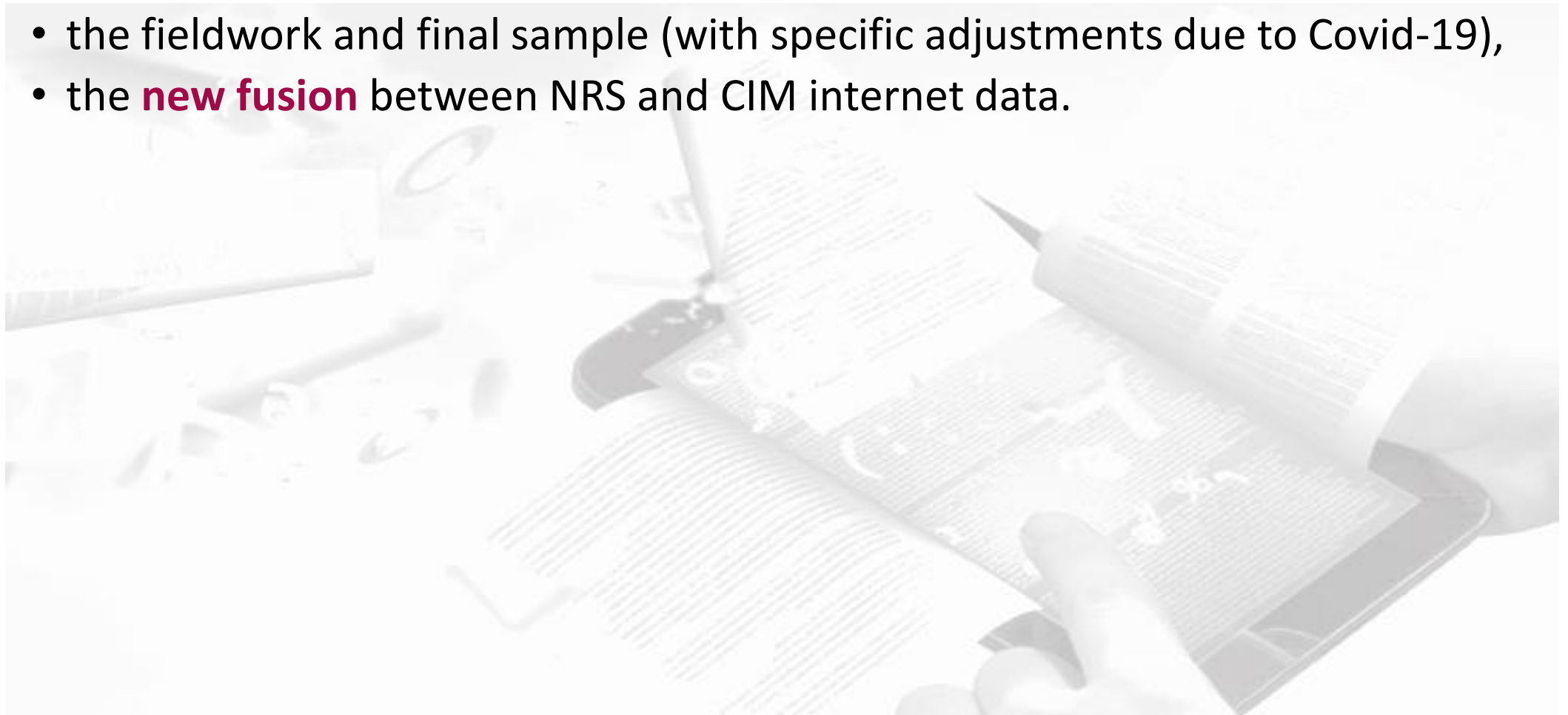




NEW NRS STUDY 2020
15 October 2020

New NRS publication

- The NRS 2020 will be published on October 15th.
- The next slides detail:
 - the fieldwork and final sample (with specific adjustments due to Covid-19),
 - the **new fusion** between NRS and CIM internet data.



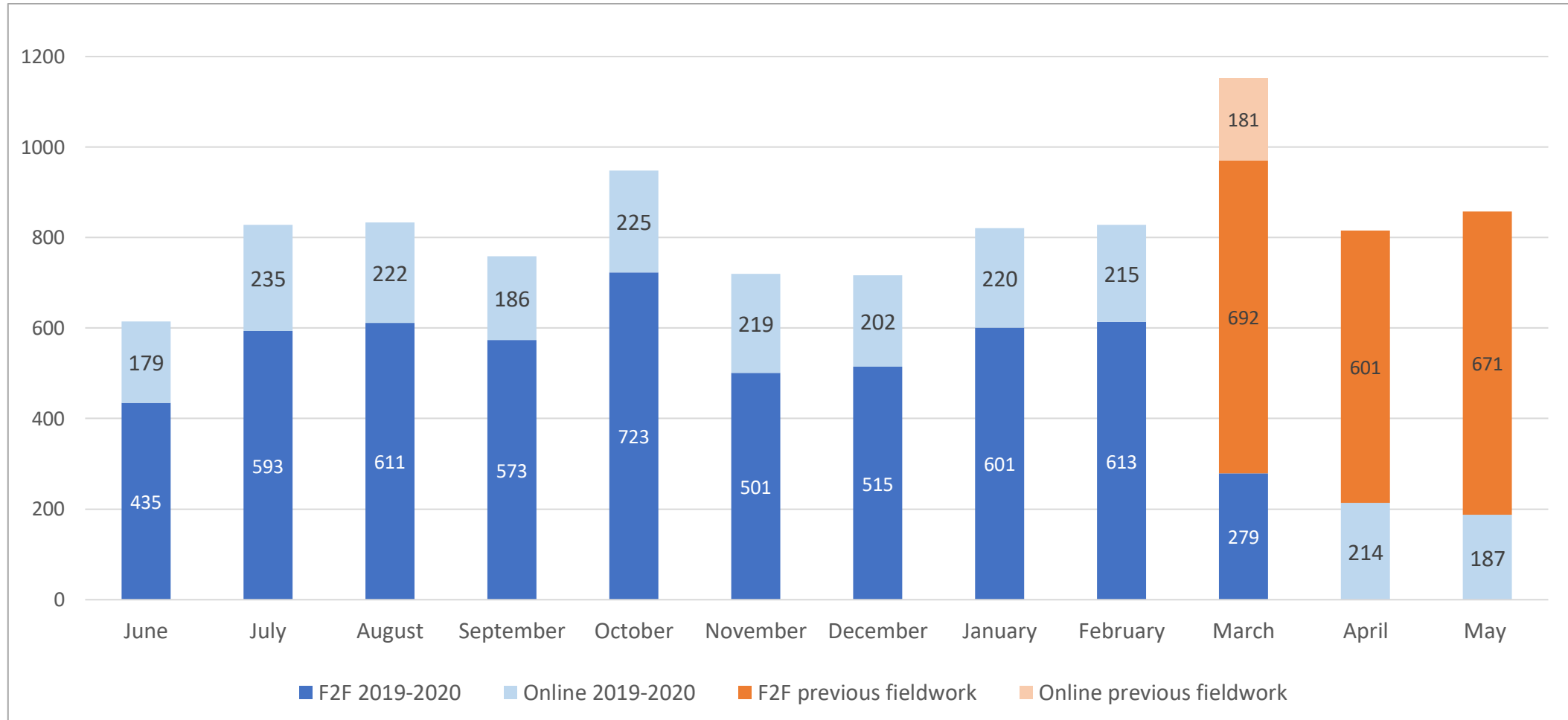


Fieldwork information






Impact of Covid-19 on fieldwork

- Due to the Corona pandemic and the lockdown that started mid-March, the NRS 2020 fieldwork was stopped :
 - face-to-face recruitment on the 16th of March 2020 until end of fieldwork,
 - online recruitment on the 16th of March 2020 until end of March.
- Interviews from previous field were added to complete the final sample :
 - face-to-face + online interviews of March 2019,
 - face-to-face interviews of April-May 2019.

Composition of final sample (= 9.893) with integration of interviews from previous field



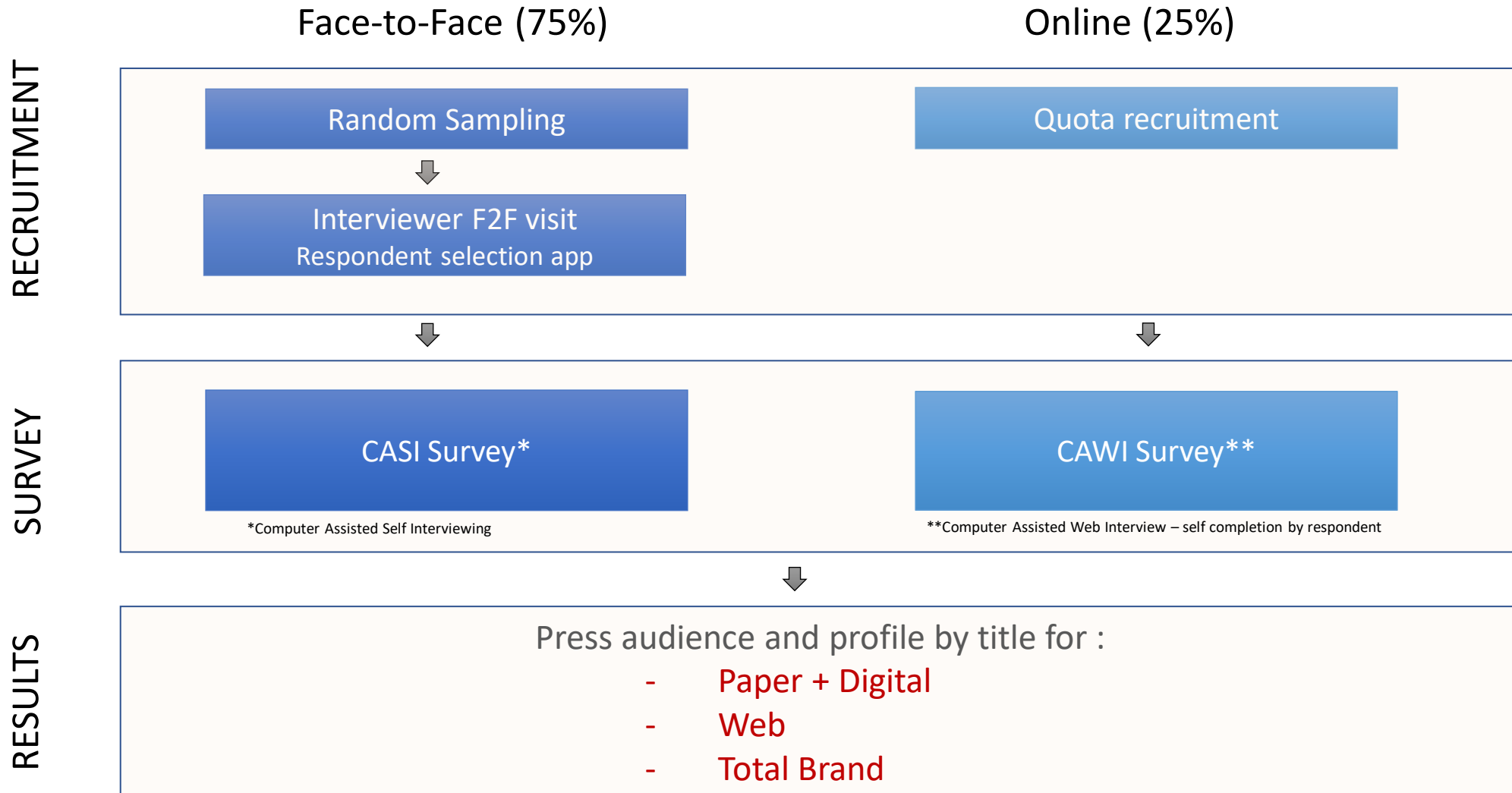
Field information

	Recruitment Questionnaire	Face-to-Face / Online CASI / CAWI
	Sample	9.893 (12+)
	Fieldwork	01 March 2019 to 31 May 20*
	Institute	

* See comments on slides 4 and 5

Survey process

with mixed recruitment since 2018



Face-to-face recruitment

Random Sampling

- Geographically stratified random sampling
- 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)
- Random selection of 12 to 28 addresses (depends on district) for group of 4 interviews (before 20 addresses for 1)

F2F Recruitment

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

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	343	327	16	5%
18-24 jaar	519	346	173	33%
25-34 jaar	667	420	247	37%
35-44 jaar	773	466	307	40%
45-54 jaar	732	384	348	48%
55-64 jaar	861	684	177	21%
65+	1.481	1.380	101	7%
TOTAL	5.376	4.007	1.369	25%
New Brussel CIM				
12-17 jaar	133	127	6	5%
18-24 jaar	167	131	36	22%
25-34 jaar	272	205	67	25%
35-44 jaar	242	161	81	33%
45-54 jaar	178	102	76	43%
55-64 jaar	157	115	42	27%
65+	280	249	31	11%
TOTAL	1.429	1.090	339	24%
Wallonia (-BNC)				
12-17 jaar	199	192	7	4%
18-24 jaar	341	243	98	29%
25-34 jaar	403	262	141	35%
35-44 jaar	474	292	182	38%
45-54 jaar	417	256	161	39%
55-64 jaar	499	383	116	23%
65+	755	683	72	10%
TOTAL	3.088	2.311	777	25%
BELGIUM	9.893	7.408	2.485	25%

Final Sample

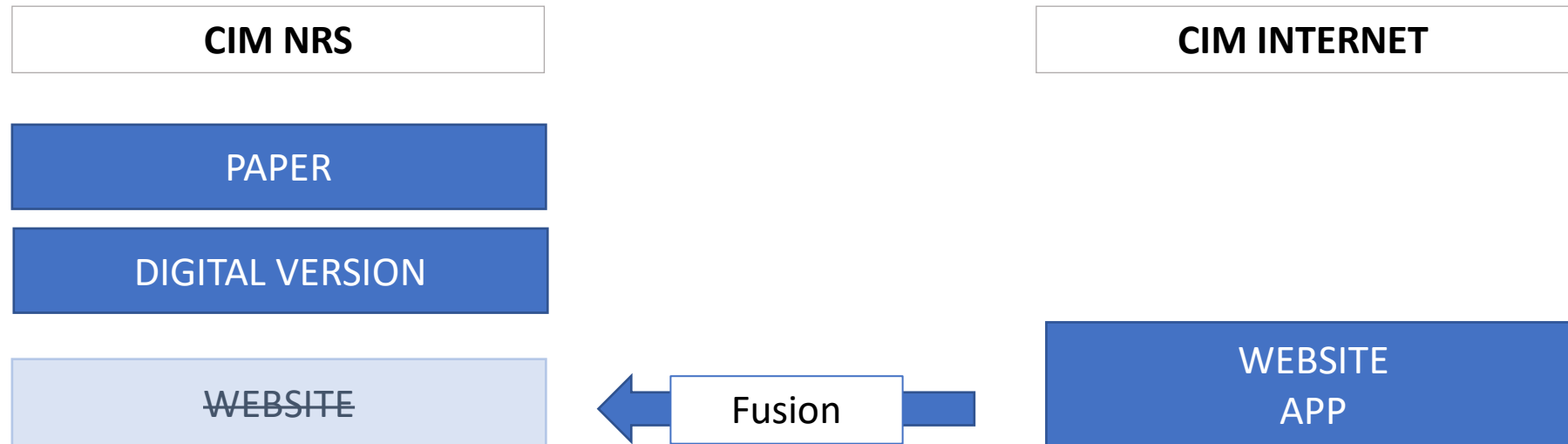
	Objective	Interviews	Weighted Sample
Gender			
Man	48,9	48,8	48,9
Woman	51,1	51,2	51,1
Age			
12-24 years	17,0	17,2	17
25-34 years	14,9	13,6	14,9
35-44 years	15,0	15,1	15
45-54 years	16,0	13,4	16
55-64 years	15,2	15,3	15,2
65 years +	21,9	25,4	21,9
Province			
Walloon Brabant	3,5	3,9	3,5
Brussels 19	10,2	10,7	10,2
Antwerp	16,2	14,8	16,2
Flemish Brabant	10,0	10,4	10
West Flanders	10,7	11	10,7
East Flanders	13,3	13,3	13,3
Hainaut	11,7	11,6	11,7
Liège	9,7	9,5	9,7
Limburg	7,7	7,9	7,7
Luxembourg	2,5	2,5	2,5
Namur	4,3	4,5	4,3
Professional status			
Active	48,8	44,6	48,8
Inactive	51,2	55,4	51,2
Social Group			
Social Groups 1-4	49,0	50	48,5
Social Groups 5-8	51,0	46,5	47,4
DKN	-	3,5	4,1
Household size			
1 person	17,6	21,6	17,3
2 persons	31,4	34,1	31,7
3 persons	18,4	16,9	20,3
4 persons	19,0	17	18,8
5 persons and more	13,6	10,5	11,9



NEW Fusion web results

Principle

Claimed Reach website from the NRS has been « replaced » by observed CIM Internet Reach through a fusion



This change has a significant impact on Web and Total Brand results since the published NRS website reach & profiles are equal now to the CIM Internet Reach and profiles

The currency Paper+Digital Versions is not impacted

Fused periods

- NRS March 2019 – March 2020
- CIM Internet March-April-May 2020
 - First 3 months of CIM Internet data of the new constant panel methodology
 - More information about the new CIM Internet methodology can be found on cim.be

Paper + Digital versions = pre-lock down period



CIM Internet = lockdown period

- this atypical period had an impact on (online) media consumption, = mostly increases, but with significant variation between different types of sites;
- These fused web results can be over- or underestimated, compared to “non-covid” periods.

Output : website indicators

- Fused web audiences are limited to **reach**.
 - CIM Internet remains web audience currency (with details on pageviews, visits, duration...)
- For each fused website, following variables are available :
 - **3 periods** : daily – weekly – monthly reach
 - Accumulation has been precalculated as usual (binomial) accumulation with “n” insertions is not suitable for web audience accumulation
 - **5 “units” ***:
 - Run of site (ROS) : complete results of same “brand” site, with a potentially larger scope than paper title**
 - Sum of sections, or section : subset of ROS, with a scope that matches the best with the paper title**
 - App
 - Total ROS + App
 - Total Sections + App

* Units are only published if they exist! (if a title has e.g. no app, there will be no app results in the softwares.

** See example on next slide

Difference between “Run of Site” and “Section(s)” results

PAPER+DIGITAL

TITLE A

TITLE B
=Supplement of title A

WEB FUSED RESULT



Output – Total Brand indicators

- Publication of **only one pre-calculated unit** :
 - with the same web period as Print+Digital version periodicity
 - Dailies → daily average
 - Weeklies → weekly average
 - Monthlies → monthly average
 - with the closest web scope to the Print + Digital Version
(“Run of Site+App” or “Section(s) +App” depending on the title)
- All other combinations P+D+W can be created by the user in the software

Outputs- Summary

WEB results	BEFORE	2020
Total Reach	YES	NOT AVAILABLE
Frequency	YES	YES
Period	Last Period audience only (day for dailies, week for weeklies, ...)	Day, Week, Month
Unit(s)	Site and/or app (undefined)	Run of site, sections, app, totals (if applicable)

BRAND RESULTS	BEFORE	2020
Total Reach	Total Reach	Total Reach
Frequency	NOT AVAILABLE	NOT AVAILABLE
Period*	Last Period audience (day for dailies, week for weeklies, ...)	Last Period audience (day for dailies, week for weeklies, ...)
Unit*	Paper + Digital Version + Site and/or app (undefined)	P + DV + “ROS+app” or “sections + app” (closest scope)

*other combinations can be made by user possible in the softwares

Full methodology and main results can 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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