

COM > Quotidiens

PQR, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	9746	100.0%	19.2%	4951	100.0%	20.4%	4795	100.0%	18.1%	2381	100.0%	14.2%
Sexe												
Homme	4951	50.8%	20.4%	4951	100.0%	20.4%	0	-	100.0%	1329	55.8%	15.1%
Femme	4795	49.2%	18.1%	0	-	100.0%	4795	100.0%	18.1%	1051	44.2%	13.1%
Age												
15 à 24 ans	892	9.2%	12.1%	494	10.0%	13.3%	398	8.3%	10.8%	337	14.2%	11.3%
25 à 34 ans	995	10.2%	13.0%	567	11.4%	15.0%	429	8.9%	11.0%	369	15.5%	10.8%
35 à 49 ans	2114	21.7%	16.6%	1121	22.6%	17.9%	993	20.7%	15.4%	851	35.7%	14.1%
50 à 64 ans	2836	29.1%	23.1%	1408	28.4%	23.7%	1429	29.8%	22.6%	795	33.4%	19.3%
65 ans et plus	2908	29.8%	26.9%	1362	27.5%	29.6%	1547	32.3%	25.0%	28	1.2%	12.0%
Individu												
Ménagère	4417	45.3%	19.1%	0	-	100.0%	4417	92.1%	19.1%	923	38.8%	13.8%
Personne de Référence	5624	57.7%	20.1%	4330	87.5%	21.4%	1295	27.0%	16.5%	1267	53.2%	15.0%
Responsable des achats	4655	47.8%	19.3%	1470	29.7%	19.3%	3185	66.4%	19.4%	1156	48.5%	13.9%
PCS Individu												
Agriculteurs	162	1.7%	30.5%	109	2.2%	31.3%	53	1.1%	28.9%	0	0.0%	1.6%
Petits patrons	295	3.0%	19.0%	230	4.6%	20.7%	65	1.4%	14.7%	273	11.4%	19.3%
Affaires et Cadres	551	5.7%	11.8%	362	7.3%	12.4%	190	4.0%	10.9%	512	21.5%	11.8%
Professions intermédiaires	1022	10.5%	15.3%	595	12.0%	17.0%	427	8.9%	13.4%	831	34.9%	14.9%
Employés	1518	15.6%	18.1%	419	8.5%	21.4%	1100	22.9%	17.0%	293	12.3%	16.5%
Ouvriers	1239	12.7%	19.2%	987	19.9%	19.5%	252	5.3%	18.1%	57	2.4%	16.6%
Retraités	3412	35.0%	27.7%	1761	35.6%	29.8%	1652	34.4%	25.8%	59	2.5%	26.8%
Autres inactifs	1547	15.9%	15.1%	489	9.9%	13.8%	1058	22.1%	15.7%	356	14.9%	11.3%
PCS Personne de Référence												
Agriculteurs	257	2.6%	32.9%	115	2.3%	30.4%	142	3.0%	35.2%	0	-	100.0%
Petits patrons	441	4.5%	17.6%	259	5.2%	19.2%	182	3.8%	15.7%	441	18.5%	17.6%
Affaires et Cadres	780	8.0%	11.6%	430	8.7%	12.4%	350	7.3%	10.7%	780	32.8%	11.6%
Professions intermédiaires	1159	11.9%	15.3%	640	12.9%	16.1%	520	10.8%	14.5%	1159	48.7%	15.3%
Employés	879	9.0%	16.4%	424	8.6%	19.7%	455	9.5%	14.2%	0	-	100.0%
Ouvriers	1709	17.5%	17.6%	969	19.6%	19.0%	739	15.4%	16.0%	0	-	100.0%
Retraités	3891	39.9%	27.0%	1882	38.0%	28.7%	2008	41.9%	25.5%	0	-	100.0%
Autres inactifs	631	6.5%	16.7%	231	4.7%	17.0%	400	8.3%	16.6%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1713	17.6%	18.5%	772	15.6%	19.5%	941	19.6%	17.8%	217	9.1%	12.5%
2 personnes	4227	43.4%	23.8%	2131	43.0%	24.7%	2096	43.7%	23.0%	662	27.8%	15.6%
3 personnes	1585	16.3%	17.0%	852	17.2%	18.4%	734	15.3%	15.5%	511	21.5%	13.7%
4 personnes	1470	15.1%	15.9%	808	16.3%	17.4%	662	13.8%	14.3%	664	27.9%	14.4%
5 personnes et +	750	7.7%	14.3%	388	7.8%	15.8%	362	7.6%	13.0%	327	13.7%	13.0%
Présence d'enfants de moins de 15 ans												
Oui	2342	24.0%	14.9%	1223	24.7%	16.8%	1118	23.3%	13.3%	983	41.3%	13.2%
Non	7404	76.0%	21.1%	3728	75.3%	21.9%	3677	76.7%	20.3%	1398	58.7%	14.9%
Habitat												
Communes rurales	3359	34.5%	26.1%	1647	33.3%	26.5%	1712	35.7%	25.7%	750	31.5%	20.7%
Agglo. - 20 000 hab	2113	21.7%	24.6%	1079	21.8%	26.5%	1035	21.6%	23.0%	478	20.1%	19.4%
Agglo. 20 000 à 100 000 hab	1400	14.4%	21.0%	721	14.6%	22.6%	679	14.2%	19.6%	378	15.9%	19.2%
Agglo. + 100 000 hab	2795	28.7%	19.4%	1456	29.4%	21.1%	1339	27.9%	17.8%	732	30.7%	14.9%
Agglo. Paris	79	0.8%	1.0%	49	1.0%	1.2%	31	0.6%	0.7%	42	1.8%	1.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	88	0.9%	0.9%	55	1.1%	1.2%	33	0.7%	0.7%	44	1.8%	1.0%
Nord-Pas-de-Calais	1213	12.4%	37.8%	592	12.0%	38.8%	620	12.9%	36.9%	265	11.1%	29.8%
Lorraine	5	0.0%	0.2%	2	0.0%	0.3%	2	0.0%	0.2%	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Franche-Comté	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%
Champagne-Ardenne	3	0.0%	0.2%	2	0.0%	0.3%	1	0.0%	0.2%	1	0.0%	0.3%
Picardie	295	3.0%	19.3%	146	3.0%	19.8%	148	3.1%	18.8%	65	2.7%	14.7%
Bourgogne	217	2.2%	16.0%	101	2.0%	15.6%	116	2.4%	16.3%	45	1.9%	13.2%
Haute-Normandie	16	0.2%	1.1%	8	0.2%	1.2%	7	0.2%	0.9%	4	0.2%	0.9%
Basse-Normandie	471	4.8%	39.2%	247	5.0%	42.9%	224	4.7%	35.8%	116	4.9%	36.9%
Centre	807	8.3%	38.9%	412	8.3%	41.3%	395	8.2%	36.6%	181	7.6%	28.9%
Pays de la Loire	1372	14.1%	48.1%	712	14.4%	51.8%	660	13.8%	44.7%	331	13.9%	37.9%
Bretagne	1056	10.8%	40.8%	515	10.4%	41.5%	541	11.3%	40.2%	272	11.4%	35.7%
Poitou-Charentes	616	6.3%	42.1%	291	5.9%	41.6%	324	6.8%	42.5%	153	6.4%	39.6%
Aquitaine	1045	10.7%	39.4%	531	10.7%	42.3%	514	10.7%	36.8%	290	12.2%	34.1%
Midi-Pyrénées	825	8.5%	34.7%	425	8.6%	37.1%	400	8.3%	32.5%	205	8.6%	26.1%
Limousin	297	3.0%	47.2%	144	2.9%	48.0%	153	3.2%	46.4%	62	2.6%	38.7%
Auvergne	527	5.4%	46.9%	272	5.5%	50.4%	255	5.3%	43.6%	116	4.9%	37.0%
Rhône-Alpes	25	0.3%	0.5%	14	0.3%	0.6%	11	0.2%	0.4%	8	0.3%	0.5%
Languedoc-Roussillon	785	8.1%	36.5%	422	8.5%	41.5%	363	7.6%	32.0%	186	7.8%	29.4%
Provence-Alpes-Côte-d'Azur-Corse	85	0.9%	2.0%	58	1.2%	2.9%	27	0.6%	1.2%	36	1.5%	2.5%
Habitudes de connexion Internet												
Tous les jours	4493	46.1%	16.7%	2450	49.5%	17.8%	2043	42.6%	15.5%	1730	72.7%	13.6%
Presque tous les jours	1108	11.4%	18.3%	538	10.9%	19.4%	570	11.9%	17.3%	363	15.3%	14.9%
1 à 2 fois par semaine	584	6.0%	18.3%	268	5.4%	18.9%	315	6.6%	17.7%	128	5.4%	14.3%
1 à 3 fois par mois	136	1.4%	15.9%	80	1.6%	20.3%	56	1.2%	12.1%	34	1.4%	17.8%
Moins souvent	242	2.5%	16.9%	104	2.1%	16.8%	137	2.9%	16.9%	17	0.7%	11.2%
Jamais	61	0.6%	24.7%	34	0.7%	24.8%	27	0.6%	24.5%	8	0.3%	27.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	445	4.6%	18.2%	201	4.1%	21.0%	244	5.1%	16.5%	40	1.7%	21.0%
De 9 000 à moins de 12 000 euros par an	645	6.6%	19.8%	208	4.2%	19.3%	437	9.1%	20.0%	27	1.1%	9.7%
De 12 000 à moins de 18 000 euros par an	1515	15.5%	22.3%	730	14.7%	24.4%	785	16.4%	20.6%	129	5.4%	15.9%
De 18 000 à moins de 24 000 euros par an	1514	15.5%	20.8%	746	15.1%	22.1%	768	16.0%	19.7%	229	9.6%	14.5%
De 24 000 à moins de 36 000 euros par an	2247	23.1%	20.3%	1221	24.7%	22.2%	1026	21.4%	18.5%	562	23.6%	15.5%
De 36 000 à moins de 45 000 euros par an	1157	11.9%	18.5%	643	13.0%	19.6%	514	10.7%	17.3%	432	18.1%	15.3%
De 45 000 à moins de 65 000 euros par an	942	9.7%	16.7%	576	11.6%	18.2%	366	7.6%	14.7%	481	20.2%	14.0%
65 000 euros et plus	345	3.5%	12.0%	221	4.5%	12.7%	124	2.6%	11.0%	243	10.2%	10.9%
Refus	700	7.2%	18.7%	304	6.1%	19.6%	396	8.3%	18.0%	192	8.1%	14.9%
Ne sait pas	235	2.4%	15.6%	100	2.0%	15.0%	135	2.8%	16.0%	44	1.9%	8.1%