



**IN A NUTSHELL,
THE RESULTS OF
NP'S NEWSBRANDS
FROM CIM 2023
CHECK IT OUT!**



NP CIM 2023



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TOTAL BRAND

SOCIO-DEMO	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY
TOTAL CIM-READERS	3 730 480	39,16%	100	3 335 540	35,02%	100	5 263 630	55,26%	100
MAN	1 956 060	42,01%	107	1 713 990	36,81%	105	2 689 650	57,76%	105
WOMAN	1 774 430	36,45%	93	1 621 550	33,31%	95	2 573 980	52,87%	96
MAIN SHOPPER	2 667 930	38,69%	99	2 519 110	36,53%	104	3 842 940	55,73%	101
AGE INTERVIEWED PERSON									
16-24	408 900	34,45%	88	200 610	16,90%	48	491 470	41,40%	75
25-34	425 690	28,55%	73	537 420	36,05%	103	723 490	48,53%	88
35-44	439 820	29,25%	75	554 460	36,87%	105	757 320	50,36%	91
45-54	546 960	35,85%	92	741 960	48,64%	139	916 030	60,05%	109
55-64	701 680	45,31%	116	617 260	39,86%	114	939 630	60,67%	110
≥ 65	1 207 440	53,21%	136	683 830	30,13%	86	1 435 690	63,27%	114
AGE INTERVIEWED PERSON									
< 45	1 274 410	30,48%	78	1 292 490	30,91%	88	1 972 270	47,17%	85
≥ 45	2 456 070	45,96%	117	2 043 050	38,23%	109	3 291 350	61,60%	111
SOCIAL GROUPS									
1 - 2	864 750	37,30%	95	912 620	39,36%	112	1 307 870	56,41%	102
3 - 4	999 480	42,99%	110	866 540	37,27%	106	1 372 730	59,05%	107
5 - 6	910 200	40,29%	103	816 840	36,15%	103	1 276 180	56,48%	102
7 - 8 or NSP	956 060	36,46%	93	739 550	28,20%	81	1 306 850	49,83%	90
PROVINCES									
WALLOON BRABANT	120 260	35,71%	91	74 610	22,15%	63	152 570	45,30%	82
BRUSSELS 19	297 070	30,43%	78	245 550	25,15%	72	409 540	41,94%	76
ANTWERP	628 210	40,59%	104	651 740	42,11%	120	945 210	61,07%	111
FLEMISH BRABANT	389 160	40,52%	103	380 230	39,59%	113	569 840	59,33%	107
WEST FLANDERS	413 980	40,72%	104	397 360	39,09%	112	603 480	59,36%	107
EAST FLANDERS	566 370	44,32%	113	492 430	38,53%	110	785 450	61,46%	111
HAINAUT	374 590	33,83%	86	341 510	30,84%	88	538 820	48,66%	88
LIÈGE	321 770	35,30%	90	272 620	29,91%	85	443 240	48,63%	88
LIMBURG	380 210	51,26%	131	299 430	40,37%	115	492 780	66,43%	120
LUXEMBOURG	97 320	41,11%	105	69 510	29,36%	84	128 710	54,36%	98
NAMUR	141 540	34,37%	88	110 570	26,85%	77	193 990	47,11%	85
NEW HABITAT CIM									
NEW ANTWERP CIM	255 520	41,67%	106	250 630	40,87%	117	376 960	61,48%	111
NEW GHENT CIM	104 430	42,18%	108	109 210	44,12%	126	152 450	61,58%	111
NEW BRUSSELS CIM	418 490	32,05%	82	352 030	26,96%	77	583 030	44,65%	81
NEW CHARLEROI CIM	73 470	31,40%	80	74 150	31,69%	90	107 500	45,94%	83
NEW LIÈGE CIM	132 420	33,98%	87	115 760	29,71%	85	184 260	47,28%	86
NEW CITIES FLANDRES (N=30)	561 990	40,79%	104	568 090	41,23%	118	831 390	60,34%	109
NEW CITIES WALLONIA (N=13)	262 150	38,10%	97	193 760	28,16%	80	348 900	50,70%	92
NEW SMALL LOCATIONS FLANDRES CIM	671 080	43,42%	111	608 470	39,37%	112	955 850	61,84%	112
NEW SMALL LOCATIONS WALLONIA CIM	259 310	36,65%	94	211 600	29,91%	85	353 000	49,89%	90
NEW RURAL MUNICIPALITIES FLANDRES CIM	680 840	45,70%	117	590 620	39,64%	113	930 620	62,46%	113
NEW RURAL MUNICIPALITIES WALLONIA CIM	310 780	33,56%	86	261 230	28,21%	81	439 680	47,48%	86
PROFESSIONAL ACTIVITY INTERVIEWED PERSON									
EXECUTIVES	259 980	40,60%	104	300 250	46,89%	134	392 430	61,28%	111
SME, FREELANCE & INDUSTRIAL, ARTISAN & FARMER	162 240	42,75%	109	149 740	39,46%	113	223 470	58,89%	107
BIG COMMERCE, UPPER MANAGEMENT & LIBERAL	103 040	42,04%	107	115 560	47,14%	135	151 190	61,68%	112
MIDDLE MANAGEMENT	156 940	39,70%	101	184 700	46,73%	133	241 240	61,03%	110
EMPLOYEE	1 002 920	35,35%	90	1 168 410	41,18%	118	1 596 070	56,25%	102
WORKER (QUALIFIED)	260 690	34,64%	88	307 510	40,87%	117	412 400	54,80%	99
WORKER (NO QUALIFIED)	107 750	32,41%	83	117 260	35,27%	101	170 770	51,36%	93
HOUSEWIFE	123 360	37,00%	94	104 930	31,47%	90	173 350	51,99%	94
RETIREMENT	1 258 260	52,23%	133	742 880	30,84%	88	1 511 020	62,73%	114
UNEMPLOYED	79 030	23,29%	59	96 560	28,46%	81	136 690	40,29%	73
STUDENT	317 200	32,95%	84	163 120	16,94%	48	388 500	40,35%	73
OTHER or Don't know	159 060	29,55%	75	184 870	34,34%	98	258 930	48,10%	87
WITH PROFESSIONAL ACTIVITY	1 793 570	36,29%	93	2 043 180	41,34%	118	2 795 150	56,56%	102
EDUCATIONAL LEVEL INTERVIEWED PERSON									
NEVER, PRIMARY, LOWER OR HIGHER SECONDARY	2 350 700	38,36%	98	1 986 570	32,42%	93	3 265 160	53,28%	96
BACHELOR, MASTER, MASTER AFTER MASTER, PHD	1 379 780	40,62%	104	1 348 970	39,71%	113	1 998 460	58,83%	106
CHILDREN									
TOTAL WITH CHILDREN	785 310	33,85%	86	902 840	38,91%	111	1 248 810	53,83%	97