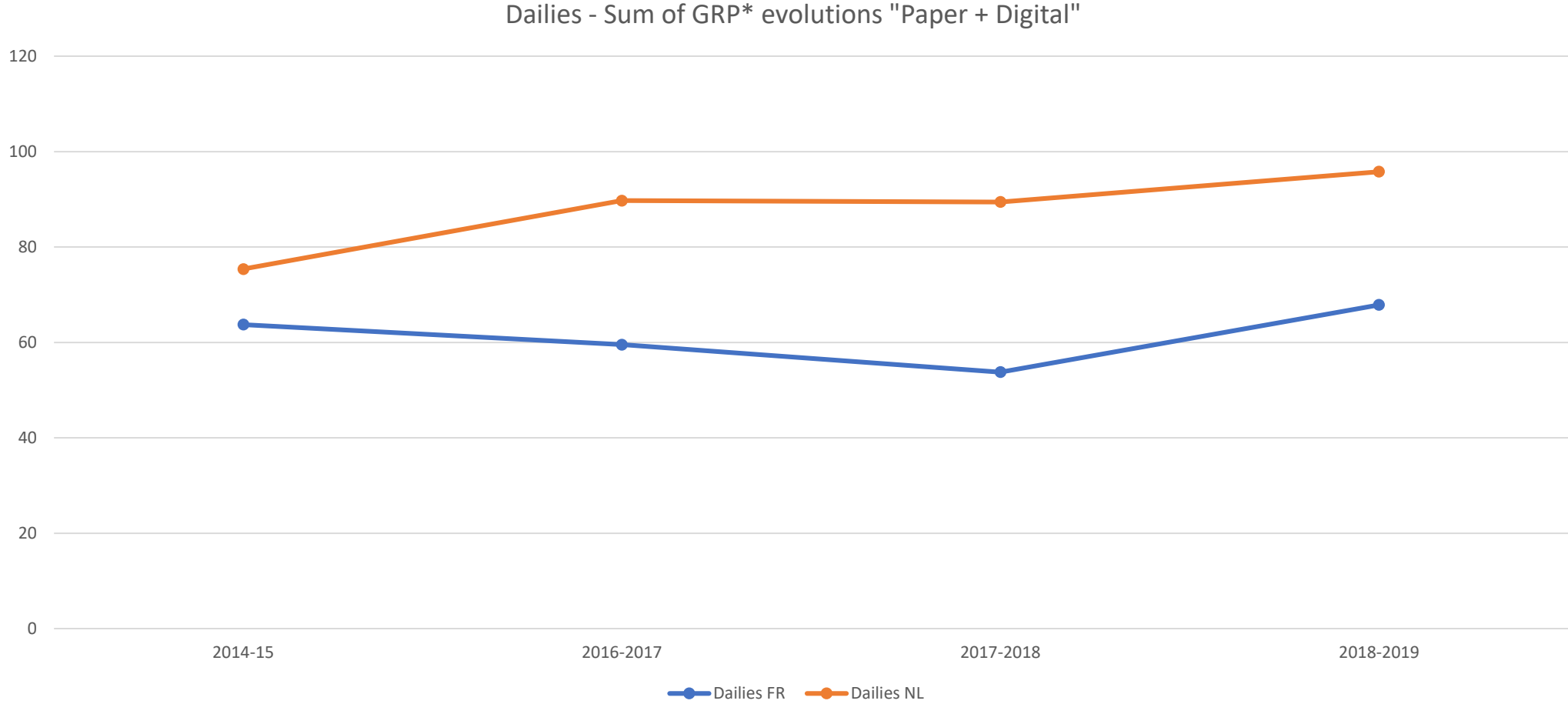
- Quota recruitment on IPSOS online access panel
- Online recruitment complementary to face-to-face (therefore not 25% in every target group)
- Same questionnaire as in face-to-face but in online self completion mode
- Based on F2F recruitment, targets are adjusted per province for:
 - Urbanisation
 - Household size
 - Gender
 - Age

	Sample	F2F	Online	% online
Flanders (-BNC)				
12-17 jaar	341	337	4	1%
18-24 jaar	517	375	142	27%
25-34 jaar	660	472	188	28%
35-44 jaar	800	452	348	44%
45-54 jaar	865	427	438	51%
55-64 jaar	848	676	172	20%
65+	1.398	1.309	89	6%
TOTAL	5.429	4.048	1.381	25%
New Brussel CIM				
12-17 jaar	109	105	4	4%
18-24 jaar	150	120	30	20%
25-34 jaar	258	182	76	29%
35-44 jaar	239	170	69	29%
45-54 jaar	206	114	92	45%
55-64 jaar	187	141	46	25%
65+	259	228	31	12%
TOTAL	1.408	1.060	348	25%
Wallonia (-BNC)				
12-17 jaar	193	189	4	2%
18-24 jaar	335	252	83	25%
25-34 jaar	421	303	118	28%
35-44 jaar	465	264	201	43%
45-54 jaar	535	285	250	47%
55-64 jaar	481	401	80	17%
65+	728	675	53	7%
TOTAL	3.158	2.369	789	25%
BELGIUM	9.995	7.477	2.518	25%

Final Sample

	Objective	Interviews	Weighted Sample
Gender			
Man	48,91	49,0	48,9
Woman	51,09	51,0	51,1
Age			
12-24 years	17,1	16,5	17,1
25-34 years	14,9	13,4	14,9
35-44 years	15,0	15,0	15,0
45-54 years	16,2	16,1	16,2
55-64 years	15,1	15,2	15,1
65 years +	21,7	23,9	21,7
Province			
Walloon Brabant	3,5	3,5	3,5
Brussels 19	10,2	10,2	10,2
Antwerp	16,2	15,9	16,2
Flemish Brabant	10,0	10,0	10,0
West Flanders	10,7	10,7	10,7
East Flanders	13,3	13,2	13,3
Hainaut	11,8	12,0	11,8
Liège	9,7	9,7	9,7
Limburg	7,8	7,7	7,8
Luxembourg	2,5	2,8	2,5
Namur	4,3	4,4	4,3
Professional status			
Active	49,0	45,8	49,0
Inactive	51,0	54,2	51,0
Social Group			
Social Groups 1-4	-	49,0	49,7
Social Groups 5-8	-	47,9	47,0
DKN	-	3,1	3,3
Household size			
1 person	17,3	22,0	17,4
2 persons	31,0	30,9	30,9
3 persons	18,3	17,8	20,1
4 persons	18,8	17,0	18,0
5 persons and more	14,6	12,2	13,6

Long term trends - Dailies

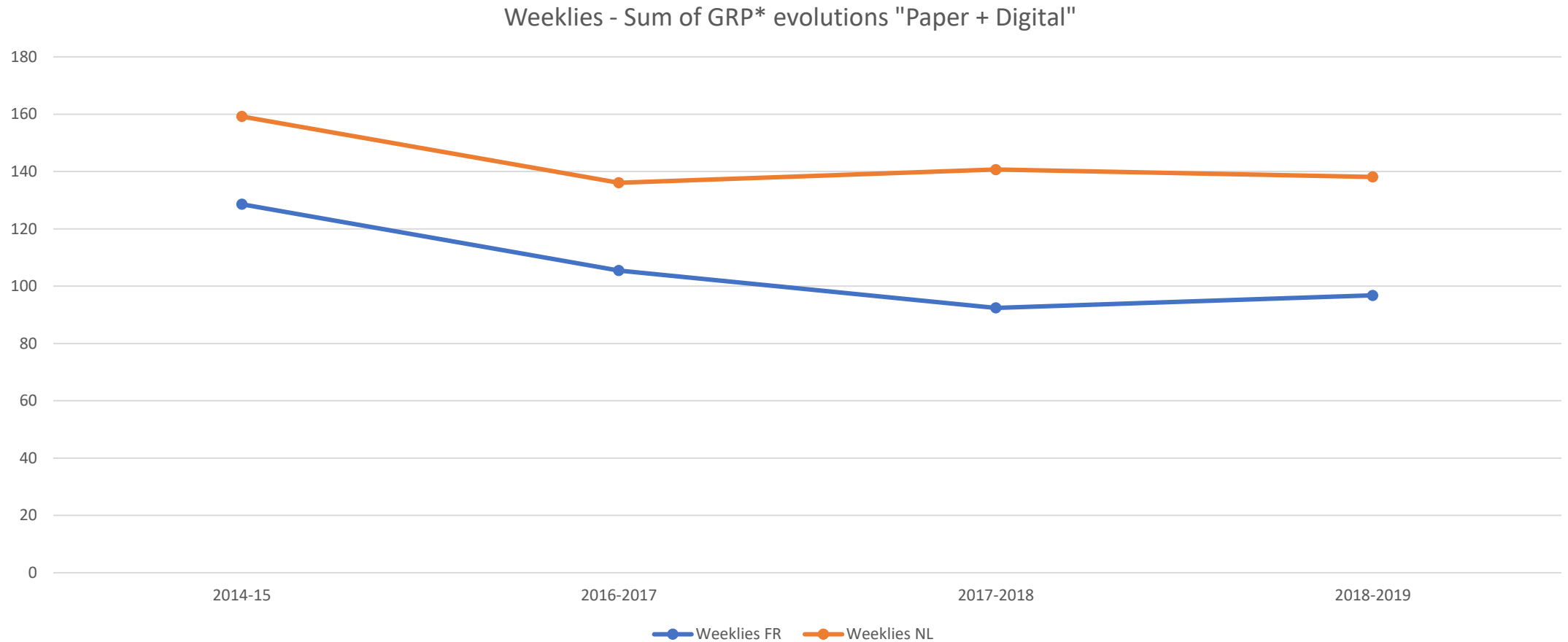


Positive evolutions for FR & DU dailies, but more pronounced for FR titles.

*GRP FR on FR universe, GRP NL on NL universe



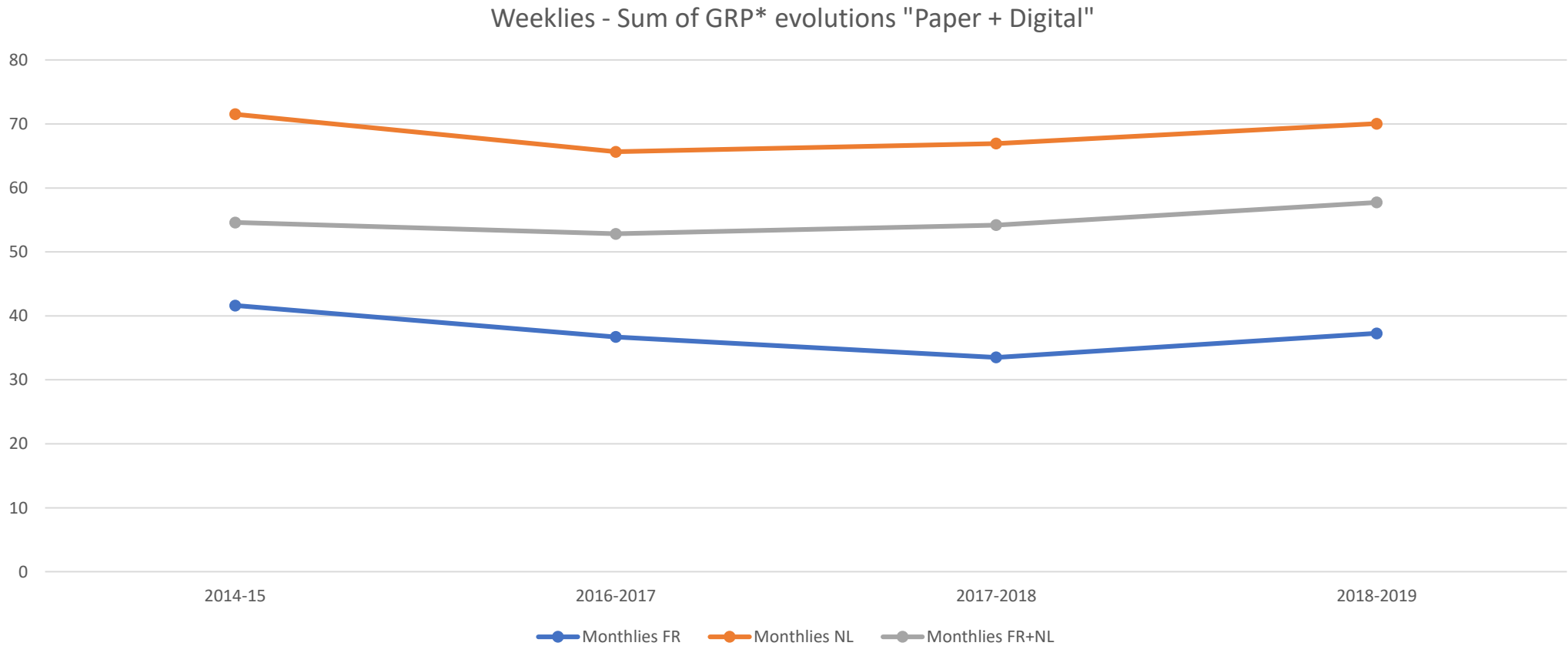
Long term trends - Weeklies



Stable situation for weeklies NL, slightly positive evolutions for FR.

*GRP FR on South universe, GRP NL on North universe

Long term trends - Monthlies



Slightly positive evolutions for both FR & DU monthlies.

*GRP FR on FR universe, GRP NL on NL universe

Full methodology and main results to be found on our website

<https://www.cim.be/fr/media/presse/24> - <https://www.cim.be/nl/media/presse/24>

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