



Aud. Report title

Readership
Survey
20XX

Aud.report subtitle

Universe
Periodicity

= National
= Daily, Weekly, Fortnightly, Monthly or Bimonthly

Paper + Digital

Universe (=Base)	9.825,5		4.805,6		5.019,9		6.722,5					
Reach Indicators												
	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	436,9	100,0	167,0	100,0	269,9	100,0	346,8	100,0	4,4	3,5	5,4	5,2
Loyal readers	197,3	45,2	64,9	38,9	132,4	49,1	164,1	47,3	2,0	1,4	2,6	2,4
Readers last period	258,9	59,3	91,6	54,9	167,2	61,9	210,7	60,8	2,6	1,9	3,3	3,1
Reach Accumulation												
Readers 1 issue	258,9	100,0	91,6	100,0	167,2	100,0	210,7	100,0	2,6	1,9	3,3	3,1
Readers 2 issues	333,1	128,7	121,5	132,6	211,6	126,6	268,0	127,2	3,4	2,5	4,2	4,0
Readers 4 issues	385,3	148,8	143,9	157,1	241,4	144,4	307,6	146,0	3,9	3,0	4,8	4,6
Readers 6 issues	406,0	156,8	153,0	167,0	252,9	151,3	323,2	153,4	4,1	3,2	5,0	4,8
Readers 9 issues	420,7	162,5	159,6	174,2	261,1	156,2	334,4	158,7	4,3	3,3	5,2	5,0
Readers 12 issues	428,0	165,3	162,9	177,8	265,1	158,6	340,0	161,4	4,4	3,4	5,3	5,1
Confidence interval												
min.	228,0	88,1	73,2	79,9	142,5	85,2	183,5	87,1	2,3	1,5	2,8	2,7
Readers last period	258,9	100,0	91,6	100,0	167,2	100,0	210,7	100,0	2,6	1,9	3,3	3,1
max.	289,8	111,9	110,0	120,1	191,9	114,8	237,9	112,9	2,9	2,3	3,8	3,5
Profile	258,9	100,0	91,6	35,4	167,2	64,6	210,7	81,4				
Structure readers last period												
Readers last period	258,9	100,0	91,6	100,0	167,2	100,0	210,7	100,0				
Gender												
Men	91,6	35,4	91,6	100,0	-	-	61,5	29,2	1,9	1,9	0,0	2,3
Women	167,2	64,6	-	-	167,2	100,0	149,2	70,8	3,3	0,0	3,3	3,7
CIM Language												
Dutch	249,9	96,5	86,5	94,4	163,4	97,7	203,7	96,7	4,6	3,2	5,9	5,5
French	8,9	3,4	5,1	5,6	3,8	2,3	7,1	3,4	0,2	0,2	0,2	0,2
Interviewed person's age												
from 16 to 24 years	3,8	1,5	0,6	0,7	3,2	1,9	-	-	1,0	0,3	1,7	0,0
...												

Target groups

% of the target group total

= Total reach (past months) of the paper or digital version

= Readers of all or almost all issues (2 highest frequency respons classes)

= Reach during the reference period (e.g.: yesterday for a daily, last week for a weekly, etc.)

= Readers last period

= Accumulated audience; the readers of 2 different numbers (i.e. new readers are added)

= Accumulated audience; the readers of 4 different numbers (i.e. new readers are added)

= Accumulated audience; the readers of 6 different numbers (i.e. new readers are added)

= Accumulated audience; the readers of 9 different numbers (i.e. new readers are added)

= Accumulated audience; the readers of 12 different numbers (i.e. new readers are added)

= Estimating the margin of error, taking into account: the sample size & reach of the title
(95% chance that the true value of "Readers last period" of the concerned sub-universe lies between these two limits)

More info about the socio-demographic variables in the methodology available on our site.

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

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

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