

*MetriWeb® indicators*

Oct '09	33 842
Sept '09	38 836
Aug '09	33 944
July '09	29 507
June '09	33 460
May '09	32 048

*Average number of unique visitors / day*

## Report of "9lives"

based on data from  
May - October 2009

	Gross monthly contacts								Selectivity on Web Contacts 12+			
	Total		Men		Women		M.S.		T	M	W	M.S.
	1 000	%Pr	1 000	%Pr	1 000	%Pr	1 000	%Pr	index	index	index	index
<b>Surfing setting</b>												
At home	7 529.9	98.0	7 377.1	98.2	152.8	90.2	1 671.1	96.0	123	125	112	120
At work or at school	153.2	2.0	138.0	1.8	15.2	9.0	69.7	4.0	10	9	48	21
Elsewhere	2.1	0.0	0.8	0.0	1.3	0.8	0.3	0.0	4	1	143	4

	Gross monthly contacts								Selectivity on Web Contacts 12+			
	Total		Men		Women		M.S.		T	M	W	M.S.
	1 000	%Pr	1 000	%Pr	1 000	%Pr	1 000	%Pr	index	index	index	index
<b>Base</b>	7 685.2	100.0	7 515.9	100.0	169.4	100.0	1 741.1	100.0	100	100	100	100
<b>Gender</b>												
Men	7 515.9	97.8	7 515.9	100.0	0.0	0.0	1 620.4	93.1	204	100	0	286
Women	169.4	2.2	0.0	0.0	169.4	100.0	120.8	6.9	4	0	100	10
<b>Language of interviewed person</b>												
Dutch	7 679.0	99.9	7 513.4	100.0	165.6	97.8	1 736.5	99.7	172	167	173	189
French	6.2	0.1	2.5	0.0	3.7	2.2	4.6	0.3	0	0	5	1
<b>Interviewed person's age</b>												
from 12 to 17 years	411.4	5.4	402.9	5.4	8.5	5.0	-	-	31	32	28	-
from 18 to 24 years	2 704.2	35.2	2 662.0	35.4	42.1	24.9	103.1	5.9	229	243	155	66
from 25 to 29 years	4 292.7	55.9	4 238.4	56.4	54.3	32.0	1 471.0	84.5	580	609	321	727
from 30 to 34 years	63.6	0.8	52.8	0.7	10.8	6.4	38.4	2.2	8	7	67	16
from 35 to 39 years	87.6	1.1	72.4	1.0	15.2	9.0	57.9	3.3	11	10	87	23
from 40 to 44 years	54.2	0.7	45.4	0.6	8.8	5.2	30.8	1.8	8	7	52	14
from 45 to 49 years	37.6	0.5	28.1	0.4	9.5	5.6	11.7	0.7	5	4	58	5
from 50 to 54 years	16.5	0.2	5.2	0.1	11.4	6.7	14.0	0.8	3	1	88	7
from 55 to 59 years	7.8	0.1	5.0	0.1	2.8	1.6	2.0	0.1	2	1	37	2
from 60 to 64 years	7.4	0.1	2.8	0.0	4.6	2.7	6.1	0.4	2	1	80	8
65 years and more	2.3	0.0	0.8	0.0	1.4	0.8	1.9	0.1	2	1	80	7
from 15 to 24 years	3 066.1	39.9	3 017.9	40.2	48.1	28.4	106.1	6.1	143	143	103	56
from 25 to 34 years	4 356.3	56.7	4 291.2	57.1	65.1	38.4	1 509.5	86.7	289	290	197	346
from 35 to 44 years	141.8	1.8	117.8	1.6	24.0	14.2	88.7	5.1	9	8	70	19
from 45 to 54 years	54.1	0.7	33.3	0.4	20.9	12.3	25.6	1.5	4	3	71	6
from 55 to 64 years	15.2	0.2	7.8	0.1	7.3	4.3	8.1	0.5	2	1	56	5
from 12 to 34 years	7 471.9	97.2	7 356.1	97.9	115.7	68.3	1 616.8	92.9	186	192	128	244
from 35 to 54 years	195.9	2.5	151.1	2.0	44.9	26.5	114.3	6.6	7	6	71	13
55 years and more	17.4	0.2	8.7	0.1	8.8	5.2	10.0	0.6	2	1	59	5
15 years and more	7 635.7	99.4	7 468.8	99.4	166.8	98.5	1 739.8	99.9	104	103	105	102
from 18 to 44 years	7 202.2	93.7	7 071.0	94.1	131.2	77.5	1 701.3	97.7	172	178	139	160
from 18 to 54 years	7 256.4	94.4	7 104.3	94.5	152.1	89.8	1 726.9	99.2	132	136	123	118
<b>Social groups</b>												
Group 1	651.8	8.5	574.9	7.6	76.9	45.4	172.9	9.9	48	41	271	56
Group 2	1 336.9	17.4	1 319.7	17.6	17.2	10.2	79.7	4.6	98	97	58	29
Group 3	4 437.3	18.7	4 428.8	19.0	8.5	5.0	1 387.8	79.7	148	145	41	560
Group 4	726.8	9.5	716.4	9.5	10.4	6.1	33.2	1.9	102	95	71	20
Group 5	2 800.7	36.4	2 791.6	37.1	9.1	5.4	9.8	0.6	381	380	58	6
Group 6	319.6	4.2	302.9	4.0	16.7	9.9	25.2	1.4	43	41	106	13
Group 7	365.6	4.8	350.4	4.7	15.2	9.0	16.6	1.0	31	33	56	6
Group 8	46.4	0.6	31.1	0.4	15.3	9.0	16.0	0.9	7	6	90	13
Groups 1-2	1 988.7	25.9	1 894.6	25.2	94.1	55.6	252.6	14.5	73	69	162	43
Groups 1-3	3 426.1	44.6	3 323.4	44.2	102.6	60.6	1 640.3	94.2	93	89	130	197
Groups 1-4	4 152.9	54.0	4 039.8	53.8	113.0	66.7	1 673.5	96.1	94	90	121	168
Groups 3-6	5 284.5	68.8	5 239.7	69.7	44.7	26.4	1 456.0	83.6	167	163	67	191
Groups 5-8	3 532.4	46.0	3 476.0	46.2	56.3	33.3	67.6	3.9	108	115	74	9
Groups 3-4	2 164.1	28.2	2 145.2	28.5	18.9	11.2	1 420.9	81.6	128	124	54	346
Groups 5-6	3 120.3	40.6	3 094.5	41.2	25.8	15.2	35.0	2.0	212	210	82	10
Groups 7-8	412.0	5.4	381.5	5.1	30.5	18.0	32.6	1.9	23	25	69	8

Oct '09 33 842  
 Sept '09 38 836  
 Aug '09 33 944  
 July '09 29 507  
 June '09 33 460  
 May '09 32 048

Average number of unique visitors / day

# Report of "9lives"

	Gross monthly contacts								Selectivity on Web Contacts 12+			
	Total		Men		Women		M.S.		T	M	W	M.S.
	1 000	%Pr	1 000	%Pr	1 000	%Pr	1 000	%Pr	index	index	index	index
<b>Base</b>	<b>7 685.2</b>	<b>100.0</b>	<b>7 515.9</b>	<b>100.0</b>	<b>169.4</b>	<b>100.0</b>	<b>1 741.1</b>	<b>100.0</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Nielsen areas</b>												
Nielsen 1	1 268.5	16.5	1 208.3	16.1	60.2	35.5	86.1	4.9	68	65	150	23
Nielsen 2	6 371.6	82.9	6 269.6	83.4	102.0	60.2	1 646.9	94.6	247	242	183	304
Nielsen 3 D	39.9	0.5	36.4	0.5	3.6	2.1	3.7	0.2	48	62	156	13
Nielsen 3 FR	4.2	0.1	0.9	0.0	3.3	1.9	4.1	0.2	1	0	18	2
Nielsen 3 D + FR	44.1	0.6	37.3	0.5	6.8	4.0	7.8	0.4	5	4	34	3
Nielsen 4	0.6	0.0	0.6	0.0	0.0	0.0	0.1	0.0	0	0	0	0
Nielsen 5	0.3	0.0	0.0	0.0	0.3	0.2	0.3	0.0	0	0	1	0
<b>Provinces</b>												
Antwerp	3 532.6	46.0	3 459.5	46.0	73.1	43.2	571.3	32.8	280	309	242	225
West Flanders	121.5	1.6	94.9	1.3	26.6	15.7	42.4	2.4	16	13	145	26
East Flanders	1 147.0	14.9	1 113.4	14.8	33.6	19.8	43.6	2.5	105	96	153	21
Limburg	1 602.9	20.9	1 584.0	21.1	18.9	11.2	1 019.0	58.5	261	211	182	737
Hainault	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0	0	0	0
Liège	0.3	0.0	0.0	0.0	0.3	0.2	0.3	0.0	0	0	1	0
Luxemburg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0	0
Namur	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0	0	0	0
Brussels 19	5.2	0.1	1.2	0.0	4.0	2.4	4.9	0.3	1	0	22	2
Flemish Brabant	1 275.1	16.6	1 262.2	16.8	12.9	7.6	59.6	3.4	159	155	75	34
Walloon Brabant	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0	0	0	0
<b>CIM habitats</b>												
Antwerp CIM	655.7	8.5	599.1	8.0	56.6	33.4	491.6	28.2	127	130	458	425
Ghent CIM	29.4	0.4	24.0	0.3	5.4	3.2	20.1	1.2	12	9	107	45
Brussels CIM	45.4	0.6	38.2	0.5	7.2	4.2	8.4	0.5	5	4	32	3
Liège CIM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0	0
Charleroi CIM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0	0
Cities Flanders CIM (n=30)	747.2	9.7	717.2	9.5	30.0	17.7	114.1	6.6	68	61	137	49
Cities Wallonia CIM (n=13)	2.0	0.0	0.3	0.0	1.7	1.0	1.8	0.1	0	0	12	1
Small locations Flanders CIM	2 492.5	32.4	2 458.0	32.7	34.5	20.4	1 042.3	59.9	201	213	121	430
Small locations Wallonia CIM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0	0
Rural municipalities Flanders CIM	3 712.1	48.3	3 678.1	48.9	34.0	20.1	62.8	3.6	306	292	135	26
Rural municipalities Wallonia CIM	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0	0	0	0
Urban total CIM (n=48)	1 479.8	19.3	1 379.0	18.3	100.9	59.6	636.1	36.5	36	34	113	64
Non urban Flanders CIM	6 204.6	80.7	6 136.1	81.6	68.5	40.4	1 105.0	63.5	253	254	127	229
Non urban Wallonia CIM	0.8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0	0	0	0
5 main urban centers	730.6	9.5	661.4	8.8	69.2	40.8	520.1	29.9	30	27	129	85
43 urban locations	749.3	9.7	717.6	9.5	31.7	18.7	115.9	6.7	45	44	89	30
Non urban	6 205.4	80.7	6 136.9	81.7	68.5	40.4	1 105.1	63.5	173	178	86	149
<b>CIM inhabitants</b>												
Central City CIM	946.9	12.3	882.7	11.7	64.2	37.9	546.5	31.4	55	48	180	131
Periphery CIM	108.4	1.4	96.4	1.3	12.0	7.1	13.9	0.8	7	6	32	3
Suburb CIM	680.4	8.9	669.9	8.9	10.5	6.2	48.9	2.8	65	59	50	23
Dormitory city CIM	4 178.2	54.4	4 122.5	54.9	55.8	32.9	1 010.9	58.1	276	292	160	326
Other municipalities CIM	1 771.3	23.0	1 744.4	23.2	26.9	15.9	121.0	6.9	101	109	66	33

	Gross monthly contacts								Selectivity on Web Contacts 12+			
	Total		Men		Women		M.S.		T	M	W	M.S.
	1 000	%Pr	1 000	%Pr	1 000	%Pr	1 000	%Pr	index	index	index	index
<b>Base</b>	<b>7 685.2</b>	<b>100.0</b>	<b>7 515.9</b>	<b>100.0</b>	<b>169.4</b>	<b>100.0</b>	<b>1 741.1</b>	<b>100.0</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Interviewed person's profession</b>												
Executive management	152.9	2.0	150.1	2.0	2.8	1.7	5.6	0.3	74	52	100	10
Management	62.1	0.8	57.0	0.8	5.1	3.0	41.8	2.4	17	12	94	48
Artisan, small merchant, farmer	480.6	6.3	477.7	6.4	2.9	1.7	4.3	0.2	173	119	83	7
Employee	1 648.5	21.4	1 612.1	21.4	36.4	21.5	1 485.4	85.3	81	98	70	250
Worker	2 815.4	36.6	2 799.4	37.2	15.9	9.4	73.6	4.2	218	151	98	25
Housewife	12.0	0.2	0.0	0.0	12.0	7.1	10.4	0.6	3	0	81	8
Retired	11.9	0.2	6.7	0.1	5.2	3.1	9.1	0.5	3	1	80	10
Unemployed	60.6	0.8	11.8	0.2	48.8	28.8	48.5	2.8	11	3	310	26
Student	2 437.7	31.7	2 398.8	31.9	38.9	23.0	60.3	3.5	126	140	84	42
Other non-active	3.6	0.0	2.2	0.0	1.4	0.8	2.1	0.1	1	1	21	2
<b>Interviewed person's professional status</b>												
Without professional activity	2 525.8	32.9	2 419.6	32.2	106.3	62.7	130.4	7.5	72	84	118	20
With professional activity	5 159.4	67.1	5 096.3	67.8	63.1	37.3	1 610.7	92.5	124	110	79	148
<b>Interviewed person's education level</b>												
Never or primary	112.9	1.5	90.9	1.2	22.0	13.0	16.9	1.0	9	8	69	8
Lower secondary	334.1	4.3	325.7	4.3	8.4	5.0	15.2	0.9	29	26	37	5
Higher secondary	5 441.1	70.8	5 364.0	71.4	77.2	45.6	538.8	30.9	240	240	155	107
College	1 506.4	19.6	1 464.2	19.5	42.2	24.9	1 086.5	62.4	70	77	83	191
University	288.9	3.8	270.5	3.6	18.4	10.9	82.2	4.7	39	31	136	49
Primary + lower secondary	446.9	5.8	416.5	5.5	30.4	18.0	32.1	1.8	18	17	56	7
Higher secondary	5 441.1	70.8	5 364.0	71.4	77.2	45.6	538.8	30.9	240	240	155	107
College and university	1 795.3	23.4	1 734.7	23.1	60.6	35.8	1 168.6	67.1	62	62	94	159

Oct '09 33 842  
 Sept '09 38 836  
 Aug '09 33 944  
 July '09 29 507  
 June '09 33 460  
 May '09 32 048

Average number of unique visitors / day

# Report of "9lives"

	Gross monthly contacts								Selectivity on Web Contacts 12+			
	Total		Men		Women		M.S.		T	M	W	M.S.
	1 000	%Pr	1 000	%Pr	1 000	%Pr	1 000	%Pr	index	index	index	index
<b>Base</b>	<b>7 685.2</b>	<b>100.0</b>	<b>7 515.9</b>	<b>100.0</b>	<b>169.4</b>	<b>100.0</b>	<b>1 741.1</b>	<b>100.0</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>MRI</b>												
Interviewed person is MRI	3 354.3	43.6	3 323.8	44.2	30.5	18.0	585.2	33.6	90	71	51	60
Interviewed person is not MRI	4 330.9	56.4	4 192.1	55.8	138.8	82.0	1 155.9	66.4	109	149	127	151
<b>Age of the MRI</b>												
from 18 to 24 years	66.6	0.9	57.7	0.8	8.9	5.3	46.7	2.7	18	17	106	55
from 25 to 34 years	3 226.6	42.0	3 156.0	42.0	70.7	41.7	543.3	31.2	238	236	238	135
from 35 to 44 years	1 402.2	18.2	1 381.2	18.4	21.0	12.4	68.4	3.9	61	69	38	12
from 45 to 54 years	2 888.8	37.6	2 840.9	37.8	47.9	28.3	1 049.2	60.3	125	124	95	238
from 55 to 64 years	80.1	1.0	62.0	0.8	18.0	10.7	30.4	1.7	8	6	90	14
65 years and more	3.3	0.0	0.8	0.0	2.5	1.5	2.9	0.2	2	1	61	8
from 18 to 44 years	4 695.5	61.1	4 594.9	61.1	100.6	59.4	658.4	37.8	117	125	108	63
from 18 to 54 years	7 584.3	98.7	7 435.8	98.9	148.5	87.7	1 707.6	98.1	120	125	103	115
<b>MRI's professional status</b>												
Without professional activity	351.3	4.6	334.3	4.4	17.1	10.1	34.1	2.0	23	24	46	8
With professional activity	7 333.9	95.4	7 181.6	95.6	152.3	89.9	1 707.1	98.0	119	117	115	127
<b>Profession of the MRI</b>												
Executive management	91.8	1.2	69.8	0.9	22.0	13.0	47.3	2.7	15	10	177	42
Management	665.1	8.7	652.5	8.7	12.6	7.4	47.5	2.7	106	101	96	33
Artisan, small merchant, farmer	1 137.0	14.8	1 132.2	15.1	4.9	2.9	972.1	55.8	261	200	73	1 314
Employee	1 188.2	15.5	1 113.0	14.8	75.2	44.4	576.4	33.1	47	51	123	97
Worker	4 251.8	55.3	4 214.2	56.1	37.6	22.2	63.7	3.7	218	202	96	15
Housewife	3.9	0.1	3.9	0.1	0.0	0.0	0.0	0.0	5	10	0	0
Retired	110.7	1.4	101.2	1.3	9.5	5.6	23.2	1.3	22	19	91	20
Unemployed	11.2	0.1	8.7	0.1	2.5	1.4	2.4	0.1	3	3	21	2
Student	9.6	0.1	5.7	0.1	3.8	2.3	-	-	4	2	78	-
Other non-active	216.0	2.8	214.7	2.9	1.3	0.8	5.1	0.3	72	85	18	6
<b>MRI's education level</b>												
Never or primary	164.4	2.1	142.1	1.9	22.3	13.2	23.7	1.4	13	13	74	10
Lower secondary	101.5	1.3	87.7	1.2	13.8	8.1	16.9	1.0	8	7	56	6
Higher secondary	4 925.4	64.1	4 896.2	65.1	29.2	17.2	1 435.9	82.5	261	281	67	309
College	1 139.6	14.8	1 097.2	14.6	42.4	25.0	139.4	8.0	52	51	87	26
University	1 353.7	17.6	1 292.0	17.2	61.7	36.4	124.7	7.2	122	106	283	57

	Gross monthly contacts								Selectivity on Web Contacts 12+			
	Total		Men		Women		M.S.		T	M	W	M.S.
	1 000	%Pr	1 000	%Pr	1 000	%Pr	1 000	%Pr	index	index	index	index
<b>Base</b>	<b>7 685.2</b>	<b>100.0</b>	<b>7 515.9</b>	<b>100.0</b>	<b>169.4</b>	<b>100.0</b>	<b>1 741.1</b>	<b>100.0</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Number of people in the household</b>												
1 person	54.0	0.7	44.1	0.6	9.9	5.8	53.8	3.1	7	6	55	17
2 persons	523.8	6.8	498.6	6.6	25.2	14.9	124.8	7.2	39	36	88	35
3 persons	2 188.6	28.5	2 120.2	28.2	68.4	40.4	482.2	27.7	112	111	160	106
4 persons	2 158.5	28.1	2 122.1	28.2	36.5	21.5	1 020.6	58.6	127	130	95	336
5 and more	2 760.2	35.9	2 730.8	36.3	29.4	17.3	59.7	3.4	148	152	71	20
<b>Presence of people in the household</b>												
less than 12	666.7	8.7	596.1	7.9	70.6	41.7	118.8	6.8	30	31	127	21
from 12 to 17	1 261.6	16.4	1 233.2	16.4	28.3	16.7	42.9	2.5	48	48	48	11
from 18 to 34	7 167.0	93.3	7 038.9	93.7	128.1	75.6	1 634.4	93.9	167	172	133	180
from 35 to 54	5 616.2	73.1	5 528.2	73.6	88.0	52.0	144.0	8.3	103	103	73	13
55 year and more	284.1	3.7	263.2	3.5	20.9	12.3	21.3	1.2	18	15	70	7