

Groupe Bourgogne Rhône Alpes

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2163	100.0%	4.3%	1083	100.0%	4.5%	1079	100.0%	4.1%	465	100.0%	2.8%
Sexe												
Homme	1083	50.1%	4.5%	1083	100.0%	4.5%	0	-	100.0%	266	57.3%	3.0%
Femme	1079	49.9%	4.1%	0	-	100.0%	1079	100.0%	4.1%	199	42.7%	2.5%
Age												
15 à 24 ans	166	7.7%	2.2%	93	8.6%	2.5%	73	6.8%	2.0%	54	11.6%	1.8%
25 à 34 ans	193	8.9%	2.5%	107	9.9%	2.8%	86	7.9%	2.2%	65	13.9%	1.9%
35 à 49 ans	468	21.7%	3.7%	252	23.3%	4.0%	216	20.0%	3.4%	186	40.0%	3.1%
50 à 64 ans	583	26.9%	4.7%	282	26.1%	4.8%	300	27.8%	4.7%	153	32.9%	3.7%
65 ans et plus	753	34.8%	7.0%	349	32.2%	7.6%	404	37.5%	6.5%	8	1.7%	3.2%
Individu												
Ménagère	1004	46.4%	4.3%	0	-	100.0%	1004	93.0%	4.3%	176	37.9%	2.6%
Personne de Référence	1292	59.7%	4.6%	966	89.2%	4.8%	325	30.1%	4.1%	267	57.4%	3.2%
Responsable des achats	1061	49.1%	4.4%	343	31.7%	4.5%	718	66.5%	4.4%	247	53.1%	3.0%
PCS Individu												
Agriculteurs	54	2.5%	10.1%	31	2.8%	8.8%	23	2.1%	12.6%	1	0.3%	21.7%
Petits patrons	58	2.7%	3.8%	35	3.3%	3.2%	23	2.1%	5.2%	54	11.5%	3.8%
Affaires et Cadres	103	4.7%	2.2%	76	7.1%	2.6%	26	2.4%	1.5%	95	20.5%	2.2%
Professions intermédiaires	246	11.4%	3.7%	136	12.5%	3.9%	110	10.2%	3.5%	192	41.3%	3.4%
Employés	333	15.4%	4.0%	72	6.7%	3.7%	260	24.1%	4.0%	70	15.0%	3.9%
Ouvriers	272	12.6%	4.2%	224	20.7%	4.4%	49	4.5%	3.5%	5	1.1%	1.5%
Retraités	843	39.0%	6.9%	425	39.2%	7.2%	418	38.7%	6.5%	3	0.6%	1.2%
Autres inactifs	254	11.7%	2.5%	84	7.7%	2.4%	170	15.7%	2.5%	45	9.7%	1.4%
PCS Personne de Référence												
Agriculteurs	52	2.4%	6.6%	25	2.3%	6.7%	26	2.4%	6.5%	0	-	100.0%
Petits patrons	83	3.8%	3.3%	45	4.1%	3.3%	38	3.5%	3.3%	83	17.8%	3.3%
Affaires et Cadres	158	7.3%	2.3%	86	8.0%	2.5%	72	6.7%	2.2%	158	34.1%	2.3%
Professions intermédiaires	224	10.3%	3.0%	135	12.5%	3.4%	89	8.2%	2.5%	224	48.1%	3.0%
Employés	174	8.1%	3.3%	76	7.0%	3.5%	99	9.2%	3.1%	0	-	100.0%
Ouvriers	373	17.2%	3.8%	213	19.7%	4.2%	160	14.8%	3.5%	0	-	100.0%
Retraités	959	44.4%	6.6%	451	41.7%	6.9%	508	47.1%	6.4%	0	-	100.0%
Autres inactifs	140	6.5%	3.7%	52	4.8%	3.8%	88	8.1%	3.6%	0	-	100.0%

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Taille du Foyer												
1 personne	401	18.5%	4.3%	155	14.3%	3.9%	246	22.8%	4.7%	45	9.7%	2.6%
2 personnes	933	43.1%	5.3%	471	43.5%	5.5%	462	42.8%	5.1%	124	26.6%	2.9%
3 personnes	355	16.4%	3.8%	191	17.6%	4.1%	165	15.3%	3.5%	95	20.3%	2.5%
4 personnes	306	14.2%	3.3%	181	16.7%	3.9%	125	11.6%	2.7%	134	28.9%	2.9%
5 personnes et +	167	7.7%	3.2%	86	7.9%	3.5%	82	7.6%	2.9%	67	14.5%	2.7%
Présence d'enfants de moins de 15 ans												
Oui	493	22.8%	3.1%	260	24.0%	3.6%	234	21.6%	2.8%	204	43.8%	2.7%
Non	1669	77.2%	4.8%	823	76.0%	4.8%	846	78.4%	4.7%	261	56.2%	2.8%
Habitat												
Communes rurales	668	30.9%	5.2%	318	29.4%	5.1%	350	32.4%	5.2%	120	25.9%	3.3%
Agglo. - 20 000 hab	415	19.2%	4.8%	205	19.0%	5.0%	210	19.4%	4.7%	80	17.3%	3.3%
Agglo. 20 000 à 100 000 hab	422	19.5%	6.3%	218	20.1%	6.8%	204	18.9%	5.9%	94	20.1%	4.8%
Agglo. + 100 000 hab	648	30.0%	4.5%	335	30.9%	4.9%	313	29.0%	4.2%	164	35.4%	3.4%
Agglo. Paris	10	0.5%	0.1%	7	0.7%	0.2%	3	0.3%	0.1%	7	1.4%	0.2%

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Région d'habitation												
Ile-de-France	10	0.5%	0.1%	7	0.7%	0.2%	3	0.3%	0.1%	7	1.4%	0.2%
Nord-Pas-de-Calais	1	0.0%	0.0%	0	-	-	1	0.1%	0.0%	0	-	-
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	0.0%	0.0%	0	0.0%	0.1%	0	-	-	0	0.1%	0.1%
Franche-Comté	99	4.6%	10.5%	51	4.7%	11.0%	48	4.5%	9.9%	16	3.4%	6.5%
Champagne-Ardenne	3	0.2%	0.3%	1	0.1%	0.1%	3	0.3%	0.5%	0	0.1%	0.1%
Picardie	1	0.1%	0.1%	0	-	-	1	0.1%	0.1%	0	-	-
Bourgogne	378	17.5%	27.8%	179	16.5%	27.5%	199	18.5%	28.1%	75	16.1%	21.9%
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Pays de la Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.1%	0.1%
Midi-Pyrénées	0	0.0%	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	47	2.2%	4.2%	22	2.1%	4.1%	25	2.3%	4.2%	9	1.9%	2.8%
Rhône-Alpes	1516	70.1%	30.4%	770	71.1%	32.1%	745	69.0%	28.9%	329	70.7%	19.4%
Languedoc-Roussillon	5	0.2%	0.2%	2	0.2%	0.2%	3	0.3%	0.3%	2	0.4%	0.3%
Provence-Alpes-Côte-d'Azur-Corse	101	4.7%	2.3%	51	4.7%	2.5%	50	4.7%	2.2%	27	5.7%	1.9%
Habitudes de connexion Internet												
Tous les jours	910	42.1%	3.4%	500	46.1%	3.6%	411	38.0%	3.1%	353	75.9%	2.8%
Presque tous les jours	230	10.6%	3.8%	112	10.4%	4.0%	118	10.9%	3.6%	63	13.6%	2.6%
1 à 2 fois par semaine	168	7.8%	5.2%	75	7.0%	5.3%	92	8.6%	5.2%	22	4.7%	2.4%
1 à 3 fois par mois	49	2.3%	5.8%	21	1.9%	5.3%	28	2.6%	6.1%	10	2.1%	5.1%
Moins souvent	69	3.2%	4.8%	40	3.7%	6.4%	29	2.7%	3.6%	7	1.5%	4.6%
Jamais	12	0.6%	5.0%	7	0.6%	4.9%	6	0.5%	5.2%	1	0.2%	2.8%

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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	86	4.0%	3.5%	31	2.9%	3.3%	55	5.1%	3.7%	1	0.3%	0.7%
De 9 000 à moins de 12 000 euros par an	145	6.7%	4.4%	45	4.1%	4.1%	100	9.3%	4.6%	10	2.2%	3.7%
De 12 000 à moins de 18 000 euros par an	356	16.4%	5.2%	163	15.1%	5.5%	192	17.8%	5.0%	20	4.2%	2.4%
De 18 000 à moins de 24 000 euros par an	337	15.6%	4.6%	165	15.2%	4.9%	172	15.9%	4.4%	39	8.4%	2.5%
De 24 000 à moins de 36 000 euros par an	513	23.7%	4.6%	275	25.4%	5.0%	238	22.0%	4.3%	112	24.0%	3.1%
De 36 000 à moins de 45 000 euros par an	267	12.3%	4.3%	149	13.7%	4.5%	118	11.0%	4.0%	97	20.8%	3.4%
De 45 000 à moins de 65 000 euros par an	191	8.8%	3.4%	124	11.4%	3.9%	67	6.2%	2.7%	87	18.7%	2.5%
65 000 euros et plus	73	3.4%	2.6%	44	4.1%	2.5%	29	2.7%	2.6%	49	10.5%	2.2%
Refus	138	6.4%	3.7%	62	5.7%	4.0%	77	7.1%	3.5%	36	7.7%	2.8%
Ne sait pas	56	2.6%	3.7%	25	2.3%	3.8%	31	2.9%	3.6%	14	3.0%	2.6%