

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	103	100.0%	0.2%	52	100.0%	0.2%	51	100.0%	0.2%	22	100.0%	0.1%
Sexe												
Homme	52	50.8%	0.2%	52	100.0%	0.2%	0	-	100.0%	11	48.8%	0.1%
Femme	51	49.2%	0.2%	0	-	100.0%	51	100.0%	0.2%	11	51.2%	0.1%
Age												
15 à 24 ans	7	7.2%	0.1%	5	9.5%	0.1%	2	4.9%	0.1%	4	17.7%	0.1%
25 à 34 ans	8	8.1%	0.1%	6	11.9%	0.2%	2	4.2%	0.1%	2	9.2%	0.1%
35 à 49 ans	24	23.0%	0.2%	12	23.1%	0.2%	12	22.9%	0.2%	9	39.5%	0.1%
50 à 64 ans	30	29.7%	0.2%	12	23.9%	0.2%	18	35.8%	0.3%	6	27.1%	0.1%
65 ans et plus	33	31.9%	0.3%	16	31.5%	0.4%	16	32.3%	0.3%	1	6.5%	0.6%
Individu												
Ménagère	48	46.9%	0.2%	0	-	100.0%	48	95.3%	0.2%	10	47.3%	0.2%
Personne de Référence	61	59.2%	0.2%	47	89.5%	0.2%	14	28.0%	0.2%	10	46.6%	0.1%
Responsable des achats	46	44.6%	0.2%	12	22.8%	0.2%	34	67.0%	0.2%	9	42.4%	0.1%
PCS Individu												
Agriculteurs	5	4.4%	0.9%	3	5.3%	0.8%	2	3.5%	1.0%	0	-	-
Petits patrons	3	2.5%	0.2%	3	5.0%	0.2%	0	-	-	3	11.8%	0.2%
Affaires et Cadres	4	3.9%	0.1%	2	3.1%	0.1%	2	4.8%	0.1%	3	14.2%	0.1%
Professions intermédiaires	8	8.1%	0.1%	4	7.4%	0.1%	4	8.8%	0.1%	8	35.1%	0.1%
Employés	15	14.7%	0.2%	4	6.7%	0.2%	12	22.9%	0.2%	3	14.6%	0.2%
Ouvriers	11	11.1%	0.2%	10	18.8%	0.2%	2	3.1%	0.1%	0	-	-
Retraités	36	34.9%	0.3%	20	38.3%	0.3%	16	31.4%	0.2%	0	-	-
Autres inactifs	21	20.4%	0.2%	8	15.4%	0.2%	13	25.5%	0.2%	5	24.3%	0.2%
PCS Personne de Référence												
Agriculteurs	7	6.3%	0.8%	4	8.0%	1.1%	2	4.7%	0.6%	0	-	100.0%
Petits patrons	4	4.0%	0.2%	3	6.6%	0.3%	1	1.4%	0.1%	4	18.8%	0.2%
Affaires et Cadres	6	5.6%	0.1%	2	3.2%	0.0%	4	8.1%	0.1%	6	26.3%	0.1%
Professions intermédiaires	12	11.8%	0.2%	6	10.8%	0.1%	6	12.7%	0.2%	12	54.9%	0.2%
Employés	7	6.5%	0.1%	3	5.2%	0.1%	4	8.0%	0.1%	0	-	100.0%
Ouvriers	17	16.3%	0.2%	10	19.5%	0.2%	7	12.9%	0.1%	0	-	100.0%
Retraités	44	42.5%	0.3%	20	39.2%	0.3%	23	45.8%	0.3%	0	-	100.0%
Autres inactifs	7	7.0%	0.2%	4	7.6%	0.3%	3	6.3%	0.1%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	21	20.3%	0.2%	9	16.4%	0.2%	12	24.3%	0.2%	3	13.8%	0.2%
2 personnes	41	40.2%	0.2%	21	39.4%	0.2%	21	41.1%	0.2%	6	28.1%	0.1%
3 personnes	21	20.7%	0.2%	11	21.8%	0.2%	10	19.6%	0.2%	5	23.1%	0.1%
4 personnes	11	10.9%	0.1%	7	12.5%	0.1%	5	9.2%	0.1%	5	20.7%	0.1%
5 personnes et +	8	7.9%	0.2%	5	9.9%	0.2%	3	5.8%	0.1%	3	14.3%	0.1%
Présence d'enfants de moins de 15 ans												
Oui	24	23.4%	0.2%	14	26.2%	0.2%	10	20.5%	0.1%	9	39.8%	0.1%
Non	79	76.6%	0.2%	38	73.8%	0.2%	40	79.5%	0.2%	13	60.2%	0.1%
Habitat												
Communes rurales	54	52.7%	0.4%	25	48.8%	0.4%	29	56.6%	0.4%	10	43.4%	0.3%
Agglo. - 20 000 hab	22	21.3%	0.3%	12	22.2%	0.3%	10	20.4%	0.2%	6	26.3%	0.2%
Agglo. 20 000 à 100 000 hab	24	23.0%	0.4%	13	25.6%	0.4%	10	20.3%	0.3%	6	25.9%	0.3%
Agglo. + 100 000 hab	2	1.5%	0.0%	2	3.0%	0.0%	0	-	-	1	3.5%	0.0%
Agglo. Paris	2	1.5%	0.0%	0	0.3%	0.0%	1	2.7%	0.0%	0	0.8%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	2	1.5%	0.0%	0	0.3%	0.0%	1	2.7%	0.0%	0	0.8%	0.0%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	-	-	0	-	-	0	-	-	0	-	-
Picardie	0	-	-	0	-	-	0	-	-	0	-	-
Bourgogne	89	86.8%	6.6%	44	83.9%	6.7%	45	89.9%	6.4%	19	87.0%	5.6%
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	9	9.1%	0.5%	6	11.5%	0.6%	3	6.7%	0.3%	1	5.5%	0.2%
Pays de la Loire	0	-	-	0	-	-	0	-	-	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	0	0.4%	0.0%	0	-	-	0	0.7%	0.0%	0	1.7%	0.1%
Aquitaine	0	-	-	0	-	-	0	-	-	0	-	-
Midi-Pyrénées	0	-	-	0	-	-	0	-	-	0	-	-
Limousin	0	-	-	0	-	-	0	-	-	0	-	-
Auvergne	2	2.2%	0.2%	2	4.3%	0.4%	0	-	-	1	5.0%	0.4%
Rhône-Alpes	0	-	-	0	-	-	0	-	-	0	-	-
Languedoc-Roussillon	0	-	-	0	-	-	0	-	-	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	0	-	-	0	-	-	0	-	-	0	-	-
Habitudes de connexion Internet												
Tous les jours	42	40.9%	0.2%	19	36.0%	0.1%	23	46.1%	0.2%	14	61.5%	0.1%
Presque tous les jours	12	12.1%	0.2%	7	13.4%	0.3%	5	10.7%	0.2%	6	25.9%	0.2%
1 à 2 fois par semaine	7	6.7%	0.2%	4	8.2%	0.3%	3	5.1%	0.1%	2	9.7%	0.2%
1 à 3 fois par mois	1	1.4%	0.2%	0	0.7%	0.1%	1	2.1%	0.2%	0	-	-
Moins souvent	3	3.2%	0.2%	2	3.3%	0.3%	2	3.2%	0.2%	0	2.1%	0.3%
Jamais	1	0.8%	0.3%	1	1.5%	0.6%	0	-	-	0	-	-

Le Journal du Centre

PQR, Audience LNM



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	4	3.8%	0.2%	1	1.2%	0.1%	3	6.4%	0.2%	0	0.9%	0.1%
De 9 000 à moins de 12 000 euros par an	9	8.9%	0.3%	9	16.7%	0.8%	0	0.8%	0.0%	0	0.6%	0.0%
De 12 000 à moins de 18 000 euros par an	15	14.3%	0.2%	8	14.5%	0.3%	7	14.0%	0.2%	2	8.4%	0.2%
De 18 000 à moins de 24 000 euros par an	15	14.6%	0.2%	6	12.4%	0.2%	8	16.8%	0.2%	3	14.8%	0.2%
De 24 000 à moins de 36 000 euros par an	26	25.7%	0.2%	13	25.7%	0.2%	13	25.7%	0.2%	5	23.4%	0.1%
De 36 000 à moins de 45 000 euros par an	14	13.3%	0.2%	6	11.7%	0.2%	8	14.9%	0.3%	3	13.6%	0.1%
De 45 000 à moins de 65 000 euros par an	7	6.6%	0.1%	4	7.9%	0.1%	3	5.4%	0.1%	3	11.7%	0.1%
65 000 euros et plus	3	2.6%	0.1%	1	2.2%	0.1%	2	3.0%	0.1%	2	7.4%	0.1%
Refus	8	8.2%	0.2%	3	6.1%	0.2%	5	10.4%	0.2%	3	15.6%	0.3%
Ne sait pas	2	2.1%	0.1%	1	1.6%	0.1%	1	2.7%	0.2%	1	3.7%	0.1%