

COM > Quotidiens

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	9748	100.0%	19.1%	4921	100.0%	20.1%	4826	100.0%	18.1%	2290	100.0%	13.5%
Sexe												
Homme	4921	50.5%	20.1%	4921	100.0%	20.1%	0	-	-	1275	55.7%	14.5%
Femme	4826	49.5%	18.1%	0	-	-	4826	100.0%	18.1%	1015	44.3%	12.4%
Age												
15 à 24 ans	858	8.8%	11.6%	477	9.7%	12.8%	381	7.9%	10.4%	321	14.0%	10.4%
25 à 34 ans	1000	10.3%	13.0%	556	11.3%	14.7%	444	9.2%	11.4%	357	15.6%	10.4%
35 à 49 ans	2082	21.4%	16.4%	1102	22.4%	17.7%	979	20.3%	15.3%	842	36.8%	13.8%
50 à 64 ans	2771	28.4%	22.6%	1371	27.9%	23.1%	1400	29.0%	22.1%	745	32.5%	18.1%
65 ans et plus	3036	31.1%	27.4%	1415	28.7%	29.7%	1621	33.6%	25.6%	25	1.1%	10.5%
Individu												
Ménagère	4460	45.8%	19.1%	0	-	-	4460	92.4%	19.1%	903	39.4%	13.2%
Personne de Référence	5673	58.2%	20.1%	4292	87.2%	21.1%	1381	28.6%	17.5%	1213	53.0%	14.3%
Responsable des achats	6693	68.7%	19.0%	2341	47.6%	19.2%	4353	90.2%	18.9%	1386	60.5%	13.0%
PCS Individu												
Agriculteurs	184	1.9%	34.3%	125	2.5%	37.2%	59	1.2%	29.5%	1	0.0%	6.0%
Petits patrons	300	3.1%	18.2%	237	4.8%	20.1%	62	1.3%	13.3%	271	11.8%	18.1%
Affaires et Cadres	540	5.5%	11.3%	344	7.0%	11.6%	196	4.1%	10.9%	494	21.6%	11.2%
Professions intermédiaires	994	10.2%	14.7%	561	11.4%	16.3%	433	9.0%	13.1%	798	34.9%	14.4%
Employés	1483	15.2%	17.7%	403	8.2%	20.0%	1080	22.4%	17.0%	293	12.8%	16.1%
Ouvriers	1252	12.8%	19.4%	994	20.2%	19.6%	259	5.4%	18.5%	65	2.8%	17.5%
Retraités	3495	35.9%	27.8%	1788	36.3%	29.9%	1707	35.4%	25.9%	53	2.3%	21.2%
Autres inactifs	1499	15.4%	15.0%	470	9.5%	13.5%	1030	21.3%	15.7%	315	13.8%	10.3%
PCS Personne de Référence												
Agriculteurs	268	2.8%	33.7%	138	2.8%	36.6%	130	2.7%	31.0%	0	-	-
Petits patrons	428	4.4%	16.3%	271	5.5%	18.8%	158	3.3%	13.2%	428	18.7%	16.3%
Affaires et Cadres	770	7.9%	11.2%	403	8.2%	11.6%	367	7.6%	10.8%	770	33.6%	11.2%
Professions intermédiaires	1092	11.2%	14.6%	601	12.2%	15.5%	491	10.2%	13.7%	1092	47.7%	14.6%
Employés	852	8.7%	16.1%	408	8.3%	18.3%	444	9.2%	14.4%	0	-	-
Ouvriers	1678	17.2%	17.7%	946	19.2%	19.1%	732	15.2%	16.3%	0	-	-
Retraités	3986	40.9%	27.1%	1896	38.5%	28.5%	2090	43.3%	26.0%	0	-	-
Autres inactifs	673	6.9%	17.3%	258	5.3%	17.7%	415	8.6%	17.0%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1781	18.3%	18.9%	800	16.2%	19.9%	981	20.3%	18.2%	215	9.4%	12.5%
2 personnes	4265	43.8%	23.7%	2141	43.5%	24.3%	2124	44.0%	23.1%	678	29.6%	15.4%
3 personnes	1515	15.5%	16.3%	813	16.5%	17.6%	702	14.5%	15.0%	450	19.6%	12.1%
4 personnes	1450	14.9%	15.8%	800	16.3%	17.5%	650	13.5%	14.1%	656	28.6%	14.2%
5 personnes et +	736	7.6%	14.0%	367	7.5%	15.1%	369	7.6%	13.1%	293	12.8%	11.7%
Présence d'enfants de moins de 15 ans												
Oui	2314	23.7%	14.8%	1162	23.6%	16.1%	1152	23.9%	13.6%	944	41.2%	12.5%
Non	7434	76.3%	21.0%	3759	76.4%	21.8%	3675	76.1%	20.2%	1347	58.8%	14.3%
Habitat												
Communes rurales	3029	31.1%	25.9%	1465	29.8%	26.1%	1564	32.4%	25.6%	653	28.5%	19.3%
Agglo. - 20 000 hab	2186	22.4%	24.5%	1136	23.1%	26.7%	1051	21.8%	22.6%	481	21.0%	18.7%
Agglo. 20 000 à 100 000 hab	1537	15.8%	22.5%	787	16.0%	23.5%	749	15.5%	21.5%	372	16.3%	18.7%
Agglo. + 100 000 hab	2907	29.8%	19.1%	1483	30.1%	20.5%	1424	29.5%	17.9%	742	32.4%	14.4%
Agglo. Paris	89	0.9%	1.1%	50	1.0%	1.3%	38	0.8%	0.9%	42	1.8%	1.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	98	1.0%	1.0%	59	1.2%	1.3%	39	0.8%	0.8%	48	2.1%	1.1%
Nord-Pas-de-Calais	1191	12.2%	37.1%	576	11.7%	37.7%	615	12.8%	36.4%	260	11.4%	28.4%
Lorraine	2	0.0%	0.1%	2	0.0%	0.2%	0	0.0%	0.0%	0	0.0%	0.1%
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.1%
Champagne-Ardenne	3	0.0%	0.3%	3	0.1%	0.5%	1	0.0%	0.1%	1	0.0%	0.2%
Picardie	281	2.9%	18.3%	136	2.8%	18.4%	144	3.0%	18.2%	70	3.1%	15.6%
Bourgogne	222	2.3%	16.3%	112	2.3%	17.2%	109	2.3%	15.4%	43	1.9%	12.1%
Haute-Normandie	19	0.2%	1.3%	11	0.2%	1.5%	9	0.2%	1.1%	4	0.2%	1.0%
Basse-Normandie	461	4.7%	38.3%	244	5.0%	42.3%	217	4.5%	34.6%	97	4.2%	29.1%
Centre	777	8.0%	37.4%	377	7.7%	37.7%	400	8.3%	37.1%	177	7.7%	27.6%
Pays de la Loire	1363	14.0%	47.5%	685	13.9%	49.5%	677	14.0%	45.6%	291	12.7%	35.4%
Bretagne	1149	11.8%	44.1%	564	11.5%	45.2%	585	12.1%	43.2%	297	13.0%	37.7%
Poitou-Charentes	635	6.5%	43.2%	317	6.4%	45.0%	318	6.6%	41.6%	141	6.2%	35.8%
Aquitaine	1024	10.5%	38.2%	525	10.7%	41.1%	499	10.3%	35.5%	254	11.1%	30.8%
Midi-Pyrénées	817	8.4%	34.1%	423	8.6%	36.7%	394	8.2%	31.8%	199	8.7%	25.2%
Limousin	296	3.0%	47.0%	143	2.9%	47.6%	153	3.2%	46.5%	63	2.8%	39.9%
Auvergne	515	5.3%	45.8%	254	5.2%	47.0%	261	5.4%	44.7%	110	4.8%	36.1%
Rhône-Alpes	18	0.2%	0.4%	9	0.2%	0.4%	9	0.2%	0.3%	7	0.3%	0.4%
Languedoc-Roussillon	796	8.2%	36.6%	422	8.6%	41.0%	374	7.7%	32.7%	195	8.5%	30.7%
Provence-Alpes-Côte-d'Azur-Corse	80	0.8%	1.8%	59	1.2%	2.9%	20	0.4%	0.9%	31	1.3%	2.1%
Habitudes de connexion Internet												
Tous les jours	4531	46.5%	16.4%	2450	49.8%	17.4%	2081	43.1%	15.3%	1695	74.0%	13.2%
Presque tous les jours	1066	10.9%	17.5%	557	11.3%	19.1%	509	10.5%	16.1%	328	14.3%	13.5%
1 à 2 fois par semaine	643	6.6%	19.9%	299	6.1%	20.9%	344	7.1%	19.2%	147	6.4%	16.3%
1 à 3 fois par mois	165	1.7%	19.0%	81	1.7%	21.7%	83	1.7%	16.9%	30	1.3%	15.8%
Moins souvent	261	2.7%	19.7%	118	2.4%	20.0%	142	2.9%	19.4%	14	0.6%	11.1%
Jamais	69	0.7%	33.2%	44	0.9%	33.9%	25	0.5%	31.9%	6	0.2%	27.6%

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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	464	4.8%	19.9%	200	4.1%	21.4%	264	5.5%	18.9%	40	1.7%	20.1%
De 9 000 à moins de 12 000 euros par an	676	6.9%	20.7%	230	4.7%	20.9%	446	9.2%	20.6%	26	1.1%	10.3%
De 12 000 à moins de 18 000 euros par an	1461	15.0%	21.7%	689	14.0%	23.5%	772	16.0%	20.2%	117	5.1%	14.3%
De 18 000 à moins de 24 000 euros par an	1484	15.2%	20.2%	725	14.7%	20.8%	759	15.7%	19.7%	209	9.1%	12.9%
De 24 000 à moins de 36 000 euros par an	2332	23.9%	20.6%	1252	25.4%	22.6%	1080	22.4%	18.7%	570	24.9%	15.2%
De 36 000 à moins de 45 000 euros par an	1161	11.9%	18.2%	633	12.9%	18.5%	528	10.9%	17.7%	406	17.7%	14.3%
De 45 000 à moins de 65 000 euros par an	912	9.4%	15.8%	575	11.7%	18.1%	337	7.0%	13.1%	457	19.9%	13.1%
De 65 000 à moins de 80 000 euros par an	221	2.3%	14.3%	150	3.0%	15.8%	71	1.5%	11.9%	143	6.2%	13.0%
De 80 000 à moins de 115 000 euros par an	117	1.2%	11.6%	70	1.4%	11.5%	48	1.0%	11.8%	93	4.0%	11.3%
115 000 euros et plus par an	41	0.4%	8.4%	27	0.6%	9.8%	14	0.3%	6.7%	25	1.1%	6.0%
Refus	618	6.3%	18.7%	262	5.3%	19.4%	356	7.4%	18.1%	145	6.3%	12.7%
Ne sait pas	259	2.7%	16.3%	108	2.2%	16.0%	151	3.1%	16.6%	60	2.6%	11.0%