

# Libération

PQN, Audience LNM

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 961      | 100.0%    | 1.9%        | 626      | 100.0%    | 2.6%        | 335      | 100.0%    | 1.3%        | 534        | 100.0%    | 3.2%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 626      | 65.2%     | 2.6%        | 626      | 100.0%    | 2.6%        | 0        | -         | 100.0%      | 360        | 67.4%     | 4.1%        |
| <b>Femme</b>                      | 335      | 34.8%     | 1.3%        | 0        | -         | 100.0%      | 335      | 100.0%    | 1.3%        | 174        | 32.6%     | 2.2%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 130      | 13.5%     | 1.8%        | 81       | 13.0%     | 2.2%        | 49       | 14.5%     | 1.3%        | 58         | 10.9%     | 2.0%        |
| <b>25 à 34 ans</b>                | 141      | 14.6%     | 1.8%        | 97       | 15.6%     | 2.6%        | 43       | 12.9%     | 1.1%        | 83         | 15.6%     | 2.4%        |
| <b>35 à 49 ans</b>                | 265      | 27.6%     | 2.1%        | 182      | 29.0%     | 2.9%        | 83       | 24.8%     | 1.3%        | 183        | 34.2%     | 3.0%        |
| <b>50 à 64 ans</b>                | 296      | 30.8%     | 2.4%        | 190      | 30.3%     | 3.2%        | 107      | 31.9%     | 1.7%        | 193        | 36.1%     | 4.7%        |
| <b>65 ans et plus</b>             | 129      | 13.4%     | 1.2%        | 76       | 12.1%     | 1.6%        | 53       | 15.8%     | 0.9%        | 17         | 3.1%      | 7.1%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 291      | 30.3%     | 1.3%        | 0        | -         | 100.0%      | 291      | 86.8%     | 1.3%        | 152        | 28.5%     | 2.3%        |
| <b>Personne de Référence</b>      | 639      | 66.6%     | 2.3%        | 531      | 84.8%     | 2.6%        | 108      | 32.4%     | 1.4%        | 359        | 67.2%     | 4.2%        |
| <b>Responsable des achats</b>     | 423      | 44.0%     | 1.8%        | 230      | 36.8%     | 3.0%        | 193      | 57.5%     | 1.2%        | 257        | 48.1%     | 3.1%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 0.5%      | 1.0%        | 4        | 0.7%      | 1.2%        | 1        | 0.3%      | 0.6%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 56       | 5.9%      | 3.6%        | 44       | 7.0%      | 3.9%        | 13       | 3.8%      | 2.9%        | 53         | 9.9%      | 3.7%        |
| <b>Affaires et Cadres</b>         | 270      | 28.1%     | 5.8%        | 185      | 29.5%     | 6.3%        | 85       | 25.5%     | 4.9%        | 254        | 47.7%     | 5.9%        |
| <b>Professions intermédiaires</b> | 154      | 16.0%     | 2.3%        | 96       | 15.3%     | 2.7%        | 58       | 17.3%     | 1.8%        | 136        | 25.5%     | 2.4%        |
| <b>Employés</b>                   | 106      | 11.1%     | 1.3%        | 60       | 9.7%      | 3.1%        | 46       | 13.7%     | 0.7%        | 15         | 2.9%      | 0.9%        |
| <b>Ouvriers</b>                   | 63       | 6.5%      | 1.0%        | 57       | 9.2%      | 1.1%        | 5        | 1.5%      | 0.4%        | 5          | 1.0%      | 1.6%        |
| <b>Retraités</b>                  | 153      | 15.9%     | 1.2%        | 94       | 14.9%     | 1.6%        | 59       | 17.7%     | 0.9%        | 11         | 2.0%      | 4.8%        |
| <b>Autres inactifs</b>            | 153      | 16.0%     | 1.5%        | 86       | 13.8%     | 2.4%        | 67       | 20.1%     | 1.0%        | 59         | 11.1%     | 1.9%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 6        | 0.7%      | 0.8%        | 4        | 0.7%      | 1.2%        | 2        | 0.6%      | 0.5%        | 0          | -         | 100.0%      |
| <b>Petits patrons</b>             | 69       | 7.2%      | 2.8%        | 49       | 7.9%      | 3.7%        | 20       | 5.9%      | 1.7%        | 69         | 12.9%     | 2.8%        |
| <b>Affaires et Cadres</b>         | 309      | 32.2%     | 4.6%        | 207      | 33.1%     | 6.0%        | 102      | 30.4%     | 3.1%        | 309        | 57.9%     | 4.6%        |
| <b>Professions intermédiaires</b> | 156      | 16.2%     | 2.1%        | 103      | 16.5%     | 2.6%        | 53       | 15.7%     | 1.5%        | 156        | 29.2%     | 2.1%        |
| <b>Employés</b>                   | 92       | 9.6%      | 1.7%        | 64       | 10.2%     | 3.0%        | 28       | 8.5%      | 0.9%        | 0          | -         | 100.0%      |
| <b>Ouvriers</b>                   | 94       | 9.8%      | 1.0%        | 63       | 10.1%     | 1.2%        | 31       | 9.2%      | 0.7%        | 0          | -         | 100.0%      |
| <b>Retraités</b>                  | 170      | 17.7%     | 1.2%        | 101      | 16.1%     | 1.5%        | 70       | 20.8%     | 0.9%        | 0          | -         | 100.0%      |
| <b>Autres inactifs</b>            | 64       | 6.7%      | 1.7%        | 35       | 5.5%      | 2.5%        | 30       | 8.9%      | 1.2%        | 0          | -         | 100.0%      |

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|  | 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>                            | 180      | 18.7%     | 1.9%        | 99       | 15.9%     | 2.5%        | 80       | 24.0%     | 1.5%        | 71         | 13.2%     | 4.1%        |
| <b>2 personnes</b>                           | 306      | 31.9%     | 1.7%        | 205      | 32.7%     | 2.4%        | 101      | 30.3%     | 1.1%        | 147        | 27.5%     | 3.5%        |
| <b>3 personnes</b>                           | 187      | 19.4%     | 2.0%        | 117      | 18.7%     | 2.5%        | 69       | 20.7%     | 1.5%        | 125        | 23.5%     | 3.4%        |
| <b>4 personnes</b>                           | 203      | 21.2%     | 2.2%        | 149      | 23.8%     | 3.2%        | 54       | 16.1%     | 1.2%        | 130        | 24.4%     | 2.8%        |
| <b>5 personnes et +</b>                      | 85       | 8.8%      | 1.6%        | 55       | 8.8%      | 2.3%        | 29       | 8.8%      | 1.1%        | 61         | 11.4%     | 2.4%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 291      | 30.3%     | 1.9%        | 199      | 31.8%     | 2.7%        | 92       | 27.5%     | 1.1%        | 199        | 37.2%     | 2.7%        |
| <b>Non</b>                                   | 669      | 69.7%     | 1.9%        | 427      | 68.2%     | 2.5%        | 243      | 72.5%     | 1.3%        | 335        | 62.8%     | 3.6%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 115      | 12.0%     | 0.9%        | 82       | 13.0%     | 1.3%        | 34       | 10.1%     | 0.5%        | 56         | 10.4%     | 1.5%        |
| <b>Agglo. - 20 000 hab</b>                   | 97       | 10.1%     | 1.1%        | 61       | 9.8%      | 1.5%        | 36       | 10.7%     | 0.8%        | 43         | 8.1%      | 1.7%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 95       | 9.9%      | 1.4%        | 64       | 10.2%     | 2.0%        | 31       | 9.3%      | 0.9%        | 48         | 9.0%      | 2.4%        |
| <b>Agglo. + 100 000 hab</b>                  | 268      | 27.9%     | 1.9%        | 176      | 28.1%     | 2.6%        | 92       | 27.6%     | 1.2%        | 146        | 27.3%     | 3.0%        |
| <b>Agglo. Paris</b>                          | 385      | 40.1%     | 4.6%        | 243      | 38.9%     | 6.2%        | 142      | 42.3%     | 3.2%        | 241        | 45.2%     | 6.2%        |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 412      | 42.9%     | 4.4%        | 264      | 42.2%     | 5.9%        | 148      | 44.2%     | 3.0%        | 250        | 46.8%     | 5.8%        |
| Nord-Pas-de-Calais                     | 31       | 3.3%      | 1.0%        | 24       | 3.8%      | 1.6%        | 7        | 2.1%      | 0.4%        | 14         | 2.7%      | 1.6%        |
| Lorraine                               | 14       | 1.4%      | 0.7%        | 8        | 1.3%      | 0.9%        | 5        | 1.6%      | 0.5%        | 6          | 1.1%      | 1.1%        |
| Alsace                                 | 24       | 2.5%      | 1.6%        | 16       | 2.6%      | 2.2%        | 8        | 2.3%      | 1.0%        | 13         | 2.4%      | 2.5%        |
| Franche-Comté                          | 4        | 0.4%      | 0.4%        | 3        | 0.4%      | 0.6%        | 1        | 0.4%      | 0.3%        | 2          | 0.5%      | 1.0%        |
| Champagne-Ardenne                      | 15       | 1.5%      | 1.4%        | 8        | 1.2%      | 1.5%        | 7        | 2.1%      | 1.3%        | 7          | 1.4%      | 2.7%        |
| Picardie                               | 10       | 1.1%      | 0.7%        | 8        | 1.3%      | 1.1%        | 2        | 0.5%      | 0.2%        | 7          | 1.4%      | 1.7%        |
| Bourgogne                              | 17       | 1.8%      | 1.3%        | 11       | 1.7%      | 1.7%        | 6        | 1.9%      | 0.9%        | 8          | 1.5%      | 2.4%        |
| Haute-Normandie                        | 13       | 1.4%      | 0.9%        | 9        | 1.5%      | 1.3%        | 4        | 1.2%      | 0.5%        | 9          | 1.6%      | 1.9%        |
| Basse-Normandie                        | 11       | 1.1%      | 0.9%        | 8        | 1.4%      | 1.5%        | 2        | 0.7%      | 0.4%        | 8          | 1.5%      | 2.5%        |
| Centre                                 | 22       | 2.3%      | 1.1%        | 16       | 2.6%      | 1.6%        | 6        | 1.8%      | 0.6%        | 9          | 1.7%      | 1.5%        |
| Pays de la Loire                       | 38       | 3.9%      | 1.3%        | 27       | 4.3%      | 2.0%        | 11       | 3.3%      | 0.7%        | 18         | 3.4%      | 2.1%        |
| Bretagne                               | 32       | 3.3%      | 1.2%        | 17       | 2.7%      | 1.3%        | 15       | 4.6%      | 1.1%        | 11         | 2.1%      | 1.5%        |
| Poitou-Charentes                       | 18       | 1.9%      | 1.2%        | 12       | 1.9%      | 1.7%        | 6        | 1.8%      | 0.8%        | 13         | 2.4%      | 3.3%        |
| Aquitaine                              | 24       | 2.5%      | 0.9%        | 13       | 2.1%      | 1.0%        | 11       | 3.2%      | 0.8%        | 11         | 2.0%      | 1.2%        |
| Midi-Pyrénées                          | 38       | 3.9%      | 1.6%        | 24       | 3.8%      | 2.1%        | 14       | 4.2%      | 1.1%        | 20         | 3.7%      | 2.5%        |
| Limousin                               | 7        | 0.8%      | 1.1%        | 3        | 0.5%      | 1.0%        | 4        | 1.3%      | 1.3%        | 1          | 0.3%      | 0.9%        |
| Auvergne                               | 6        | 0.6%      | 0.5%        | 4        | 0.6%      | 0.7%        | 3        | 0.8%      | 0.4%        | 2          | 0.4%      | 0.7%        |
| Rhône-Alpes                            | 92       | 9.6%      | 1.9%        | 69       | 11.0%     | 2.9%        | 23       | 6.9%      | 0.9%        | 54         | 10.2%     | 3.2%        |
| Languedoc-Roussillon                   | 45       | 4.7%      | 2.1%        | 28       | 4.4%      | 2.7%        | 17       | 5.2%      | 1.5%        | 21         | 3.9%      | 3.3%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 87       | 9.1%      | 2.0%        | 54       | 8.7%      | 2.7%        | 33       | 9.8%      | 1.4%        | 49         | 9.2%      | 3.5%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 741      | 77.1%     | 2.8%        | 499      | 79.7%     | 3.6%        | 242      | 72.4%     | 1.8%        | 455        | 85.3%     | 3.6%        |
| Presque tous les jours                 | 78       | 8.1%      | 1.3%        | 39       | 6.2%      | 1.4%        | 39       | 11.6%     | 1.2%        | 49         | 9.2%      | 2.0%        |
| 1 à 2 fois par semaine                 | 41       | 4.2%      | 1.3%        | 23       | 3.7%      | 1.6%        | 18       | 5.3%      | 1.0%        | 17         | 3.2%      | 1.9%        |
| 1 à 3 fois par mois                    | 10       | 1.0%      | 1.2%        | 5        | 0.8%      | 1.3%        | 5        | 1.5%      | 1.1%        | 4          | 0.7%      | 2.0%        |
| Moins souvent                          | 12       | 1.2%      | 0.8%        | 6        | 1.0%      | 1.0%        | 6        | 1.7%      | 0.7%        | 2          | 0.4%      | 1.4%        |
| Jamais                                 | 2        | 0.2%      | 0.9%        | 0        | 0.1%      | 0.3%        | 2        | 0.5%      | 1.7%        | 0          | -         | -           |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Revenus du Foyer</b>                  |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an              | 32       | 3.3%      | 1.3%        | 21       | 3.3%      | 2.2%        | 11       | 3.2%      | 0.7%        | 4          | 0.7%      | 2.0%        |
| De 9 000 à moins de 12 000 euros par an  | 29       | 3.0%      | 0.9%        | 20       | 3.2%      | 1.8%        | 9        | 2.8%      | 0.4%        | 5          | 1.0%      | 1.8%        |
| De 12 000 à moins de 18 000 euros par an | 66       | 6.9%      | 1.0%        | 46       | 7.4%      | 1.5%        | 20       | 6.0%      | 0.5%        | 17         | 3.2%      | 2.1%        |
| De 18 000 à moins de 24 000 euros par an | 92       | 9.6%      | 1.3%        | 51       | 8.1%      | 1.5%        | 41       | 12.3%     | 1.1%        | 35         | 6.6%      | 2.2%        |
| De 24 000 à moins de 36 000 euros par an | 181      | 18.9%     | 1.6%        | 110      | 17.6%     | 2.0%        | 71       | 21.2%     | 1.3%        | 85         | 15.9%     | 2.3%        |
| De 36 000 à moins de 45 000 euros par an | 139      | 14.4%     | 2.2%        | 93       | 14.8%     | 2.8%        | 46       | 13.7%     | 1.5%        | 86         | 16.1%     | 3.0%        |
| De 45 000 à moins de 65 000 euros par an | 180      | 18.7%     | 3.2%        | 115      | 18.4%     | 3.7%        | 65       | 19.3%     | 2.6%        | 119        | 22.3%     | 3.5%        |
| 65 000 euros et plus                     | 169      | 17.6%     | 5.9%        | 130      | 20.7%     | 7.4%        | 40       | 11.9%     | 3.5%        | 143        | 26.7%     | 6.4%        |
| Refus                                    | 60       | 6.2%      | 1.6%        | 31       | 5.0%      | 2.0%        | 28       | 8.5%      | 1.3%        | 33         | 6.2%      | 2.6%        |
| Ne sait pas                              | 13       | 1.3%      | 0.9%        | 9        | 1.5%      | 1.4%        | 4        | 1.1%      | 0.4%        | 7          | 1.3%      | 1.3%        |