

Quotidiens Associés

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7182	100.0%	14.1%	3680	100.0%	15.0%	3502	100.0%	13.1%	1797	100.0%	10.6%
Sexe												
Homme	3680	51.2%	15.0%	3680	100.0%	15.0%	0	-	-	1026	57.1%	11.7%
Femme	3502	48.8%	13.1%	0	-	-	3502	100.0%	13.1%	771	42.9%	9.4%
Age												
15 à 24 ans	594	8.3%	8.0%	341	9.3%	9.1%	253	7.2%	6.9%	198	11.0%	6.4%
25 à 34 ans	697	9.7%	9.0%	389	10.6%	10.3%	308	8.8%	7.9%	249	13.9%	7.3%
35 à 49 ans	1613	22.5%	12.7%	878	23.9%	14.1%	734	21.0%	11.4%	697	38.8%	11.4%
50 à 64 ans	2034	28.3%	16.6%	1007	27.4%	17.0%	1027	29.3%	16.2%	618	34.4%	15.0%
65 ans et plus	2244	31.2%	20.2%	1065	28.9%	22.4%	1179	33.7%	18.6%	33	1.9%	14.3%
Individu												
Ménagère	3236	45.1%	13.8%	0	-	-	3236	92.4%	13.8%	690	38.4%	10.1%
Personne de Référence	4256	59.3%	15.1%	3229	87.7%	15.9%	1027	29.3%	13.0%	1013	56.4%	11.9%
Responsable des achats	5029	70.0%	14.3%	1823	49.5%	15.0%	3206	91.5%	13.9%	1121	62.4%	10.5%
PCS Individu												
Agriculteurs	92	1.3%	17.2%	46	1.2%	13.7%	46	1.3%	23.1%	1	0.1%	6.3%
Petits patrons	232	3.2%	14.1%	183	5.0%	15.5%	49	1.4%	10.5%	212	11.8%	14.2%
Affaires et Cadres	433	6.0%	9.1%	301	8.2%	10.2%	132	3.8%	7.3%	394	22.0%	9.0%
Professions intermédiaires	813	11.3%	12.1%	463	12.6%	13.4%	350	10.0%	10.6%	665	37.0%	12.0%
Employés	1113	15.5%	13.3%	269	7.3%	13.3%	844	24.1%	13.3%	212	11.8%	11.6%
Ouvriers	923	12.9%	14.3%	756	20.5%	14.9%	167	4.8%	11.9%	33	1.8%	9.0%
Retraités	2515	35.0%	20.0%	1320	35.9%	22.1%	1195	34.1%	18.1%	35	2.0%	14.2%
Autres inactifs	1060	14.8%	10.6%	342	9.3%	9.9%	718	20.5%	11.0%	244	13.6%	7.9%
PCS Personne de Référence												
Agriculteurs	128	1.8%	16.1%	49	1.3%	13.1%	78	2.2%	18.7%	0	-	-
Petits patrons	328	4.6%	12.5%	198	5.4%	13.7%	131	3.7%	11.0%	328	18.3%	12.5%
Affaires et Cadres	619	8.6%	9.0%	341	9.3%	9.9%	278	7.9%	8.2%	619	34.5%	9.0%
Professions intermédiaires	849	11.8%	11.3%	487	13.2%	12.5%	362	10.3%	10.1%	849	47.2%	11.3%
Employés	622	8.7%	11.7%	280	7.6%	12.6%	342	9.8%	11.1%	0	-	-
Ouvriers	1223	17.0%	12.9%	710	19.3%	14.3%	514	14.7%	11.4%	0	-	-
Retraités	2920	40.6%	19.9%	1427	38.8%	21.5%	1493	42.6%	18.6%	0	-	-
Autres inactifs	493	6.9%	12.6%	189	5.1%	13.0%	304	8.7%	12.5%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1359	18.9%	14.5%	571	15.5%	14.2%	788	22.5%	14.7%	164	9.1%	9.5%
2 personnes	3069	42.7%	17.1%	1606	43.6%	18.2%	1463	41.8%	15.9%	533	29.7%	12.1%
3 personnes	1135	15.8%	12.2%	622	16.9%	13.5%	513	14.7%	11.0%	386	21.5%	10.4%
4 personnes	1072	14.9%	11.7%	595	16.2%	13.0%	476	13.6%	10.3%	490	27.3%	10.6%
5 personnes et +	547	7.6%	10.4%	287	7.8%	11.8%	261	7.4%	9.3%	222	12.4%	8.9%
Présence d'enfants de moins de 15 ans												
Oui	1660	23.1%	10.6%	883	24.0%	12.3%	777	22.2%	9.2%	745	41.5%	9.9%
Non	5522	76.9%	15.6%	2798	76.0%	16.2%	2725	77.8%	15.0%	1051	58.5%	11.2%
Habitat												
Communes rurales	1859	25.9%	15.9%	927	25.2%	16.5%	933	26.6%	15.3%	407	22.7%	12.0%
Agglo. - 20 000 hab	1467	20.4%	16.5%	722	19.6%	17.0%	745	21.3%	16.0%	349	19.4%	13.6%
Agglo. 20 000 à 100 000 hab	1260	17.6%	18.4%	637	17.3%	19.0%	624	17.8%	17.9%	324	18.0%	16.2%
Agglo. + 100 000 hab	2560	35.7%	16.8%	1380	37.5%	19.0%	1181	33.7%	14.8%	707	39.4%	13.7%
Agglo. Paris	34	0.5%	0.4%	15	0.4%	0.4%	19	0.6%	0.4%	10	0.5%	0.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	36	0.5%	0.4%	16	0.4%	0.4%	20	0.6%	0.4%	12	0.6%	0.3%
Nord-Pas-de-Calais	4	0.1%	0.1%	2	0.0%	0.1%	2	0.1%	0.1%	0	0.0%	0.0%
Lorraine	904	12.6%	46.7%	452	12.3%	48.3%	452	12.9%	45.2%	213	11.9%	37.8%
Alsace	755	10.5%	49.9%	392	10.6%	53.5%	363	10.4%	46.5%	195	10.8%	39.0%
Franche-Comté	422	5.9%	44.3%	217	5.9%	46.7%	205	5.9%	42.1%	87	4.9%	34.4%
Champagne-Ardenne	525	7.3%	48.1%	265	7.2%	50.4%	260	7.4%	46.0%	126	7.0%	41.6%
Picardie	111	1.5%	7.2%	63	1.7%	8.5%	48	1.4%	6.1%	27	1.5%	6.0%
Bourgogne	383	5.3%	28.1%	184	5.0%	28.1%	199	5.7%	28.1%	72	4.0%	20.3%
Haute-Normandie	321	4.5%	21.7%	157	4.3%	22.3%	164	4.7%	21.2%	79	4.4%	18.1%
Basse-Normandie	2	0.0%	0.2%	1	0.0%	0.2%	1	0.0%	0.1%	0	0.0%	0.1%
Centre	1	0.0%	0.1%	1	0.0%	0.1%	0	-	-	0	0.0%	0.1%
Pays de la Loire	2	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.1%	2	0.1%	0.3%
Bretagne	625	8.7%	24.0%	321	8.7%	25.7%	304	8.7%	22.4%	178	9.9%	22.5%
Poitou-Charentes	3	0.0%	0.2%	2	0.0%	0.3%	2	0.0%	0.2%	1	0.1%	0.3%
Aquitaine	2	0.0%	0.1%	1	0.0%	0.0%	1	0.0%	0.1%	1	0.1%	0.1%
Midi-Pyrénées	1	0.0%	0.0%	1	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.1%
Limousin	2	0.0%	0.3%	2	0.0%	0.6%	0	0.0%	0.1%	0	0.0%	0.2%
Auvergne	47	0.7%	4.2%	25	0.7%	4.6%	22	0.6%	3.8%	11	0.6%	3.5%
Rhône-Alpes	1547	21.5%	30.8%	797	21.7%	33.0%	750	21.4%	28.8%	359	20.0%	20.7%
Languedoc-Roussillon	22	0.3%	1.0%	12	0.3%	1.2%	9	0.3%	0.8%	9	0.5%	1.4%
Provence-Alpes-Côte-d'Azur-Corse	1467	20.4%	33.9%	770	20.9%	37.8%	697	19.9%	30.5%	424	23.6%	29.3%
Habitudes de connexion Internet												
Tous les jours	3410	47.5%	12.3%	1874	50.9%	13.3%	1536	43.9%	11.3%	1348	75.0%	10.5%
Presque tous les jours	765	10.7%	12.6%	388	10.6%	13.3%	377	10.8%	11.9%	234	13.0%	9.6%
1 à 2 fois par semaine	483	6.7%	15.0%	242	6.6%	16.9%	241	6.9%	13.4%	113	6.3%	12.6%
1 à 3 fois par mois	130	1.8%	14.9%	62	1.7%	16.5%	68	1.9%	13.7%	18	1.0%	9.1%
Moins souvent	162	2.3%	12.2%	92	2.5%	15.5%	70	2.0%	9.6%	17	0.9%	13.1%
Jamais	41	0.6%	19.6%	28	0.8%	21.4%	13	0.4%	16.6%	6	0.4%	31.0%

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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	259	3.6%	11.1%	87	2.4%	9.3%	172	4.9%	12.3%	10	0.6%	5.3%
De 9 000 à moins de 12 000 euros par an	457	6.4%	14.0%	170	4.6%	15.4%	287	8.2%	13.3%	29	1.6%	11.9%
De 12 000 à moins de 18 000 euros par an	977	13.6%	14.5%	451	12.3%	15.4%	526	15.0%	13.8%	72	4.0%	8.8%
De 18 000 à moins de 24 000 euros par an	1150	16.0%	15.7%	613	16.7%	17.6%	537	15.3%	13.9%	179	9.9%	11.1%
De 24 000 à moins de 36 000 euros par an	1718	23.9%	15.2%	880	23.9%	15.9%	839	24.0%	14.5%	418	23.3%	11.2%
De 36 000 à moins de 45 000 euros par an	891	12.4%	13.9%	530	14.4%	15.5%	361	10.3%	12.1%	309	17.2%	10.9%
De 45 000 à moins de 65 000 euros par an	754	10.5%	13.1%	458	12.5%	14.4%	296	8.4%	11.5%	395	22.0%	11.3%
De 65 000 à moins de 80 000 euros par an	170	2.4%	11.0%	110	3.0%	11.6%	60	1.7%	10.0%	119	6.6%	10.8%
De 80 000 à moins de 115 000 euros par an	119	1.7%	11.9%	84	2.3%	13.9%	36	1.0%	8.8%	81	4.5%	10.0%
115 000 euros et plus par an	43	0.6%	8.7%	31	0.8%	11.1%	12	0.3%	5.6%	39	2.2%	9.5%
Refus	453	6.3%	13.7%	185	5.0%	13.7%	268	7.6%	13.6%	101	5.6%	8.9%
Ne sait pas	191	2.7%	12.1%	81	2.2%	12.1%	110	3.1%	12.1%	43	2.4%	7.8%