



**IN A NUTSHELL,  
THE RESULTS OF  
NP'S NEWSBRANDS  
FROM CIM 2022  
CHECK IT OUT!**



# NP CIM 2022



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**TOTAL BRAND**

SOCIO-DEMO	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY
<b>TOTAL CIM-READERS</b>	4 100 030	43,3%	100	3 169 490	33,5%	100	5 474 810	57,9%	100
MAN	2 098 490	45,4%	105	1 643 910	35,6%	106	2 766 510	59,8%	103
WOMAN	2 001 530	41,4%	95	1 525 580	31,5%	94	2 708 300	56,0%	97
MAIN SHOPPER	2 945 510	43,4%	100	2 368 080	34,9%	104	3 988 130	58,7%	101
<b>AGE INTERVIEWED PERSON</b>									
16-24	398 940	33,9%	78	136 850	11,6%	35	465 830	39,6%	68
25-34	488 900	32,9%	76	507 070	34,1%	102	750 930	50,5%	87
35-44	520 390	34,8%	80	548 250	36,7%	110	801 820	53,7%	93
45-54	621 060	40,4%	93	757 300	49,2%	147	980 780	63,7%	110
55-64	732 680	47,6%	110	605 200	39,3%	117	968 000	62,9%	109
≥ 65	1 338 060	60,0%	139	614 820	27,6%	82	1 507 450	67,6%	117
<b>AGE INTERVIEWED PERSON</b>									
< 45	1 408 220	33,9%	78	1 192 170	28,7%	86	2 018 580	48,6%	84
≥ 45	2 691 800	50,7%	117	1 977 320	37,3%	111	3 456 230	65,1%	113
<b>SOCIAL GROUPS</b>									
1 - 2	891 510	40,5%	93	878 710	39,9%	119	1 303 780	59,2%	102
3 - 4	1 146 950	48,4%	112	896 840	37,8%	113	1 502 190	63,4%	110
5 - 6	1 022 890	44,8%	103	763 120	33,4%	100	1 346 830	58,9%	102
7 - 8	1 038 670	39,9%	92	630 810	24,2%	72	1 322 010	50,7%	88
<b>PROVINCES</b>									
WALLOON BRABANT	117 970	35,3%	81	86 800	26,0%	78	159 860	47,8%	83
BRUSSELS 19	355 250	36,6%	84	238 560	24,6%	73	457 070	47,1%	81
ANTWERP	692 880	45,1%	104	611 520	39,8%	119	967 390	62,9%	109
FLEMISH BRABANT	417 010	43,9%	101	358 580	37,7%	113	581 850	61,2%	106
WEST FLANDERS	471 590	46,6%	108	365 230	36,1%	108	625 970	61,9%	107
EAST FLANDERS	607 140	47,9%	111	473 080	37,3%	111	799 630	63,1%	109
HAINAUT	408 030	37,0%	85	320 620	29,1%	87	555 330	50,4%	87
LIÈGE	358 520	39,5%	91	264 780	29,1%	87	475 830	52,4%	91
LIMBURG	399 710	54,3%	125	263 570	35,8%	107	498 470	67,7%	117
LUXEMBOURG	100 120	42,7%	99	68 400	29,2%	87	130 500	55,7%	96
NAMUR	171 800	42,0%	97	118 350	28,9%	86	222 910	54,5%	94
<b>NEW HABITAT CIM</b>									
NEW ANTWERP CIM	287 240	47,0%	109	249 180	40,8%	122	394 830	64,6%	112
NEW GHENT CIM	114 020	46,3%	107	94 890	38,6%	115	152 400	61,9%	107
NEW BRUSSELS CIM	481 640	37,1%	86	344 000	26,5%	79	634 750	48,9%	85
NEW CHARLEROI CIM	77 290	33,1%	76	63 170	27,1%	81	103 590	44,4%	77
NEW LIÈGE CIM	151 780	39,0%	90	119 770	30,8%	92	206 790	53,1%	92
NEW CITIES FLANDRES (N=30)	631 690	46,2%	107	531 040	38,9%	116	856 290	62,7%	108
NEW CITIES WALLONIA (N=13)	273 720	40,0%	92	210 690	30,8%	92	369 780	54,0%	93
NEW SMALL LOCATIONS FLANDRES CIM	741 370	48,3%	112	557 810	36,4%	109	975 490	63,6%	110
NEW SMALL LOCATIONS WALLONIA CIM	269 160	38,3%	88	191 520	27,3%	81	356 200	50,7%	88
NEW RURAL MUNICIPALITIES FLANDRES CIM	714 480	48,4%	112	548 740	37,2%	111	949 200	64,3%	111
NEW RURAL MUNICIPALITIES WALLONIA CIM	357 650	38,9%	90	258 680	28,1%	84	475 480	51,7%	89
<b>PROFESSIONAL ACTIVITY INTERVIEWED PERSON</b>									
EXECUTIVES	316 210	48,0%	111	309 770	47,0%	140	437 760	66,4%	115
SME, FREELANCE & INDUSTRIAL, ARTISAN & FARMER	184 210	47,6%	110	153 730	39,8%	119	245 260	63,4%	110
BIG COMMERCE, UPPER MANAGEMENT & LIBERAL	131 030	49,3%	114	123 230	46,4%	139	177 460	66,8%	115
MIDDLE MANAGEMENT	185 180	47,1%	109	186 550	47,4%	142	260 310	66,2%	114
EMPLOYEE	1 091 460	40,0%	92	1 137 420	41,7%	124	1 632 140	59,8%	103
WORKER (QUALIFIED)	334 910	41,9%	97	296 060	37,1%	111	462 260	57,9%	100
WORKER (NO QUALIFIED)	99 020	31,2%	72	94 840	29,9%	89	144 490	45,5%	79
HOUSEWIFE	144 270	37,9%	88	111 560	29,3%	88	200 840	52,8%	91
RETIREMENT	1 368 050	57,5%	133	690 140	29,0%	87	1 579 980	66,4%	115
UNEMPLOYED	81 090	22,7%	52	97 220	27,3%	81	142 670	40,0%	69
STUDENT	325 740	33,1%	76	131 030	13,3%	40	393 500	40,0%	69
OTHER	155 070	32,9%	76	147 720	31,3%	94	235 910	50,0%	86
WITH PROFESSIONAL ACTIVITY	2 025 810	41,4%	96	1 991 820	40,7%	122	2 921 910	59,7%	103
<b>EDUCATIONAL LEVEL INTERVIEWED PERSON</b>									
NEVER, PRIMARY, LOWER OR HIGHER SECONDARY	2 635 160	42,3%	98	1 885 450	30,3%	90	3 450 740	55,4%	96
BACHELOR, MASTER, MASTER AFTER MASTER, PHD	1 464 870	45,4%	105	1 284 040	39,8%	119	2 024 060	62,7%	108
<b>CHILDREN</b>									
TOTAL WITH CHILDREN	831 120	36,1%	83	840 810	36,5%	109	1 249 910	54,3%	94