

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	193	100.0%	0.4%	92	100.0%	0.4%	101	100.0%	0.4%	35	100.0%	0.2%
<b>Sexe</b>												
<b>Homme</b>	92	47.6%	0.4%	92	100.0%	0.4%	0	-	100.0%	22	61.5%	0.2%
<b>Femme</b>	101	52.4%	0.4%	0	-	100.0%	101	100.0%	0.4%	14	38.5%	0.2%
<b>Age</b>												
<b>15 à 24 ans</b>	20	10.6%	0.3%	8	8.5%	0.2%	13	12.5%	0.3%	5	14.6%	0.2%
<b>25 à 34 ans</b>	31	15.9%	0.4%	22	24.2%	0.6%	8	8.3%	0.2%	7	20.8%	0.2%
<b>35 à 49 ans</b>	41	21.1%	0.3%	21	22.9%	0.3%	20	19.4%	0.3%	11	31.7%	0.2%
<b>50 à 64 ans</b>	49	25.6%	0.4%	21	22.4%	0.3%	29	28.5%	0.5%	12	32.9%	0.3%
<b>65 ans et plus</b>	52	26.9%	0.5%	20	22.0%	0.4%	32	31.3%	0.5%	0	-	-
<b>Individu</b>												
<b>Ménagère</b>	91	47.0%	0.4%	0	-	100.0%	91	89.6%	0.4%	13	35.5%	0.2%
<b>Personne de Référence</b>	100	51.8%	0.4%	78	84.6%	0.4%	22	22.0%	0.3%	18	50.2%	0.2%
<b>Responsable des achats</b>	96	49.8%	0.4%	23	25.4%	0.3%	73	72.0%	0.4%	15	41.6%	0.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	3	1.7%	0.6%	0	-	-	3	3.3%	1.8%	0	-	-
<b>Petits patrons</b>	2	0.9%	0.1%	2	1.8%	0.2%	0	-	-	2	4.8%	0.1%
<b>Affaires et Cadres</b>	10	5.0%	0.2%	5	5.4%	0.2%	5	4.6%	0.3%	9	25.0%	0.2%
<b>Professions intermédiaires</b>	16	8.3%	0.2%	14	14.8%	0.4%	2	2.4%	0.1%	14	39.8%	0.3%
<b>Employés</b>	24	12.4%	0.3%	2	2.7%	0.1%	21	21.2%	0.3%	4	10.0%	0.2%
<b>Ouvriers</b>	47	24.1%	0.7%	37	40.2%	0.7%	10	9.5%	0.7%	0	-	-
<b>Retraités</b>	72	37.2%	0.6%	24	26.0%	0.4%	48	47.4%	0.7%	2	6.2%	1.0%
<b>Autres inactifs</b>	20	10.3%	0.2%	8	9.0%	0.2%	12	11.5%	0.2%	5	14.1%	0.2%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	4	2.3%	0.6%	0	-	-	4	4.3%	1.1%	0	-	100.0%
<b>Petits patrons</b>	5	2.7%	0.2%	0	0.4%	0.0%	5	4.8%	0.4%	5	14.8%	0.2%
<b>Affaires et Cadres</b>	11	5.8%	0.2%	7	8.0%	0.2%	4	3.8%	0.1%	11	31.6%	0.2%
<b>Professions intermédiaires</b>	19	9.8%	0.3%	14	15.3%	0.4%	5	4.8%	0.1%	19	53.5%	0.3%
<b>Employés</b>	19	9.8%	0.4%	4	4.2%	0.2%	15	14.9%	0.5%	0	-	100.0%
<b>Ouvriers</b>	57	29.7%	0.6%	36	39.2%	0.7%	21	21.1%	0.5%	0	-	100.0%
<b>Retraités</b>	75	38.6%	0.5%	28	30.2%	0.4%	47	46.3%	0.6%	0	-	100.0%
<b>Autres inactifs</b>	2	1.3%	0.1%	2	2.7%	0.2%	0	-	-	0	-	100.0%

# Le Maine Libre

PQR, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	30	15.5%	0.3%	13	13.7%	0.3%	17	17.2%	0.3%	3	7.3%	0.1%
<b>2 personnes</b>	76	39.5%	0.4%	29	32.1%	0.3%	47	46.3%	0.5%	14	39.5%	0.3%
<b>3 personnes</b>	29	15.1%	0.3%	15	16.6%	0.3%	14	13.6%	0.3%	5	13.2%	0.1%
<b>4 personnes</b>	46	23.8%	0.5%	27	29.9%	0.6%	18	18.3%	0.4%	11	31.4%	0.2%
<b>5 personnes et +</b>	12	6.1%	0.2%	7	7.7%	0.3%	5	4.7%	0.2%	3	8.6%	0.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	55	28.5%	0.3%	33	35.7%	0.4%	22	21.9%	0.3%	14	39.5%	0.2%
<b>Non</b>	138	71.5%	0.4%	59	64.3%	0.3%	79	78.1%	0.4%	21	60.5%	0.2%
<b>Habitat</b>												
<b>Communes rurales</b>	69	35.9%	0.5%	30	32.4%	0.5%	39	39.0%	0.6%	12	33.5%	0.3%
<b>Agglo. - 20 000 hab</b>	47	24.6%	0.6%	20	21.7%	0.5%	28	27.2%	0.6%	10	27.7%	0.4%
<b>Agglo. 20 000 à 100 000 hab</b>	2	0.9%	0.0%	1	1.6%	0.0%	0	0.4%	0.0%	2	4.9%	0.1%
<b>Agglo. + 100 000 hab</b>	73	38.0%	0.5%	40	43.0%	0.6%	34	33.4%	0.4%	11	31.0%	0.2%
<b>Agglo. Paris</b>	1	0.6%	0.0%	1	1.3%	0.0%	0	-	-	1	2.9%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1	0.6%	0.0%	1	1.3%	0.0%	0	-	-	1	2.9%	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	0	-	-	0	-	-	0	-	-	0	-	-
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	1	0.3%	0.1%	1	0.7%	0.1%	0	-	-	0	1.2%	0.1%
Centre	2	1.0%	0.1%	1	1.0%	0.1%	1	1.0%	0.1%	0	0.8%	0.0%
Pays de la Loire	188	97.4%	6.6%	89	97.0%	6.5%	99	97.7%	6.7%	34	95.0%	3.8%
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	0	-	-	0	-	-	0	-	-	0	-	-
Aquitaine	0	-	-	0	-	-	0	-	-	0	-	-
Midi-Pyrénées	0	-	-	0	-	-	0	-	-	0	-	-
Limousin	0	-	-	0	-	-	0	-	-	0	-	-
Auvergne	0	-	-	0	-	-	0	-	-	0	-	-
Rhône-Alpes	1	0.7%	0.0%	0	-	-	1	1.3%	0.1%	0	-	-
Languedoc-Roussillon	0	-	-	0	-	-	0	-	-	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	0	-	-	0	-	-	0	-	-	0	-	-
<b>Habitudes de connexion Internet</b>												
Tous les jours	98	50.7%	0.4%	55	60.3%	0.4%	42	42.0%	0.3%	26	74.9%	0.2%
Presque tous les jours	17	8.9%	0.3%	8	8.8%	0.3%	9	9.0%	0.3%	4	12.1%	0.2%
1 à 2 fois par semaine	11	5.7%	0.3%	3	2.9%	0.2%	8	8.3%	0.5%	2	6.2%	0.2%
1 à 3 fois par mois	1	0.4%	0.1%	1	0.8%	0.2%	0	-	-	0	-	-
Moins souvent	10	5.1%	0.7%	4	4.0%	0.6%	6	6.0%	0.8%	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>	7	3.4%	0.3%	3	3.1%	0.3%	4	3.8%	0.3%	0	1.1%	0.2%
<b>De 9 000 à moins de 12 000 euros par an</b>	15	7.6%	0.4%	6	6.6%	0.6%	9	8.4%	0.4%	0	-	-
<b>De 12 000 à moins de 18 000 euros par an</b>	20	10.4%	0.3%	7	7.5%	0.2%	13	13.1%	0.3%	0	-	-
<b>De 18 000 à moins de 24 000 euros par an</b>	36	18.6%	0.5%	19	20.2%	0.5%	17	17.1%	0.4%	3	7.6%	0.2%
<b>De 24 000 à moins de 36 000 euros par an</b>	40	20.9%	0.4%	14	14.8%	0.2%	27	26.6%	0.5%	10	27.7%	0.3%
<b>De 36 000 à moins de 45 000 euros par an</b>	22	11.6%	0.4%	16	17.3%	0.5%	7	6.4%	0.2%	4	12.7%	0.2%
<b>De 45 000 à moins de 65 000 euros par an</b>	24	12.3%	0.4%	11	12.3%	0.4%	12	12.3%	0.5%	11	31.2%	0.3%
<b>65 000 euros et plus</b>	4	1.9%	0.1%	4	4.1%	0.2%	0	-	-	4	10.2%	0.2%
<b>Refus</b>	19	10.0%	0.5%	11	12.5%	0.7%	8	7.7%	0.4%	3	9.6%	0.3%
<b>Ne sait pas</b>	6	3.2%	0.4%	2	1.7%	0.2%	5	4.6%	0.5%	0	-	-