

# Libération

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	941	100.0%	1.8%	593	100.0%	2.4%	348	100.0%	1.3%	509	100.0%	3.0%
<b>Sexe</b>												
<b>Homme</b>	593	63.0%	2.4%	593	100.0%	2.4%	0	-	-	330	64.8%	3.8%
<b>Femme</b>	348	37.0%	1.3%	0	-	-	348	100.0%	1.3%	179	35.2%	2.2%
<b>Age</b>												
<b>15 à 24 ans</b>	130	13.8%	1.8%	76	12.8%	2.0%	54	15.4%	1.5%	56	10.9%	1.8%
<b>25 à 34 ans</b>	153	16.2%	2.0%	105	17.7%	2.8%	47	13.6%	1.2%	91	18.0%	2.7%
<b>35 à 49 ans</b>	255	27.0%	2.0%	171	28.8%	2.7%	84	24.1%	1.3%	186	36.5%	3.0%
<b>50 à 64 ans</b>	257	27.3%	2.1%	158	26.7%	2.7%	99	28.4%	1.6%	162	31.8%	3.9%
<b>65 ans et plus</b>	147	15.6%	1.3%	83	14.0%	1.7%	64	18.5%	1.0%	14	2.8%	6.2%
<b>Individu</b>												
<b>Ménagère</b>	302	32.1%	1.3%	0	-	-	302	86.8%	1.3%	153	30.1%	2.2%
<b>Personne de Référence</b>	624	66.3%	2.2%	509	85.8%	2.5%	115	32.9%	1.4%	345	67.7%	4.1%
<b>Responsable des achats</b>	612	65.0%	1.7%	318	53.6%	2.6%	294	84.4%	1.3%	325	63.8%	3.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	9	1.0%	1.7%	4	0.8%	1.3%	5	1.3%	2.3%	0	-	-
<b>Petits patrons</b>	53	5.6%	3.2%	40	6.8%	3.4%	13	3.6%	2.7%	50	9.8%	3.4%
<b>Affaires et Cadres</b>	269	28.5%	5.6%	184	31.1%	6.2%	84	24.2%	4.7%	253	49.6%	5.7%
<b>Professions intermédiaires</b>	146	15.6%	2.2%	90	15.1%	2.6%	57	16.3%	1.7%	128	25.1%	2.3%
<b>Employés</b>	107	11.3%	1.3%	53	9.0%	2.6%	53	15.2%	0.8%	14	2.8%	0.8%
<b>Ouvriers</b>	57	6.1%	0.9%	49	8.2%	1.0%	9	2.5%	0.6%	3	0.6%	0.8%
<b>Retraités</b>	173	18.4%	1.4%	104	17.6%	1.7%	69	19.7%	1.0%	9	1.7%	3.6%
<b>Autres inactifs</b>	127	13.5%	1.3%	68	11.4%	2.0%	60	17.1%	0.9%	52	10.3%	1.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	9	1.0%	1.2%	4	0.8%	1.2%	5	1.3%	1.1%	0	-	-
<b>Petits patrons</b>	66	7.0%	2.5%	39	6.6%	2.7%	27	7.9%	2.3%	66	13.0%	2.5%
<b>Affaires et Cadres</b>	298	31.6%	4.3%	201	33.9%	5.8%	97	27.8%	2.9%	298	58.5%	4.3%
<b>Professions intermédiaires</b>	145	15.4%	1.9%	90	15.2%	2.3%	55	15.7%	1.5%	145	28.5%	1.9%
<b>Employés</b>	86	9.1%	1.6%	56	9.4%	2.5%	30	8.8%	1.0%	0	-	-
<b>Ouvriers</b>	90	9.5%	0.9%	56	9.5%	1.1%	33	9.6%	0.7%	0	-	-
<b>Retraités</b>	194	20.6%	1.3%	117	19.8%	1.8%	77	22.0%	1.0%	0	-	-
<b>Autres inactifs</b>	53	5.7%	1.4%	29	4.9%	2.0%	24	7.0%	1.0%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	193	20.5%	2.0%	108	18.2%	2.7%	85	24.3%	1.6%	79	15.5%	4.6%
<b>2 personnes</b>	327	34.7%	1.8%	198	33.4%	2.2%	129	36.9%	1.4%	149	29.2%	3.4%
<b>3 personnes</b>	170	18.0%	1.8%	113	19.1%	2.5%	57	16.3%	1.2%	103	20.3%	2.8%
<b>4 personnes</b>	170	18.0%	1.8%	115	19.3%	2.5%	55	15.8%	1.2%	117	22.9%	2.5%
<b>5 personnes et +</b>	82	8.8%	1.6%	59	9.9%	2.4%	24	6.8%	0.8%	62	12.1%	2.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	265	28.1%	1.7%	176	29.6%	2.4%	89	25.5%	1.0%	193	37.9%	2.6%
<b>Non</b>	677	71.9%	1.9%	417	70.4%	2.4%	260	74.5%	1.4%	316	62.1%	3.4%
<b>Habitat</b>												
<b>Communes rurales</b>	106	11.2%	0.9%	76	12.8%	1.4%	30	8.5%	0.5%	46	9.0%	1.4%
<b>Agglo. - 20 000 hab</b>	98	10.4%	1.1%	63	10.6%	1.5%	35	10.2%	0.8%	39	7.6%	1.5%
<b>Agglo. 20 000 à 100 000 hab</b>	82	8.7%	1.2%	54	9.1%	1.6%	28	8.1%	0.8%	37	7.3%	1.9%
<b>Agglo. + 100 000 hab</b>	267	28.3%	1.8%	162	27.4%	2.2%	104	30.0%	1.3%	135	26.6%	2.6%
<b>Agglo. Paris</b>	388	41.2%	4.6%	238	40.1%	5.9%	151	43.2%	3.4%	252	49.5%	6.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	409	43.5%	4.3%	254	42.9%	5.6%	155	44.4%	3.1%	261	51.3%	6.0%
Nord-Pas-de-Calais	22	2.3%	0.7%	17	2.9%	1.1%	4	1.2%	0.3%	13	2.5%	1.4%
Lorraine	8	0.8%	0.4%	4	0.7%	0.4%	4	1.0%	0.4%	5	1.0%	0.9%
Alsace	27	2.8%	1.8%	21	3.5%	2.8%	6	1.7%	0.8%	16	3.1%	3.1%
Franche-Comté	9	1.0%	1.0%	6	1.0%	1.2%	3	1.0%	0.7%	7	1.3%	2.6%
Champagne-Ardenne	15	1.6%	1.4%	7	1.1%	1.3%	9	2.5%	1.5%	4	0.9%	1.5%
Picardie	14	1.5%	0.9%	12	2.0%	1.6%	2	0.6%	0.3%	9	1.8%	2.0%
Bourgogne	16	1.7%	1.2%	11	1.9%	1.7%	4	1.3%	0.6%	6	1.2%	1.7%
Haute-Normandie	14	1.5%	0.9%	8	1.3%	1.1%	6	1.7%	0.8%	9	1.7%	2.0%
Basse-Normandie	7	0.7%	0.6%	5	0.8%	0.9%	2	0.5%	0.3%	2	0.4%	0.6%
Centre	27	2.9%	1.3%	18	3.1%	1.8%	9	2.6%	0.8%	11	2.1%	1.7%
Pays de la Loire	30	3.2%	1.1%	16	2.8%	1.2%	14	4.0%	0.9%	16	3.0%	1.9%
Bretagne	29	3.1%	1.1%	17	2.8%	1.3%	13	3.6%	0.9%	8	1.5%	1.0%
Poitou-Charentes	19	2.0%	1.3%	13	2.3%	1.9%	6	1.7%	0.8%	8	1.5%	1.9%
Aquitaine	37	4.0%	1.4%	21	3.5%	1.6%	16	4.7%	1.2%	14	2.7%	1.7%
Midi-Pyrénées	37	3.9%	1.5%	25	4.3%	2.2%	11	3.3%	0.9%	14	2.7%	1.8%
Limousin	11	1.2%	1.8%	6	1.1%	2.1%	5	1.4%	1.5%	1	0.3%	0.9%
Auvergne	10	1.0%	0.9%	5	0.8%	0.9%	5	1.4%	0.8%	4	0.8%	1.4%
Rhône-Alpes	75	7.9%	1.5%	51	8.6%	2.1%	24	6.8%	0.9%	43	8.5%	2.5%
Languedoc-Roussillon	42	4.5%	1.9%	27	4.6%	2.6%	15	4.3%	1.3%	17	3.3%	2.6%
Provence-Alpes-Côte-d'Azur-Corse	83	8.9%	1.9%	48	8.1%	2.4%	35	10.2%	1.6%	42	8.3%	2.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	730	77.5%	2.6%	474	80.0%	3.4%	255	73.3%	1.9%	439	86.3%	3.4%
Presque tous les jours	80	8.5%	1.3%	41	6.9%	1.4%	39	11.3%	1.2%	47	9.2%	1.9%
1 à 2 fois par semaine	35	3.7%	1.1%	18	3.0%	1.3%	17	4.9%	1.0%	11	2.1%	1.2%
1 à 3 fois par mois	11	1.1%	1.2%	4	0.7%	1.1%	7	1.9%	1.3%	3	0.6%	1.7%
Moins souvent	8	0.8%	0.6%	4	0.6%	0.6%	4	1.2%	0.6%	0	0.1%	0.2%
Jamais	1	0.1%	0.4%	0	0.1%	0.3%	0	0.1%	0.5%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	33	3.5%	1.4%	22	3.6%	2.3%	12	3.3%	0.8%	7	1.4%	3.5%
De 9 000 à moins de 12 000 euros par an	31	3.3%	1.0%	21	3.5%	1.9%	10	3.0%	0.5%	6	1.2%	2.4%
De 12 000 à moins de 18 000 euros par an	53	5.6%	0.8%	25	4.3%	0.9%	27	7.8%	0.7%	12	2.4%	1.5%
De 18 000 à moins de 24 000 euros par an	96	10.2%	1.3%	50	8.4%	1.4%	46	13.1%	1.2%	33	6.5%	2.1%
De 24 000 à moins de 36 000 euros par an	183	19.4%	1.6%	115	19.4%	2.1%	68	19.6%	1.2%	87	17.1%	2.3%
De 36 000 à moins de 45 000 euros par an	131	13.9%	2.1%	84	14.1%	2.4%	48	13.7%	1.6%	84	16.5%	3.0%
De 45 000 à moins de 65 000 euros par an	184	19.5%	3.2%	120	20.3%	3.8%	63	18.2%	2.5%	109	21.4%	3.1%
De 65 000 à moins de 80 000 euros par an	73	7.7%	4.7%	53	9.0%	5.6%	19	5.5%	3.2%	58	11.4%	5.3%
De 80 000 à moins de 115 000 euros par an	54	5.8%	5.4%	41	6.8%	6.7%	14	4.0%	3.5%	46	9.0%	5.6%
115 000 euros et plus par an	29	3.1%	6.0%	24	4.1%	8.7%	5	1.5%	2.5%	27	5.4%	6.6%
Refus	58	6.1%	1.7%	27	4.5%	2.0%	31	8.8%	1.6%	33	6.5%	2.9%
Ne sait pas	16	1.7%	1.0%	11	1.9%	1.7%	5	1.5%	0.6%	7	1.3%	1.2%