



**IN A NUTSHELL,
THE RESULTS OF
NP'S NEWSBRANDS
FROM CIM 2024
CHECK IT OUT!**



NP CIM 2024



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TOTAL BRAND

SOCIO-DEMO	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY
TOTAL CIM-READERS	3 734 430	38,78%	100	3 499 430	36,34%	100	5 356 990	55,63%	100
MAN	1 946 400	41,38%	107	1 812 390	38,53%	106	2 750 000	58,46%	105
WOMAN	1 788 030	36,30%	94	1 687 040	34,25%	94	2 607 000	52,93%	95
MAIN SHOPPER	2 703 110	38,30%	99	2 677 030	37,93%	104	3 978 730	56,37%	101
AGE INTERVIEWED PERSON									
16-24	397 710	32,91%	85	208 340	17,24%	47	481 710	39,86%	72
25-34	432 340	28,70%	74	509 540	33,83%	93	717 730	47,65%	86
35-44	454 730	29,85%	77	538 050	35,32%	97	752 330	49,39%	89
45-54	544 620	35,72%	92	743 880	48,79%	134	919 970	60,34%	108
55-64	650 210	41,79%	108	668 840	42,99%	118	955 400	61,41%	110
≥ 65	1 254 810	54,30%	140	830 780	35,95%	99	1 529 850	66,20%	119
AGE INTERVIEWED PERSON									
< 45	1 284 780	30,32%	78	1 255 930	29,63%	82	1 951 770	46,05%	83
≥ 45	2 449 650	45,44%	117	2 243 500	41,61%	115	3 405 220	63,16%	114
SOCIAL GROUPS									
1 - 2	802 810	35,94%	93	877 680	39,30%	108	1 235 600	55,32%	99
3 - 4	1 014 130	42,25%	109	957 780	39,90%	110	1 435 230	59,80%	107
5 - 6	917 520	39,19%	101	858 440	36,66%	101	1 309 840	55,94%	101
7 - 8 or NSP	999 970	37,67%	97	805 530	30,35%	84	1 376 330	51,85%	93
PROVINCES									
WALLOON BRABANT	122 600	36,06%	93	91 200	26,82%	74	162 190	47,70%	86
BRUSSELS 19	309 660	31,13%	80	247 330	24,86%	68	432 130	43,44%	78
ANTWERP	610 600	38,94%	100	669 050	42,66%	117	931 040	59,37%	107
FLEMISH BRABANT	351 390	36,14%	93	375 000	38,57%	106	545 870	56,14%	101
WEST FLANDERS	425 370	41,46%	107	404 280	39,40%	108	613 330	59,77%	107
EAST FLANDERS	601 230	46,46%	120	550 680	42,55%	117	840 620	64,96%	117
HAINAUT	386 230	34,69%	89	358 000	32,15%	88	554 270	49,78%	89
LIÈGE	309 520	33,79%	87	283 960	31,00%	85	443 360	48,41%	87
LIMBURG	369 890	49,32%	127	324 570	43,28%	119	497 620	66,35%	119
LUXEMBOURG	89 160	37,21%	96	71 790	29,96%	82	121 450	50,69%	91
NAMUR	158 780	38,25%	99	123 580	29,77%	82	215 120	51,83%	93
NEW HABITAT CIM									
NEW ANTWERP CIM	240 640	38,72%	100	270 730	43,56%	120	372 370	59,91%	108
NEW GHENT CIM	102 930	41,03%	106	110 620	44,09%	121	153 950	61,36%	110
NEW BRUSSELS CIM	418 960	31,54%	81	356 230	26,82%	74	601 210	45,26%	81
NEW CHARLEROI CIM	78 000	33,14%	85	73 490	31,23%	86	111 840	47,52%	85
NEW LIÈGE CIM	142 130	36,37%	94	129 470	33,13%	91	200 300	51,25%	92
NEW CITIES FLANDRES (N=30)	607 270	43,56%	112	577 450	41,42%	114	862 540	61,87%	111
NEW CITIES WALLONIA (N=13)	268 750	38,84%	100	221 860	32,06%	88	364 930	52,73%	95
NEW SMALL LOCATIONS FLANDRES CIM	666 830	42,67%	110	639 720	40,94%	113	957 380	61,26%	110
NEW SMALL LOCATIONS WALLONIA CIM	235 680	33,05%	85	206 480	28,96%	80	331 560	46,50%	84
NEW RURAL MUNICIPALITIES FLANDRES CIM	652 680	43,31%	112	635 180	42,15%	116	944 070	62,65%	113
NEW RURAL MUNICIPALITIES WALLONIA CIM	320 540	34,33%	89	278 190	29,80%	82	456 830	48,93%	88
PROFESSIONAL ACTIVITY INTERVIEWED PERSON									
EXECUTIVES	324 600	43,91%	113	342 230	46,29%	127	468 820	63,42%	114
SME, FREELANCE & INDUSTRIAL, ARTISAN & FARMER	139 200	39,31%	101	154 140	43,53%	120	212 080	59,89%	108
BIG COMMERCE, UPPER MANAGEMENT & LIBERAL	130 400	43,68%	113	134 490	45,06%	124	187 800	62,91%	113
MIDDLE MANAGEMENT	194 200	44,06%	114	207 730	47,13%	130	281 030	63,76%	115
EMPLOYEE	984 300	33,47%	86	1 170 860	39,81%	110	1 600 010	54,40%	98
WORKER (QUALIFIED)	288 580	38,65%	100	319 030	42,72%	118	438 040	58,66%	105
WORKER (NO QUALIFIED)	97 770	32,28%	83	104 140	34,39%	95	150 400	49,67%	89
HOUSEWIFE	103 260	33,86%	87	99 330	32,57%	90	156 110	51,18%	92
RETIREMENT	1 284 920	52,55%	135	887 730	36,30%	100	1 594 990	65,23%	117
UNEMPLOYED	65 170	21,87%	56	81 400	27,31%	75	114 720	38,49%	69
STUDENT	313 110	31,84%	82	170 440	17,33%	48	386 730	39,32%	71
OTHER or Don't know	133 540	26,00%	67	170 130	33,13%	91	235 070	45,78%	82
WITH PROFESSIONAL ACTIVITY	1 834 440	36,08%	93	2 090 400	41,12%	113	2 869 370	56,44%	101
EDUCATIONAL LEVEL INTERVIEWED PERSON									
NEVER, PRIMARY, LOWER OR HIGHER SECONDARY	2 324 970	37,92%	98	2 098 980	34,24%	94	3 309 780	53,99%	97
BACHELOR, MASTER, MASTER AFTER MASTER, PHD	1 409 460	40,29%	104	1 400 450	40,03%	110	2 047 220	58,52%	105
CHILDREN									
TOTAL WITH CHILDREN	835 140	34%	88	899 860	36,64%	101	1 286 040	52,36%	94