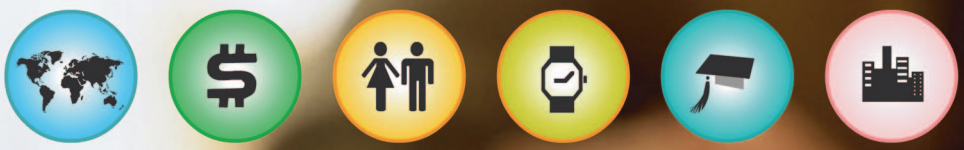
Pan Arab Research Center

Your Research Partner

National Readership Surveys



Website: www.arabiandemographics.com Email: parcmain@emirates.net.ae
Tel: +971 4 337 6696 Fax: +971 4 334 4456 PO Box 14680 Dubai UAE

National Readership Surveys

PARC's National Readership Surveys provide comprehensive readership measurements for over 200 press media vehicles. The survey covers the adults (male and female) aged above 15 years of all socio-economic segments.

The survey utilizes multi-stage probability sampling to select a roust sample base for the interviews that is representative of the current adult population structure of the respective country.

The results are weighted to correspond to the population structure and analyzed in the form of statistical tables by major socio-economic factors such as age, gender, family structure, family income, occupation, area and other variables, and by day of the week.

Objectives of the survey:

Daily Newspapers

- Frequency of reading daily newspapers
- Total Issue Readership: Newspapers titles read in past 30 days
- Average Issue Readership
- Newspapers titles read in an average day of the week
- Reading patterns of individual titles:
- Frequency of reading
- Recency of last issue read
- Source of copy read
- Place of reading
- Number of pass-along readers
- Main Newspaper
- Topics usually read in newspapers

Weekly and Monthly Magazines

- Frequency of reading Weekly & Monthly Magazines
- Total Issue Readership: Magazines titles read in past 6 months
- Average Issue Readership: Magazines titles read in the publication's cycle:
- Seven days and 30 days respectively
- Reading patterns of magazines:
- Frequency of reading
- Recency of last issue read
- Source of copy read
- Place of reading
- Number of reading sessions
- Number of pass-along readers

Media Cross-over

Basic Television & Radio Exposure Indices

- Frequency of watching TV by Day-Parts
- Type of TV broadcast accessed at home
- Frequency of listening to Radio by Day-Parts

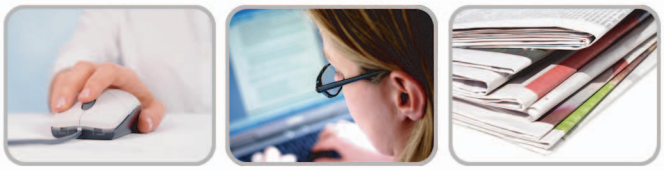
Lifestyle & Internet

- Ownership of a range of Household Appliances and Car ownership
- Frequency and Place of using internet

Data & Software

The fully processed data is available in statistical tabulations hosted in the PARC's Media Index© Software.

The data can also be acquired and accessed through PARC's SEAS© Software, an industry standard media evaluation, planning and schedule optimization tool.



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