

# La Charente Libre

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	152	100.0%	0.3%	77	100.0%	0.3%	74	100.0%	0.3%	37	100.0%	0.2%
<b>Sexe</b>												
<b>Homme</b>	77	50.9%	0.3%	77	100.0%	0.3%	0	-	100.0%	25	66.8%	0.3%
<b>Femme</b>	74	49.1%	0.3%	0	-	100.0%	74	100.0%	0.3%	12	33.2%	0.2%
<b>Age</b>												
<b>15 à 24 ans</b>	22	14.3%	0.3%	14	17.8%	0.4%	8	10.7%	0.2%	7	19.1%	0.2%
<b>25 à 34 ans</b>	16	10.8%	0.2%	8	10.3%	0.2%	8	11.2%	0.2%	9	23.8%	0.3%
<b>35 à 49 ans</b>	29	19.3%	0.2%	15	19.6%	0.2%	14	19.1%	0.2%	11	29.2%	0.2%
<b>50 à 64 ans</b>	39	25.7%	0.3%	21	26.9%	0.3%	18	24.5%	0.3%	9	25.4%	0.2%
<b>65 ans et plus</b>	45	29.9%	0.4%	20	25.4%	0.4%	26	34.5%	0.4%	1	2.5%	0.4%
<b>Individu</b>												
<b>Ménagère</b>	65	42.8%	0.3%	0	-	100.0%	65	87.1%	0.3%	10	27.3%	0.2%
<b>Personne de Référence</b>	82	53.9%	0.3%	67	86.9%	0.3%	15	19.6%	0.2%	24	66.1%	0.3%
<b>Responsable des achats</b>	74	48.7%	0.3%	24	31.0%	0.3%	50	67.1%	0.3%	17	47.3%	0.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	3.2%	0.9%	5	5.9%	1.3%	0	0.3%	0.1%	0	-	-
<b>Petits patrons</b>	9	6.1%	0.6%	7	8.7%	0.6%	3	3.5%	0.6%	7	19.9%	0.5%
<b>Affaires et Cadres</b>	9	6.1%	0.2%	8	10.1%	0.3%	1	2.0%	0.1%	9	24.6%	0.2%
<b>Professions intermédiaires</b>	18	11.9%	0.3%	9	11.6%	0.3%	9	12.3%	0.3%	13	35.7%	0.2%
<b>Employés</b>	19	12.8%	0.2%	3	4.4%	0.2%	16	21.5%	0.2%	2	5.7%	0.1%
<b>Ouvriers</b>	17	11.2%	0.3%	17	21.4%	0.3%	0	0.6%	0.0%	2	4.1%	0.4%
<b>Retraités</b>	43	28.2%	0.3%	20	26.1%	0.3%	23	30.4%	0.4%	0	1.2%	0.2%
<b>Autres inactifs</b>	31	20.5%	0.3%	9	11.9%	0.3%	22	29.4%	0.3%	3	8.8%	0.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	7	4.3%	0.8%	5	6.2%	1.3%	2	2.4%	0.4%	0	-	100.0%
<b>Petits patrons</b>	11	7.3%	0.4%	9	11.7%	0.7%	2	2.7%	0.2%	11	29.9%	0.4%
<b>Affaires et Cadres</b>	11	7.1%	0.2%	9	12.0%	0.3%	2	2.1%	0.0%	11	29.3%	0.2%
<b>Professions intermédiaires</b>	15	9.9%	0.2%	6	8.2%	0.2%	9	11.7%	0.2%	15	40.7%	0.2%
<b>Employés</b>	11	7.3%	0.2%	5	6.6%	0.2%	6	8.0%	0.2%	0	-	100.0%
<b>Ouvriers</b>	28	18.7%	0.3%	13	16.3%	0.2%	16	21.2%	0.3%	0	-	100.0%
<b>Retraités</b>	48	32.0%	0.3%	20	26.3%	0.3%	28	37.9%	0.4%	0	-	100.0%
<b>Autres inactifs</b>	20	13.4%	0.5%	10	12.6%	0.7%	11	14.1%	0.4%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	18	11.6%	0.2%	7	9.2%	0.2%	10	14.1%	0.2%	3	9.0%	0.2%
<b>2 personnes</b>	76	50.0%	0.4%	39	50.7%	0.5%	37	49.3%	0.4%	9	25.6%	0.2%
<b>3 personnes</b>	26	17.5%	0.3%	14	18.8%	0.3%	12	16.1%	0.3%	12	31.2%	0.3%
<b>4 personnes</b>	18	11.8%	0.2%	10	13.1%	0.2%	8	10.5%	0.2%	9	24.1%	0.2%
<b>5 personnes et +</b>	14	9.1%	0.3%	6	8.3%	0.3%	7	10.0%	0.3%	4	10.1%	0.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	28	18.4%	0.2%	13	16.5%	0.2%	15	20.3%	0.2%	11	29.4%	0.1%
<b>Non</b>	124	81.6%	0.4%	64	83.5%	0.4%	59	79.7%	0.3%	26	70.6%	0.3%
<b>Habitat</b>												
<b>Communes rurales</b>	72	47.8%	0.6%	37	47.8%	0.6%	36	47.8%	0.5%	13	36.3%	0.4%
<b>Agglo. - 20 000 hab</b>	18	11.6%	0.2%	11	13.8%	0.3%	7	9.4%	0.2%	4	10.2%	0.2%
<b>Agglo. 20 000 à 100 000 hab</b>	10	6.3%	0.1%	6	7.3%	0.2%	4	5.3%	0.1%	3	8.2%	0.2%
<b>Agglo. + 100 000 hab</b>	52	34.0%	0.4%	24	31.1%	0.3%	28	37.0%	0.4%	16	44.3%	0.3%
<b>Agglo. Paris</b>	0	0.3%	0.0%	0	-	-	0	0.5%	0.0%	0	1.1%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	0	0.3%	0.0%	0	-	-	0	0.5%	0.0%	0	1.1%	0.0%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	1	0.7%	0.1%	1	1.5%	0.1%	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	-	-	0	-	-	0	-	-	0	-	-
Picardie	1	0.7%	0.1%	0	0.3%	0.0%	1	1.1%	0.1%	0	0.7%	0.1%
Bourgogne	0	-	-	0	-	-	0	-	-	0	-	-
Haute-Normandie	0	0.3%	0.0%	0	0.2%	0.0%	0	0.3%	0.0%	0	1.1%	0.1%
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	0	-	-	0	-	-	0	-	-	0	-	-
Pays de la Loire	1	0.5%	0.0%	1	1.1%	0.1%	0	-	-	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	137	90.7%	9.4%	70	91.3%	10.0%	67	90.0%	8.8%	34	91.3%	8.8%
Aquitaine	4	2.5%	0.1%	1	1.9%	0.1%	2	3.1%	0.2%	2	5.1%	0.2%
Midi-Pyrénées	2	1.3%	0.1%	0	-	-	2	2.6%	0.2%	0	-	-
Limousin	2	1.4%	0.3%	0	0.6%	0.1%	2	2.3%	0.5%	0	-	-
Auvergne	0	0.2%	0.0%	0	0.4%	0.1%	0	-	-	0	0.8%	0.1%
Rhône-Alpes	0	-	-	0	-	-	0	-	-	0	-	-
Languedoc-Roussillon	2	1.5%	0.1%	2	2.9%	0.2%	0	-	-	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	0	-	-	0	-	-	0	-	-	0	-	-
<b>Habitudes de connexion Internet</b>												
Tous les jours	84	55.2%	0.3%	52	67.4%	0.4%	32	42.6%	0.2%	32	86.1%	0.3%
Presque tous les jours	19	12.3%	0.3%	6	7.8%	0.2%	13	16.9%	0.4%	3	8.2%	0.1%
1 à 2 fois par semaine	5	3.1%	0.1%	3	3.3%	0.2%	2	2.9%	0.1%	1	1.4%	0.1%
1 à 3 fois par mois	4	2.8%	0.5%	2	2.0%	0.4%	3	3.7%	0.6%	2	4.3%	0.8%
Moins souvent	1	1.0%	0.1%	1	1.3%	0.2%	1	0.7%	0.1%	0	-	-
Jamais	0	-	-	0	-	-	0	-	-	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
<b>Moins de 9 000 euros par an</b>	5	3.3%	0.2%	3	4.3%	0.3%	2	2.3%	0.1%	0	-	-
<b>De 9 000 à moins de 12 000 euros par an</b>	11	7.0%	0.3%	3	4.4%	0.3%	7	9.7%	0.3%	0	-	-
<b>De 12 000 à moins de 18 000 euros par an</b>	25	16.2%	0.4%	9	11.2%	0.3%	16	21.4%	0.4%	1	3.8%	0.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	32	21.0%	0.4%	16	20.9%	0.5%	16	21.1%	0.4%	8	21.4%	0.5%
<b>De 24 000 à moins de 36 000 euros par an</b>	34	22.7%	0.3%	20	25.4%	0.4%	15	19.8%	0.3%	9	23.9%	0.2%
<b>De 36 000 à moins de 45 000 euros par an</b>	15	10.1%	0.2%	8	10.0%	0.2%	8	10.1%	0.3%	7	19.5%	0.3%
<b>De 45 000 à moins de 65 000 euros par an</b>	14	9.5%	0.3%	10	12.6%	0.3%	5	6.4%	0.2%	7	17.8%	0.2%
<b>65 000 euros et plus</b>	4	2.4%	0.1%	3	3.9%	0.2%	1	0.8%	0.1%	3	8.8%	0.1%
<b>Refus</b>	10	6.7%	0.3%	4	5.3%	0.3%	6	8.2%	0.3%	2	4.3%	0.1%
<b>Ne sait pas</b>	2	1.1%	0.1%	1	1.9%	0.2%	0	0.2%	0.0%	0	0.5%	0.0%