

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2551	100.0%	5.0%	1289	100.0%	5.3%	1262	100.0%	4.7%	636	100.0%	3.7%
Sexe												
Homme	1289	50.5%	5.3%	1289	100.0%	5.3%	0	-	-	353	55.5%	4.0%
Femme	1262	49.5%	4.7%	0	-	-	1262	100.0%	4.7%	283	44.5%	3.5%
Age												
15 à 24 ans	258	10.1%	3.5%	153	11.9%	4.1%	105	8.3%	2.9%	88	13.9%	2.9%
25 à 34 ans	254	9.9%	3.3%	135	10.5%	3.6%	119	9.4%	3.0%	84	13.2%	2.4%
35 à 49 ans	537	21.1%	4.2%	296	22.9%	4.7%	242	19.1%	3.8%	252	39.6%	4.1%
50 à 64 ans	738	28.9%	6.0%	353	27.4%	6.0%	385	30.5%	6.1%	205	32.3%	5.0%
65 ans et plus	764	29.9%	6.9%	352	27.3%	7.4%	412	32.6%	6.5%	7	1.1%	2.9%
Individu												
Ménagère	1172	45.9%	5.0%	0	-	-	1172	92.9%	5.0%	255	40.1%	3.7%
Personne de Référence	1439	56.4%	5.1%	1115	86.5%	5.5%	324	25.7%	4.1%	328	51.5%	3.9%
Responsable des achats	1703	66.7%	4.8%	559	43.4%	4.6%	1144	90.6%	5.0%	388	61.1%	3.6%
PCS Individu												
Agriculteurs	39	1.5%	7.3%	20	1.5%	5.9%	19	1.5%	9.5%	0	-	-
Petits patrons	66	2.6%	4.0%	56	4.3%	4.7%	10	0.8%	2.1%	61	9.7%	4.1%
Affaires et Cadres	164	6.4%	3.5%	110	8.6%	3.7%	54	4.3%	3.0%	154	24.2%	3.5%
Professions intermédiaires	269	10.5%	4.0%	145	11.2%	4.2%	124	9.9%	3.8%	218	34.3%	3.9%
Employés	404	15.8%	4.8%	118	9.2%	5.8%	286	22.7%	4.5%	78	12.2%	4.3%
Ouvriers	322	12.6%	5.0%	239	18.6%	4.7%	83	6.6%	5.9%	17	2.6%	4.5%
Retraités	902	35.4%	7.2%	458	35.5%	7.7%	444	35.2%	6.7%	19	2.9%	7.5%
Autres inactifs	385	15.1%	3.8%	143	11.1%	4.1%	242	19.2%	3.7%	90	14.1%	2.9%
PCS Personne de Référence												
Agriculteurs	78	3.1%	9.8%	29	2.2%	7.7%	49	3.9%	11.7%	0	-	-
Petits patrons	104	4.1%	3.9%	67	5.2%	4.7%	37	2.9%	3.1%	104	16.3%	3.9%
Affaires et Cadres	240	9.4%	3.5%	131	10.1%	3.8%	109	8.6%	3.2%	240	37.7%	3.5%
Professions intermédiaires	292	11.5%	3.9%	155	12.0%	4.0%	137	10.9%	3.8%	292	46.0%	3.9%
Employés	226	8.8%	4.3%	112	8.7%	5.0%	114	9.0%	3.7%	0	-	-
Ouvriers	422	16.6%	4.5%	237	18.4%	4.8%	186	14.7%	4.1%	0	-	-
Retraités	1028	40.3%	7.0%	492	38.2%	7.4%	536	42.5%	6.7%	0	-	-
Autres inactifs	162	6.3%	4.1%	67	5.2%	4.6%	95	7.5%	3.9%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	449	17.6%	4.8%	218	16.9%	5.4%	231	18.3%	4.3%	63	9.9%	3.6%
2 personnes	1168	45.8%	6.5%	563	43.7%	6.4%	606	48.0%	6.6%	179	28.1%	4.1%
3 personnes	334	13.1%	3.6%	185	14.4%	4.0%	149	11.8%	3.2%	103	16.2%	2.8%
4 personnes	368	14.4%	4.0%	211	16.4%	4.6%	157	12.5%	3.4%	180	28.4%	3.9%
5 personnes et +	231	9.1%	4.4%	112	8.7%	4.6%	119	9.4%	4.2%	111	17.4%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	622	24.4%	4.0%	309	24.0%	4.3%	313	24.8%	3.7%	277	43.6%	3.7%
Non	1929	75.6%	5.4%	979	76.0%	5.7%	950	75.2%	5.2%	358	56.4%	3.8%
Habitat												
Communes rurales	910	35.7%	7.8%	436	33.8%	7.8%	474	37.6%	7.8%	199	31.4%	5.9%
Agglo. - 20 000 hab	683	26.8%	7.7%	371	28.8%	8.7%	312	24.7%	6.7%	166	26.2%	6.5%
Agglo. 20 000 à 100 000 hab	320	12.6%	4.7%	168	13.0%	5.0%	153	12.1%	4.4%	88	13.9%	4.4%
Agglo. + 100 000 hab	610	23.9%	4.0%	297	23.1%	4.1%	313	24.8%	3.9%	164	25.9%	3.2%
Agglo. Paris	28	1.1%	0.3%	17	1.3%	0.4%	11	0.9%	0.2%	17	2.7%	0.4%

Ouest-France

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	28	1.1%	0.3%	17	1.3%	0.4%	11	0.9%	0.2%	17	2.7%	0.4%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	-	-	0	-	-	0	-	-	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Champagne-Ardenne	1	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.1%	0	-	-
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute-Normandie	6	0.2%	0.4%	4	0.3%	0.5%	2	0.2%	0.3%	3	0.4%	0.6%
Basse-Normandie	383	15.0%	31.8%	202	15.6%	34.9%	181	14.3%	28.9%	81	12.8%	24.5%
Centre	2	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	1	0.2%	0.2%
Pays de la Loire	967	37.9%	33.7%	490	38.0%	35.4%	478	37.9%	32.2%	226	35.6%	27.5%
Bretagne	1145	44.9%	44.0%	560	43.5%	44.9%	584	46.3%	43.1%	296	46.6%	37.6%
Poitou-Charentes	12	0.5%	0.8%	8	0.6%	1.2%	4	0.3%	0.5%	6	0.9%	1.5%
Aquitaine	1	0.0%	0.0%	1	0.0%	0.0%	0	-	-	0	-	-
Midi-Pyrénées	2	0.1%	0.1%	2	0.1%	0.1%	0	0.0%	0.0%	2	0.3%	0.2%
Limousin	0	0.0%	0.1%	0	0.0%	0.1%	0	-	-	0	-	-
Auvergne	1	0.0%	0.1%	0	-	-	1	0.0%	0.1%	0	-	-
Rhône-Alpes	2	0.1%	0.0%	2	0.1%	0.1%	0	-	-	1	0.2%	0.1%
Languedoc-Roussillon	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	1	0.0%	0.0%	1	0.1%	0.0%	0	-	-	1	0.2%	0.1%
Habitudes de connexion Internet												
Tous les jours	1260	49.4%	4.6%	684	53.0%	4.9%	576	45.6%	4.2%	486	76.4%	3.8%
Presque tous les jours	256	10.0%	4.2%	133	10.3%	4.5%	124	9.8%	3.9%	94	14.8%	3.9%
1 à 2 fois par semaine	167	6.5%	5.2%	66	5.1%	4.6%	101	8.0%	5.6%	40	6.3%	4.5%
1 à 3 fois par mois	37	1.4%	4.3%	21	1.6%	5.5%	16	1.3%	3.3%	5	0.8%	2.5%
Moins souvent	63	2.5%	4.7%	38	2.9%	6.4%	25	2.0%	3.4%	3	0.5%	2.3%
Jamais	19	0.8%	9.2%	12	1.0%	9.4%	7	0.5%	8.8%	0	0.0%	1.1%

	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	87	3.4%	3.7%	46	3.6%	4.9%	41	3.3%	2.9%	7	1.2%	3.7%
De 9 000 à moins de 12 000 euros par an	180	7.1%	5.5%	47	3.6%	4.3%	133	10.6%	6.2%	7	1.1%	2.8%
De 12 000 à moins de 18 000 euros par an	368	14.4%	5.5%	191	14.8%	6.5%	178	14.1%	4.7%	24	3.8%	3.0%
De 18 000 à moins de 24 000 euros par an	387	15.2%	5.3%	184	14.3%	5.3%	203	16.1%	5.3%	54	8.4%	3.3%
De 24 000 à moins de 36 000 euros par an	641	25.1%	5.7%	330	25.6%	6.0%	310	24.6%	5.4%	171	26.8%	4.6%
De 36 000 à moins de 45 000 euros par an	325	12.8%	5.1%	180	14.0%	5.3%	145	11.5%	4.9%	109	17.2%	3.8%
De 45 000 à moins de 65 000 euros par an	254	9.9%	4.4%	156	12.1%	4.9%	97	7.7%	3.8%	136	21.4%	3.9%
De 65 000 à moins de 80 000 euros par an	57	2.2%	3.7%	35	2.7%	3.6%	23	1.8%	3.8%	43	6.8%	3.9%
De 80 000 à moins de 115 000 euros par an	38	1.5%	3.7%	23	1.8%	3.8%	15	1.2%	3.6%	29	4.6%	3.6%
115 000 euros et plus par an	6	0.2%	1.2%	6	0.4%	2.0%	0	0.0%	0.2%	5	0.8%	1.3%
Refus	162	6.4%	4.9%	65	5.0%	4.8%	97	7.7%	5.0%	39	6.1%	3.4%
Ne sait pas	45	1.8%	2.9%	25	2.0%	3.8%	20	1.6%	2.2%	11	1.8%	2.0%