

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1401	100.0%	2.8%	726	100.0%	3.0%	675	100.0%	2.5%	407	100.0%	2.4%
<b>Sexe</b>												
<b>Homme</b>	726	51.8%	3.0%	726	100.0%	3.0%	0	-	100.0%	229	56.2%	2.6%
<b>Femme</b>	675	48.2%	2.5%	0	-	100.0%	675	100.0%	2.5%	178	43.8%	2.2%
<b>Age</b>												
<b>15 à 24 ans</b>	110	7.9%	1.5%	65	8.9%	1.7%	46	6.8%	1.2%	33	8.0%	1.1%
<b>25 à 34 ans</b>	133	9.5%	1.7%	83	11.4%	2.2%	50	7.4%	1.3%	62	15.3%	1.8%
<b>35 à 49 ans</b>	344	24.5%	2.7%	197	27.2%	3.1%	146	21.7%	2.3%	167	41.0%	2.8%
<b>50 à 64 ans</b>	386	27.5%	3.1%	203	27.9%	3.4%	183	27.1%	2.9%	139	34.1%	3.4%
<b>65 ans et plus</b>	429	30.6%	4.0%	179	24.6%	3.9%	250	37.0%	4.0%	7	1.7%	2.9%
<b>Individu</b>												
<b>Ménagère</b>	611	43.6%	2.6%	0	-	100.0%	611	90.6%	2.6%	158	38.9%	2.4%
<b>Personne de Référence</b>	837	59.7%	3.0%	620	85.4%	3.1%	216	32.0%	2.8%	240	59.0%	2.8%
<b>Responsable des achats</b>	618	44.1%	2.6%	196	27.0%	2.6%	422	62.5%	2.6%	199	48.8%	2.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	16	1.2%	3.1%	7	1.0%	2.1%	9	1.3%	4.9%	0	-	-
<b>Petits patrons</b>	63	4.5%	4.1%	49	6.7%	4.4%	15	2.2%	3.3%	60	14.8%	4.3%
<b>Affaires et Cadres</b>	114	8.1%	2.4%	81	11.2%	2.8%	33	4.9%	1.9%	107	26.3%	2.5%
<b>Professions intermédiaires</b>	152	10.8%	2.3%	90	12.4%	2.6%	62	9.2%	1.9%	127	31.2%	2.3%
<b>Employés</b>	203	14.5%	2.4%	60	8.3%	3.1%	143	21.2%	2.2%	47	11.5%	2.6%
<b>Ouvriers</b>	163	11.7%	2.5%	150	20.6%	3.0%	14	2.0%	1.0%	10	2.4%	2.8%
<b>Retraités</b>	452	32.2%	3.7%	221	30.5%	3.7%	230	34.1%	3.6%	4	0.9%	1.7%
<b>Autres inactifs</b>	238	17.0%	2.3%	68	9.3%	1.9%	170	25.2%	2.5%	52	12.9%	1.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	12	0.8%	1.5%	7	1.0%	2.0%	4	0.7%	1.1%	0	-	100.0%
<b>Petits patrons</b>	89	6.4%	3.6%	52	7.2%	3.9%	37	5.5%	3.2%	89	22.0%	3.6%
<b>Affaires et Cadres</b>	155	11.0%	2.3%	90	12.4%	2.6%	64	9.5%	2.0%	155	38.0%	2.3%
<b>Professions intermédiaires</b>	163	11.6%	2.2%	86	11.9%	2.2%	77	11.4%	2.1%	163	40.1%	2.2%
<b>Employés</b>	169	12.1%	3.2%	74	10.2%	3.5%	95	14.1%	3.0%	0	-	100.0%
<b>Ouvriers</b>	180	12.9%	1.9%	127	17.5%	2.5%	54	8.0%	1.2%	0	-	100.0%
<b>Retraités</b>	546	39.0%	3.8%	256	35.2%	3.9%	290	43.0%	3.7%	0	-	100.0%
<b>Autres inactifs</b>	86	6.2%	2.3%	33	4.6%	2.4%	53	7.9%	2.2%	0	-	100.0%

# Groupe EuroSud

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>	279	19.9%	3.0%	127	17.5%	3.2%	151	22.4%	2.9%	37	9.0%	2.1%
<b>2 personnes</b>	564	40.3%	3.2%	278	38.3%	3.2%	286	42.4%	3.1%	128	31.5%	3.0%
<b>3 personnes</b>	257	18.4%	2.8%	160	22.1%	3.5%	97	14.4%	2.1%	90	22.1%	2.4%
<b>4 personnes</b>	207	14.8%	2.2%	104	14.4%	2.3%	102	15.2%	2.2%	107	26.4%	2.3%
<b>5 personnes et +</b>	94	6.7%	1.8%	56	7.7%	2.3%	38	5.6%	1.4%	45	11.0%	1.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	327	23.3%	2.1%	163	22.5%	2.2%	163	24.2%	1.9%	156	38.2%	2.1%
<b>Non</b>	1074	76.7%	3.1%	563	77.5%	3.3%	512	75.8%	2.8%	251	61.8%	2.7%
<b>Habitat</b>												
<b>Communes rurales</b>	162	11.6%	1.3%	87	12.0%	1.4%	75	11.1%	1.1%	50	12.4%	1.4%
<b>Agglo. - 20 000 hab</b>	183	13.1%	2.1%	95	13.1%	2.3%	88	13.1%	2.0%	52	12.9%	2.1%
<b>Agglo. 20 000 à 100 000 hab</b>	221	15.7%	3.3%	116	16.0%	3.6%	105	15.5%	3.0%	63	15.6%	3.2%
<b>Agglo. + 100 000 hab</b>	822	58.7%	5.7%	421	58.0%	6.1%	401	59.5%	5.3%	235	57.8%	4.8%
<b>Agglo. Paris</b>	13	0.9%	0.2%	7	1.0%	0.2%	6	0.8%	0.1%	5	1.3%	0.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	13	0.9%	0.1%	7	1.0%	0.2%	6	0.8%	0.1%	5	1.3%	0.1%
Nord-Pas-de-Calais	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.0%
Lorraine	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	0	-	-
Alsace	1	0.0%	0.0%	1	0.1%	0.1%	0	-	-	0	-	-
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%	0	-	-
Picardie	1	0.1%	0.1%	1	0.1%	0.1%	0	-	-	1	0.2%	0.2%
Bourgogne	2	0.2%	0.2%	2	0.3%	0.3%	0	0.0%	0.0%	0	-	-
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	2	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	0	-	-
Pays de la Loire	0	-	-	0	-	-	0	-	-	0	-	-
Bretagne	1	0.0%	0.0%	0	-	-	1	0.1%	0.0%	1	0.1%	0.1%
Poitou-Charentes	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%	0	-	-
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.0%
Midi-Pyrénées	4	0.3%	0.2%	4	0.5%	0.3%	0	-	-	0	0.0%	0.0%
Limousin	0	-	-	0	-	-	0	-	-	0	-	-
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Rhône-Alpes	8	0.6%	0.2%	4	0.5%	0.2%	4	0.7%	0.2%	5	1.2%	0.3%
Languedoc-Roussillon	25	1.8%	1.2%	20	2.7%	2.0%	5	0.7%	0.4%	14	3.4%	2.2%
Provence-Alpes-Côte-d'Azur-Corse	1343	95.9%	31.1%	686	94.4%	33.8%	657	97.4%	28.8%	381	93.6%	27.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	711	50.7%	2.6%	392	54.0%	2.8%	318	47.2%	2.4%	304	74.8%	2.4%
Presque tous les jours	160	11.4%	2.6%	73	10.1%	2.6%	87	12.9%	2.6%	63	15.5%	2.6%
1 à 2 fois par semaine	75	5.4%	2.4%	33	4.5%	2.3%	42	6.3%	2.4%	23	5.5%	2.5%
1 à 3 fois par mois	20	1.4%	2.3%	8	1.1%	2.0%	12	1.8%	2.6%	9	2.2%	4.7%
Moins souvent	39	2.8%	2.7%	19	2.6%	3.1%	20	3.0%	2.5%	2	0.6%	1.5%
Jamais	4	0.3%	1.5%	4	0.5%	2.7%	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>	43	3.0%	1.7%	11	1.5%	1.1%	32	4.7%	2.1%	3	0.6%	1.3%
<b>De 9 000 à moins de 12 000 euros par an</b>	71	5.1%	2.2%	31	4.3%	2.9%	40	5.9%	1.8%	8	1.9%	2.8%
<b>De 12 000 à moins de 18 000 euros par an</b>	199	14.2%	2.9%	93	12.8%	3.1%	106	15.7%	2.8%	30	7.4%	3.7%
<b>De 18 000 à moins de 24 000 euros par an</b>	217	15.5%	3.0%	110	15.1%	3.2%	107	15.9%	2.8%	30	7.4%	1.9%
<b>De 24 000 à moins de 36 000 euros par an</b>	314	22.4%	2.8%	171	23.5%	3.1%	143	21.2%	2.6%	87	21.4%	2.4%
<b>De 36 000 à moins de 45 000 euros par an</b>	175	12.5%	2.8%	104	14.4%	3.2%	70	10.4%	2.4%	72	17.7%	2.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	166	11.9%	2.9%	92	12.6%	2.9%	74	11.0%	3.0%	72	17.7%	2.1%
<b>65 000 euros et plus</b>	98	7.0%	3.4%	65	9.0%	3.8%	33	4.8%	2.9%	74	18.2%	3.3%
<b>Refus</b>	87	6.2%	2.3%	32	4.4%	2.1%	55	8.1%	2.5%	21	5.0%	1.6%
<b>Ne sait pas</b>	33	2.3%	2.2%	17	2.4%	2.6%	15	2.2%	1.8%	11	2.7%	2.0%