

Groupe Centre France Publicité

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1476	100.0%	2.9%	736	100.0%	3.0%	741	100.0%	2.8%	331	100.0%	2.0%
Sexe												
Homme	736	49.8%	3.0%	736	100.0%	3.0%	0	-	100.0%	187	56.7%	2.1%
Femme	741	50.2%	2.8%	0	-	100.0%	741	100.0%	2.8%	143	43.3%	1.8%
Age												
15 à 24 ans	118	8.0%	1.6%	77	10.5%	2.1%	41	5.5%	1.1%	42	12.8%	1.4%
25 à 34 ans	129	8.7%	1.7%	71	9.7%	1.9%	57	7.7%	1.5%	37	11.1%	1.1%
35 à 49 ans	328	22.2%	2.6%	175	23.8%	2.8%	153	20.7%	2.4%	129	39.1%	2.1%
50 à 64 ans	450	30.5%	3.7%	210	28.5%	3.5%	241	32.5%	3.8%	115	34.8%	2.8%
65 ans et plus	452	30.6%	4.2%	203	27.6%	4.4%	249	33.6%	4.0%	7	2.1%	2.9%
Individu												
Ménagère	693	46.9%	3.0%	0	-	100.0%	693	93.6%	3.0%	127	38.5%	1.9%
Personne de Référence	821	55.6%	2.9%	635	86.2%	3.1%	187	25.2%	2.4%	181	54.8%	2.1%
Responsable des achats	722	48.9%	3.0%	220	29.9%	2.9%	502	67.8%	3.0%	161	48.8%	1.9%
PCS Individu												
Agriculteurs	37	2.5%	7.0%	23	3.1%	6.6%	14	1.9%	7.8%	0	0.0%	0.9%
Petits patrons	48	3.3%	3.1%	39	5.3%	3.5%	10	1.3%	2.2%	46	14.0%	3.3%
Affaires et Cadres	71	4.8%	1.5%	46	6.2%	1.6%	26	3.5%	1.5%	64	19.5%	1.5%
Professions intermédiaires	153	10.4%	2.3%	82	11.1%	2.3%	71	9.6%	2.2%	123	37.3%	2.2%
Employés	239	16.2%	2.8%	71	9.6%	3.6%	168	22.6%	2.6%	35	10.6%	2.0%
Ouvriers	183	12.4%	2.8%	143	19.4%	2.8%	40	5.4%	2.9%	6	1.9%	1.8%
Retraités	552	37.4%	4.5%	260	35.3%	4.4%	292	39.5%	4.6%	8	2.5%	3.8%
Autres inactifs	193	13.1%	1.9%	73	9.9%	2.1%	120	16.2%	1.8%	47	14.2%	1.5%
PCS Personne de Référence												
Agriculteurs	52	3.5%	6.6%	25	3.5%	6.7%	26	3.6%	6.5%	0	-	100.0%
Petits patrons	67	4.5%	2.7%	44	6.0%	3.3%	23	3.1%	2.0%	67	20.3%	2.7%
Affaires et Cadres	100	6.8%	1.5%	52	7.0%	1.5%	49	6.6%	1.5%	100	30.3%	1.5%
Professions intermédiaires	163	11.1%	2.2%	92	12.4%	2.3%	72	9.7%	2.0%	163	49.4%	2.2%
Employés	147	10.0%	2.7%	76	10.3%	3.5%	72	9.7%	2.2%	0	-	100.0%
Ouvriers	239	16.2%	2.5%	132	18.0%	2.6%	106	14.4%	2.3%	0	-	100.0%
Retraités	636	43.1%	4.4%	285	38.7%	4.4%	351	47.4%	4.4%	0	-	100.0%
Autres inactifs	72	4.9%	1.9%	30	4.1%	2.2%	42	5.7%	1.8%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	244	16.5%	2.6%	102	13.8%	2.6%	142	19.2%	2.7%	31	9.5%	1.8%
2 personnes	660	44.7%	3.7%	324	44.1%	3.8%	336	45.4%	3.7%	89	27.0%	2.1%
3 personnes	277	18.7%	3.0%	151	20.5%	3.3%	126	17.0%	2.7%	76	22.9%	2.0%
4 personnes	217	14.7%	2.3%	118	16.0%	2.5%	100	13.5%	2.2%	101	30.6%	2.2%
5 personnes et +	78	5.3%	1.5%	41	5.6%	1.7%	37	5.0%	1.3%	33	9.9%	1.3%
Présence d'enfants de moins de 15 ans												
Oui	337	22.8%	2.1%	172	23.4%	2.4%	165	22.3%	2.0%	133	40.2%	1.8%
Non	1139	77.2%	3.2%	564	76.6%	3.3%	575	77.7%	3.2%	198	59.8%	2.1%
Habitat												
Communes rurales	649	43.9%	5.0%	322	43.7%	5.2%	327	44.2%	4.9%	129	38.9%	3.6%
Agglo. - 20 000 hab	285	19.3%	3.3%	134	18.3%	3.3%	151	20.4%	3.3%	59	17.9%	2.4%
Agglo. 20 000 à 100 000 hab	286	19.3%	4.3%	143	19.5%	4.5%	142	19.2%	4.1%	78	23.5%	3.9%
Agglo. + 100 000 hab	239	16.2%	1.7%	125	17.0%	1.8%	113	15.3%	1.5%	58	17.6%	1.2%
Agglo. Paris	18	1.2%	0.2%	11	1.5%	0.3%	7	1.0%	0.2%	7	2.1%	0.2%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	25	1.7%	0.3%	16	2.2%	0.4%	9	1.2%	0.2%	8	2.4%	0.2%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.2%
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Bourgogne	216	14.6%	15.9%	100	13.6%	15.5%	115	15.6%	16.3%	44	13.4%	13.0%
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	1	0.0%	0.0%	0	-	-	1	0.1%	0.1%	0	-	-
Centre	402	27.2%	19.3%	202	27.4%	20.2%	200	27.0%	18.6%	96	29.1%	15.4%
Pays de la Loire	1	0.1%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	3	0.2%	0.2%	0	0.1%	0.1%	3	0.3%	0.3%	1	0.2%	0.1%
Aquitaine	3	0.2%	0.1%	1	0.1%	0.1%	2	0.2%	0.1%	0	-	-
Midi-Pyrénées	2	0.2%	0.1%	0	0.0%	0.0%	2	0.3%	0.2%	0	0.1%	0.0%
Limousin	286	19.4%	45.4%	138	18.8%	46.0%	148	19.9%	44.8%	59	17.9%	37.0%
Auvergne	524	35.5%	46.7%	270	36.7%	50.1%	254	34.4%	43.5%	114	34.6%	36.6%
Rhône-Alpes	6	0.4%	0.1%	3	0.4%	0.1%	3	0.5%	0.1%	4	1.1%	0.2%
Languedoc-Roussillon	3	0.2%	0.1%	0	0.0%	0.0%	3	0.4%	0.3%	1	0.2%	0.1%
Provence-Alpes-Côte-d'Azur-Corse	3	0.2%	0.1%	3	0.3%	0.1%	1	0.1%	0.0%	3	0.8%	0.2%
Habitudes de connexion Internet												
Tous les jours	625	42.3%	2.3%	343	46.6%	2.5%	282	38.1%	2.1%	223	67.6%	1.8%
Presque tous les jours	185	12.5%	3.0%	89	12.1%	3.2%	96	13.0%	2.9%	58	17.4%	2.4%
1 à 2 fois par semaine	102	6.9%	3.2%	49	6.7%	3.5%	53	7.1%	3.0%	25	7.6%	2.8%
1 à 3 fois par mois	32	2.2%	3.7%	20	2.8%	5.2%	12	1.6%	2.5%	6	1.7%	3.0%
Moins souvent	45	3.0%	3.1%	22	3.0%	3.5%	23	3.1%	2.8%	4	1.3%	2.9%
Jamais	8	0.5%	3.1%	4	0.6%	3.0%	3	0.5%	3.1%	2	0.7%	8.0%

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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	67	4.6%	2.8%	27	3.6%	2.8%	41	5.5%	2.7%	5	1.5%	2.5%
De 9 000 à moins de 12 000 euros par an	89	6.1%	2.7%	38	5.1%	3.5%	52	7.0%	2.4%	3	1.0%	1.2%
De 12 000 à moins de 18 000 euros par an	222	15.0%	3.3%	115	15.7%	3.9%	106	14.4%	2.8%	21	6.2%	2.5%
De 18 000 à moins de 24 000 euros par an	250	16.9%	3.4%	103	14.0%	3.0%	147	19.9%	3.8%	34	10.2%	2.1%
De 24 000 à moins de 36 000 euros par an	318	21.6%	2.9%	175	23.8%	3.2%	143	19.3%	2.6%	66	20.1%	1.8%
De 36 000 à moins de 45 000 euros par an	197	13.3%	3.1%	100	13.6%	3.0%	97	13.1%	3.3%	67	20.2%	2.4%
De 45 000 à moins de 65 000 euros par an	130	8.8%	2.3%	77	10.5%	2.4%	53	7.1%	2.1%	64	19.2%	1.8%
65 000 euros et plus	55	3.7%	1.9%	33	4.5%	1.9%	22	3.0%	2.0%	35	10.7%	1.6%
Refus	111	7.5%	3.0%	51	7.0%	3.3%	60	8.1%	2.7%	33	9.8%	2.5%
Ne sait pas	36	2.5%	2.4%	16	2.2%	2.5%	20	2.7%	2.4%	4	1.1%	0.7%