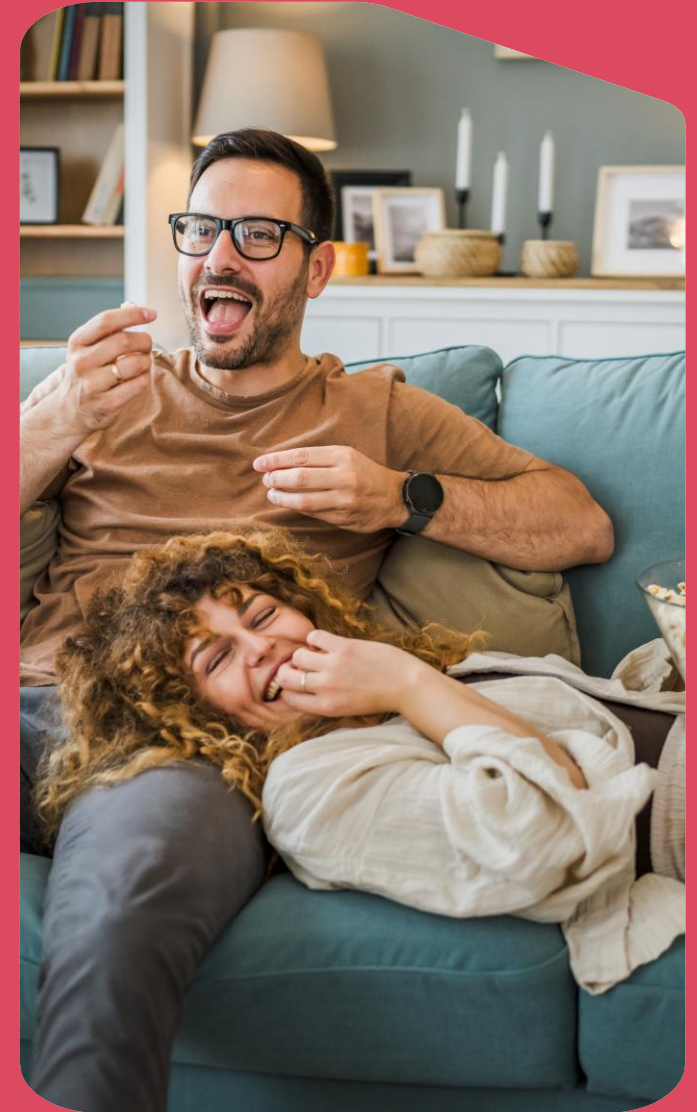


Target Group Monitor 2025

15 December 2025



Recruitment TGM

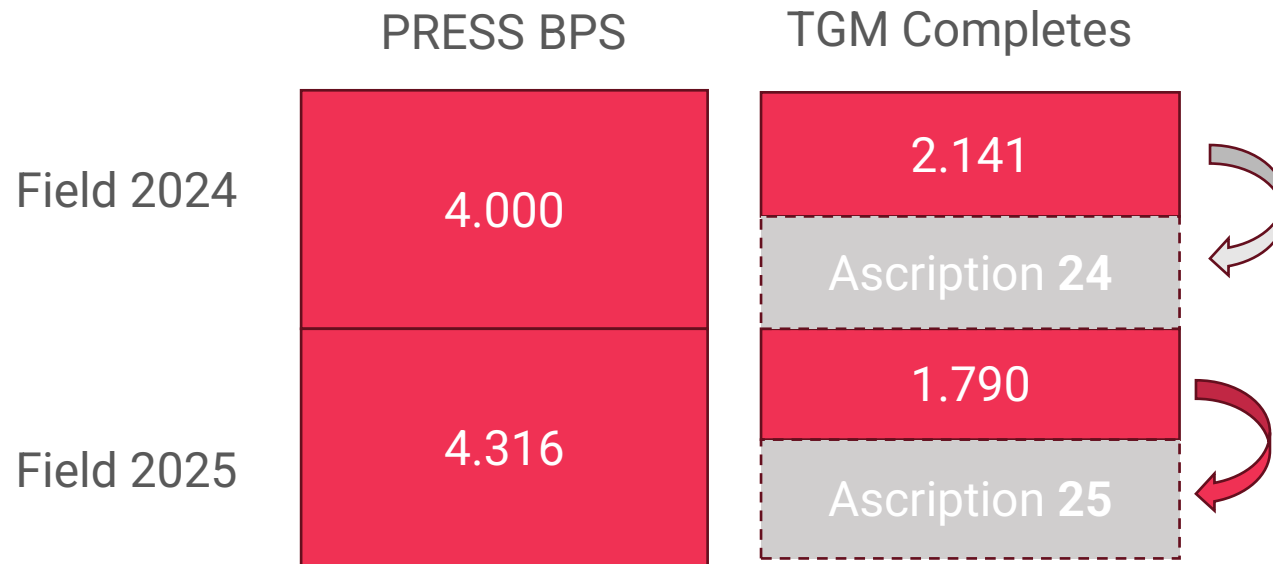
Field information 2025

	Recruitment Questionnaire	OAP* – MediaWatch panel <i>via field BPS</i> CAWI*
	Sample <i>Final published sample</i>	1.790 (16+) <i>+ selection from BPS/TGM 2024</i>
	Fieldwork <i>8 months</i>	October 2024 – May 2025
	Institute	

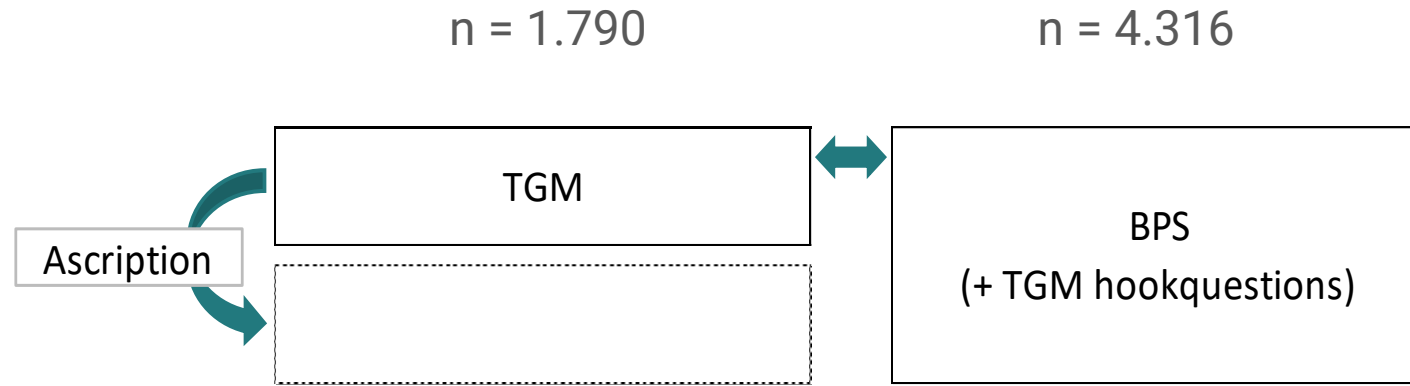
*OAP: Online Access Panel,
CAWI : Computer assisted web interview

Key methodological changes (vs. 2024)

- New recruitment strategy in Belgian Publishing Survey (BPS) field enhancing synergy across studies, especially with ES face-to-face fieldwork
- Annual Press recruitment of 4.000 interviews, publication still based on 8.000
 - includes +/- 4.000 new questionnaires + 4.000 from previous BPS 2024 fieldwork



Design ascription 2025 TGM with BPS sample



- Ascription N to N (multiple donors assigned per receiver)
- Hook variables
 - Exclusive (no mismatch allowed): age (16–17 | 18–59 | +60), gender, language
 - Distance calculation: socio-demographics, equipment, product and media hook questions
- Ascription for 2024 respondents is retained from TGM 2024



Attitudes

Mediaconsumption

Questionnaire (2)

Media consumption – Heavy, Medium, Light

Source	Calculation	HML
BPS (TGM HML)	Frequency X Duration	 TV on TV – Online TV - VOD
BPS (Press)	Frequency X Proportion read	 Radio (FM/DAB+) – Radio online – Streaming services
Questionnaire TGM	Frequency	 Web Surf – Social Media – Online video – Emails
		 Travel by foot – by car– by train– by métro – by public transportation
		 Dailies - Weeklies - Monthlies (Paper + digitale versions)
		 Cinema
		 Promotional mail (un)addressed
		 Plane

Attention

- **Sample Size**

- The virtual sample of **78.955 respondents** actually corresponds to **8.316 respondents**. CIM recommends using the **weighted sample** to determine the size of target groups (= n).
- As with other studies, CIM advises considering the size of target groups when performing analyses.

- **TGM**

- Is **not designed** to calculate exact penetration of product categories and their consumption, but rather to analyze **profiles and their relationship with media consumption**.
- Provides an **estimate of media penetration** to link it with product usage. The **reference for exact media penetration** remains the tactical studies.



TGM Publication

Exploitation



Target Group Monitor * Belgian Publishing Survey

(only for BPS subscribers)



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Full methodology can be found on our website

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