

# Le Progrès

PQR, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	837	100.0%	1.6%	442	100.0%	1.8%	395	100.0%	1.5%	178	100.0%	1.1%
<b>Sexe</b>												
<b>Homme</b>	442	52.8%	1.8%	442	100.0%	1.8%	0	-	100.0%	105	58.9%	1.2%
<b>Femme</b>	395	47.2%	1.5%	0	-	100.0%	395	100.0%	1.5%	73	41.1%	0.9%
<b>Age</b>												
<b>15 à 24 ans</b>	72	8.6%	1.0%	43	9.8%	1.2%	29	7.3%	0.8%	17	9.6%	0.6%
<b>25 à 34 ans</b>	72	8.6%	0.9%	43	9.6%	1.1%	30	7.5%	0.8%	24	13.5%	0.7%
<b>35 à 49 ans</b>	177	21.2%	1.4%	96	21.7%	1.5%	81	20.6%	1.3%	75	41.9%	1.2%
<b>50 à 64 ans</b>	216	25.8%	1.8%	109	24.6%	1.8%	108	27.2%	1.7%	61	34.3%	1.5%
<b>65 ans et plus</b>	299	35.7%	2.8%	151	34.3%	3.3%	147	37.3%	2.4%	1	0.7%	0.5%
<b>Individu</b>												
<b>Ménagère</b>	360	43.0%	1.6%	0	-	100.0%	360	91.2%	1.6%	64	36.1%	1.0%
<b>Personne de Référence</b>	489	58.5%	1.7%	393	88.9%	1.9%	96	24.4%	1.2%	102	57.3%	1.2%
<b>Responsable des achats</b>	420	50.2%	1.7%	138	31.3%	1.8%	282	71.4%	1.7%	95	53.4%	1.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	12	1.4%	2.2%	7	1.6%	2.0%	5	1.2%	2.6%	1	0.8%	21.7%
<b>Petits patrons</b>	16	1.9%	1.0%	8	1.8%	0.7%	8	2.1%	1.9%	13	7.2%	0.9%
<b>Affaires et Cadres</b>	39	4.6%	0.8%	30	6.7%	1.0%	9	2.3%	0.5%	38	21.5%	0.9%
<b>Professions intermédiaires</b>	110	13.1%	1.6%	57	13.0%	1.6%	52	13.2%	1.6%	80	44.9%	1.4%
<b>Employés</b>	128	15.3%	1.5%	33	7.5%	1.7%	95	24.1%	1.5%	28	15.5%	1.6%
<b>Ouvriers</b>	108	12.9%	1.7%	89	20.1%	1.8%	19	4.7%	1.3%	2	1.0%	0.5%
<b>Retraités</b>	354	42.3%	2.9%	185	41.9%	3.1%	169	42.8%	2.6%	1	0.5%	0.4%
<b>Autres inactifs</b>	71	8.4%	0.7%	33	7.4%	0.9%	38	9.6%	0.6%	15	8.7%	0.5%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	15	1.8%	1.9%	5	1.2%	1.4%	9	2.4%	2.4%	0	-	100.0%
<b>Petits patrons</b>	24	2.8%	1.0%	12	2.7%	0.9%	12	3.0%	1.0%	24	13.4%	1.0%
<b>Affaires et Cadres</b>	57	6.9%	0.9%	33	7.4%	0.9%	24	6.2%	0.7%	57	32.3%	0.9%
<b>Professions intermédiaires</b>	97	11.6%	1.3%	60	13.5%	1.5%	37	9.3%	1.0%	97	54.3%	1.3%
<b>Employés</b>	68	8.1%	1.3%	32	7.2%	1.5%	36	9.2%	1.1%	0	-	100.0%
<b>Ouvriers</b>	151	18.1%	1.6%	85	19.2%	1.7%	67	16.9%	1.4%	0	-	100.0%
<b>Retraités</b>	381	45.5%	2.6%	190	43.1%	2.9%	190	48.2%	2.4%	0	-	100.0%
<b>Autres inactifs</b>	44	5.3%	1.2%	25	5.6%	1.8%	19	4.9%	0.8%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	138	16.5%	1.5%	64	14.5%	1.6%	74	18.7%	1.4%	15	8.6%	0.9%
<b>2 personnes</b>	374	44.7%	2.1%	189	42.8%	2.2%	185	46.8%	2.0%	48	26.9%	1.1%
<b>3 personnes</b>	133	15.8%	1.4%	78	17.6%	1.7%	55	13.8%	1.2%	39	21.9%	1.0%
<b>4 personnes</b>	123	14.7%	1.3%	72	16.4%	1.6%	51	12.9%	1.1%	48	27.2%	1.1%
<b>5 personnes et +</b>	69	8.2%	1.3%	38	8.7%	1.6%	30	7.7%	1.1%	27	15.4%	1.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	195	23.4%	1.2%	111	25.0%	1.5%	85	21.5%	1.0%	81	45.7%	1.1%
<b>Non</b>	641	76.6%	1.8%	331	75.0%	1.9%	310	78.5%	1.7%	97	54.3%	1.0%
<b>Habitat</b>												
<b>Communes rurales</b>	217	25.9%	1.7%	106	24.1%	1.7%	111	28.0%	1.7%	48	26.8%	1.3%
<b>Agglo. - 20 000 hab</b>	140	16.8%	1.6%	76	17.1%	1.9%	65	16.4%	1.4%	21	11.8%	0.8%
<b>Agglo. 20 000 à 100 000 hab</b>	141	16.9%	2.1%	81	18.2%	2.5%	60	15.3%	1.7%	31	17.3%	1.6%
<b>Agglo. + 100 000 hab</b>	336	40.2%	2.3%	178	40.4%	2.6%	158	40.0%	2.1%	77	43.4%	1.6%
<b>Agglo. Paris</b>	2	0.3%	0.0%	1	0.2%	0.0%	1	0.3%	0.0%	1	0.7%	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	2	0.3%	0.0%	1	0.2%	0.0%	1	0.3%	0.0%	1	0.7%	0.0%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.0%
Franche-Comté	96	11.5%	10.1%	50	11.3%	10.8%	46	11.7%	9.5%	15	8.6%	6.3%
Champagne-Ardenne	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.0%
Picardie	1	0.1%	0.1%	0	-	-	1	0.3%	0.1%	0	-	-
Bourgogne	9	1.0%	0.6%	5	1.1%	0.8%	4	0.9%	0.5%	2	1.2%	0.6%
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	0	-	-	0	-	-	0	-	-	0	-	-
Pays de la Loire	0	-	-	0	-	-	0	-	-	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	0	-	-	0	-	-	0	-	-	0	-	-
Aquitaine	0	0.1%	0.0%	0	-	-	0	0.1%	0.0%	0	0.2%	0.1%
Midi-Pyrénées	0	-	-	0	-	-	0	-	-	0	-	-
Limousin	0	-	-	0	-	-	0	-	-	0	-	-
Auvergne	46	5.5%	4.1%	22	4.9%	4.0%	25	6.2%	4.2%	9	4.9%	2.8%
Rhône-Alpes	681	81.4%	13.7%	363	82.2%	15.2%	318	80.4%	12.3%	149	84.0%	8.8%
Languedoc-Roussillon	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	1	0.1%	0.0%	1	0.1%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	365	43.6%	1.4%	191	43.2%	1.4%	174	44.1%	1.3%	145	81.2%	1.1%
Presque tous les jours	90	10.7%	1.5%	47	10.6%	1.7%	43	10.8%	1.3%	17	9.7%	0.7%
1 à 2 fois par semaine	62	7.4%	1.9%	37	8.4%	2.6%	25	6.3%	1.4%	8	4.3%	0.9%
1 à 3 fois par mois	14	1.7%	1.6%	3	0.7%	0.8%	11	2.7%	2.3%	2	1.1%	1.0%
Moins souvent	23	2.8%	1.6%	17	3.9%	2.8%	6	1.6%	0.8%	2	1.4%	1.6%
Jamais	5	0.6%	2.0%	4	0.9%	3.0%	1	0.2%	0.6%	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	28	3.3%	1.1%	14	3.3%	1.5%	13	3.4%	0.9%	1	0.3%	0.3%
De 9 000 à moins de 12 000 euros par an	42	5.0%	1.3%	21	4.8%	2.0%	20	5.1%	0.9%	2	1.1%	0.7%
De 12 000 à moins de 18 000 euros par an	114	13.6%	1.7%	41	9.4%	1.4%	73	18.4%	1.9%	8	4.7%	1.0%
De 18 000 à moins de 24 000 euros par an	129	15.5%	1.8%	66	15.0%	2.0%	63	15.9%	1.6%	13	7.1%	0.8%
De 24 000 à moins de 36 000 euros par an	214	25.6%	1.9%	120	27.2%	2.2%	94	23.7%	1.7%	40	22.3%	1.1%
De 36 000 à moins de 45 000 euros par an	124	14.8%	2.0%	71	16.0%	2.2%	53	13.4%	1.8%	45	25.5%	1.6%
De 45 000 à moins de 65 000 euros par an	80	9.5%	1.4%	55	12.5%	1.7%	25	6.2%	1.0%	41	23.0%	1.2%
65 000 euros et plus	30	3.6%	1.0%	15	3.5%	0.9%	14	3.6%	1.3%	15	8.6%	0.7%
Refus	49	5.9%	1.3%	26	5.8%	1.7%	23	5.9%	1.1%	9	5.1%	0.7%
Ne sait pas	28	3.3%	1.9%	11	2.5%	1.7%	17	4.2%	2.0%	4	2.3%	0.8%