

Quotidiens Associés

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7143	100.0%	14.0%	3605	100.0%	14.8%	3538	100.0%	13.3%	1710	100.0%	10.2%
Sexe												
Homme	3605	50.5%	14.8%	3605	100.0%	14.8%	0	-	100.0%	987	57.7%	11.2%
Femme	3538	49.5%	13.3%	0	-	100.0%	3538	100.0%	13.3%	723	42.3%	9.0%
Age												
15 à 24 ans	585	8.2%	7.9%	332	9.2%	8.9%	253	7.2%	6.9%	195	11.4%	6.5%
25 à 34 ans	657	9.2%	8.6%	364	10.1%	9.6%	293	8.3%	7.5%	242	14.2%	7.1%
35 à 49 ans	1660	23.2%	13.0%	889	24.7%	14.2%	771	21.8%	11.9%	690	40.4%	11.4%
50 à 64 ans	1992	27.9%	16.2%	1017	28.2%	17.1%	975	27.6%	15.4%	549	32.1%	13.3%
65 ans et plus	2248	31.5%	20.8%	1003	27.8%	21.8%	1245	35.2%	20.1%	32	1.9%	13.7%
Individu												
Ménagère	3250	45.5%	14.0%	0	-	100.0%	3250	91.9%	14.0%	628	36.8%	9.4%
Personne de Référence	4207	58.9%	15.0%	3158	87.6%	15.6%	1049	29.6%	13.4%	964	56.4%	11.4%
Responsable des achats	3448	48.3%	14.3%	1111	30.8%	14.5%	2337	66.1%	14.2%	870	50.9%	10.4%
PCS Individu												
Agriculteurs	115	1.6%	21.6%	65	1.8%	18.6%	50	1.4%	27.2%	1	0.1%	21.7%
Petits patrons	205	2.9%	13.2%	150	4.2%	13.5%	55	1.6%	12.5%	192	11.2%	13.6%
Affaires et Cadres	424	5.9%	9.1%	300	8.3%	10.3%	124	3.5%	7.1%	388	22.7%	9.0%
Professions intermédiaires	779	10.9%	11.6%	455	12.6%	13.0%	324	9.1%	10.1%	631	36.9%	11.3%
Employés	1129	15.8%	13.4%	279	7.7%	14.3%	850	24.0%	13.2%	202	11.8%	11.4%
Ouvriers	906	12.7%	14.0%	733	20.3%	14.5%	173	4.9%	12.4%	43	2.5%	12.5%
Retraités	2514	35.2%	20.4%	1277	35.4%	21.6%	1237	35.0%	19.4%	29	1.7%	13.3%
Autres inactifs	1072	15.0%	10.4%	346	9.6%	9.8%	726	20.5%	10.8%	224	13.1%	7.1%
PCS Personne de Référence												
Agriculteurs	129	1.8%	16.5%	60	1.7%	15.9%	69	1.9%	17.1%	0	-	100.0%
Petits patrons	286	4.0%	11.4%	168	4.7%	12.5%	118	3.3%	10.2%	286	16.7%	11.4%
Affaires et Cadres	600	8.4%	8.9%	343	9.5%	9.9%	257	7.3%	7.9%	600	35.1%	8.9%
Professions intermédiaires	823	11.5%	10.9%	476	13.2%	12.0%	347	9.8%	9.7%	823	48.1%	10.9%
Employés	669	9.4%	12.5%	297	8.2%	13.8%	371	10.5%	11.6%	0	-	100.0%
Ouvriers	1195	16.7%	12.3%	683	19.0%	13.4%	511	14.4%	11.1%	0	-	100.0%
Retraités	2988	41.8%	20.7%	1395	38.7%	21.3%	1594	45.0%	20.2%	0	-	100.0%
Autres inactifs	453	6.3%	12.0%	183	5.1%	13.5%	270	7.6%	11.2%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1330	18.6%	14.4%	564	15.6%	14.2%	766	21.7%	14.5%	151	8.8%	8.7%
2 personnes	2994	41.9%	16.9%	1502	41.7%	17.4%	1493	42.2%	16.4%	481	28.1%	11.3%
3 personnes	1206	16.9%	12.9%	663	18.4%	14.3%	543	15.4%	11.5%	362	21.1%	9.7%
4 personnes	1031	14.4%	11.1%	554	15.4%	12.0%	477	13.5%	10.3%	469	27.5%	10.2%
5 personnes et +	581	8.1%	11.1%	323	9.0%	13.2%	258	7.3%	9.3%	247	14.5%	9.9%
Présence d'enfants de moins de 15 ans												
Oui	1707	23.9%	10.9%	891	24.7%	12.2%	816	23.1%	9.7%	726	42.5%	9.8%
Non	5436	76.1%	15.5%	2713	75.3%	15.9%	2722	76.9%	15.0%	983	57.5%	10.5%
Habitat												
Communes rurales	1970	27.6%	15.3%	985	27.3%	15.8%	985	27.8%	14.8%	452	26.4%	12.5%
Agglo. - 20 000 hab	1410	19.7%	16.4%	706	19.6%	17.3%	704	19.9%	15.6%	295	17.3%	12.0%
Agglo. 20 000 à 100 000 hab	1254	17.6%	18.8%	630	17.5%	19.7%	624	17.6%	18.0%	305	17.8%	15.5%
Agglo. + 100 000 hab	2465	34.5%	17.1%	1255	34.8%	18.2%	1209	34.2%	16.1%	638	37.3%	13.0%
Agglo. Paris	45	0.6%	0.5%	29	0.8%	0.7%	16	0.5%	0.4%	20	1.2%	0.5%

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Région d'habitation												
Ile-de-France	45	0.6%	0.5%	29	0.8%	0.6%	16	0.5%	0.3%	20	1.2%	0.5%
Nord-Pas-de-Calais	4	0.0%	0.1%	2	0.1%	0.1%	1	0.0%	0.1%	1	0.1%	0.1%
Lorraine	875	12.2%	45.3%	438	12.1%	46.9%	437	12.4%	43.8%	180	10.5%	34.5%
Alsace	748	10.5%	49.6%	386	10.7%	52.8%	362	10.2%	46.5%	212	12.4%	40.9%
Franche-Comté	433	6.1%	45.7%	208	5.8%	45.1%	225	6.4%	46.2%	80	4.7%	32.7%
Champagne-Ardenne	525	7.4%	48.2%	253	7.0%	48.2%	272	7.7%	48.2%	108	6.3%	39.8%
Picardie	107	1.5%	7.0%	59	1.6%	7.9%	48	1.4%	6.1%	26	1.5%	5.8%
Bourgogne	380	5.3%	28.0%	180	5.0%	27.8%	200	5.6%	28.2%	75	4.4%	22.0%
Haute-Normandie	351	4.9%	23.8%	169	4.7%	24.0%	182	5.2%	23.6%	84	4.9%	18.7%
Basse-Normandie	4	0.1%	0.4%	4	0.1%	0.7%	1	0.0%	0.1%	3	0.2%	0.8%
Centre	3	0.0%	0.2%	3	0.1%	0.3%	1	0.0%	0.1%	0	0.0%	0.1%
Pays de la Loire	2	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.0%	1	0.1%	0.2%
Bretagne	642	9.0%	24.8%	329	9.1%	26.5%	313	8.8%	23.2%	159	9.3%	20.8%
Poitou-Charentes	1	0.0%	0.0%	0	-	-	1	0.0%	0.1%	0	0.0%	0.1%
Aquitaine	4	0.1%	0.2%	4	0.1%	0.3%	0	0.0%	0.0%	2	0.1%	0.3%
Midi-Pyrénées	4	0.1%	0.2%	4	0.1%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.1%
Auvergne	48	0.7%	4.3%	23	0.7%	4.4%	25	0.7%	4.2%	9	0.5%	2.8%
Rhône-Alpes	1528	21.4%	30.7%	776	21.5%	32.4%	752	21.2%	29.1%	335	19.6%	19.8%
Languedoc-Roussillon	28	0.4%	1.3%	21	0.6%	2.1%	6	0.2%	0.6%	15	0.9%	2.3%
Provence-Alpes-Côte-d'Azur-Corse	1412	19.8%	32.7%	717	19.9%	35.3%	695	19.6%	30.4%	399	23.3%	28.4%
Habitudes de connexion Internet												
Tous les jours	3258	45.6%	12.1%	1798	49.9%	13.1%	1460	41.3%	11.1%	1276	74.7%	10.1%
Presque tous les jours	733	10.3%	12.1%	361	10.0%	13.0%	371	10.5%	11.3%	235	13.7%	9.6%
1 à 2 fois par semaine	488	6.8%	15.3%	225	6.2%	15.9%	263	7.4%	14.8%	111	6.5%	12.4%
1 à 3 fois par mois	130	1.8%	15.2%	61	1.7%	15.4%	69	2.0%	15.0%	26	1.5%	13.6%
Moins souvent	198	2.8%	13.8%	97	2.7%	15.6%	101	2.8%	12.4%	17	1.0%	11.2%
Jamais	61	0.9%	24.7%	38	1.1%	27.7%	23	0.6%	20.9%	6	0.3%	19.7%

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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	279	3.9%	11.4%	98	2.7%	10.2%	181	5.1%	12.2%	13	0.8%	6.8%
De 9 000 à moins de 12 000 euros par an	415	5.8%	12.7%	144	4.0%	13.3%	271	7.7%	12.4%	27	1.6%	9.8%
De 12 000 à moins de 18 000 euros par an	1040	14.6%	15.3%	475	13.2%	15.9%	565	16.0%	14.8%	81	4.7%	10.0%
De 18 000 à moins de 24 000 euros par an	1131	15.8%	15.6%	563	15.6%	16.7%	568	16.1%	14.6%	151	8.8%	9.5%
De 24 000 à moins de 36 000 euros par an	1658	23.2%	15.0%	859	23.8%	15.6%	799	22.6%	14.4%	378	22.1%	10.5%
De 36 000 à moins de 45 000 euros par an	860	12.0%	13.7%	506	14.0%	15.4%	354	10.0%	11.9%	314	18.4%	11.1%
De 45 000 à moins de 65 000 euros par an	755	10.6%	13.4%	461	12.8%	14.6%	294	8.3%	11.8%	361	21.1%	10.5%
65 000 euros et plus	319	4.5%	11.1%	214	5.9%	12.3%	106	3.0%	9.4%	228	13.3%	10.2%
Refus	519	7.3%	13.9%	212	5.9%	13.7%	308	8.7%	14.0%	107	6.2%	8.3%
Ne sait pas	166	2.3%	11.0%	73	2.0%	11.0%	93	2.6%	11.0%	51	3.0%	9.3%