

Groupe Ajef

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4282	100.0%	8.4%	2185	100.0%	8.9%	2097	100.0%	7.9%	992	100.0%	5.8%
Sexe												
Homme	2185	51.0%	8.9%	2185	100.0%	8.9%	0	-	-	559	56.3%	6.4%
Femme	2097	49.0%	7.9%	0	-	-	2097	100.0%	7.9%	433	43.7%	5.3%
Age												
15 à 24 ans	337	7.9%	4.6%	187	8.6%	5.0%	150	7.2%	4.1%	101	10.2%	3.3%
25 à 34 ans	414	9.7%	5.4%	236	10.8%	6.2%	177	8.5%	4.5%	145	14.6%	4.2%
35 à 49 ans	939	21.9%	7.4%	500	22.9%	8.0%	439	21.0%	6.9%	403	40.6%	6.6%
50 à 64 ans	1184	27.7%	9.7%	583	26.7%	9.8%	601	28.7%	9.5%	322	32.5%	7.8%
65 ans et plus	1407	32.9%	12.7%	678	31.0%	14.2%	729	34.8%	11.5%	21	2.2%	9.2%
Individu												
Ménagère	1934	45.2%	8.3%	0	-	-	1934	92.3%	8.3%	387	39.1%	5.7%
Personne de Référence	2529	59.1%	8.9%	1928	88.3%	9.5%	600	28.6%	7.6%	561	56.6%	6.6%
Responsable des achats	2976	69.5%	8.5%	1061	48.6%	8.7%	1915	91.3%	8.3%	621	62.6%	5.8%
PCS Individu												
Agriculteurs	63	1.5%	11.7%	33	1.5%	9.7%	30	1.4%	15.1%	1	0.1%	6.3%
Petits patrons	124	2.9%	7.5%	101	4.6%	8.5%	23	1.1%	5.0%	113	11.4%	7.6%
Affaires et Cadres	230	5.4%	4.8%	163	7.4%	5.5%	67	3.2%	3.7%	206	20.8%	4.7%
Professions intermédiaires	482	11.3%	7.2%	265	12.1%	7.7%	217	10.4%	6.6%	389	39.2%	7.0%
Employés	631	14.7%	7.5%	142	6.5%	7.0%	489	23.3%	7.7%	118	11.9%	6.4%
Ouvriers	569	13.3%	8.8%	454	20.8%	9.0%	114	5.5%	8.2%	22	2.2%	6.0%
Retraités	1578	36.8%	12.5%	830	38.0%	13.9%	747	35.6%	11.3%	20	2.0%	7.9%
Autres inactifs	605	14.1%	6.0%	198	9.0%	5.7%	407	19.4%	6.2%	123	12.4%	4.0%
PCS Personne de Référence												
Agriculteurs	75	1.7%	9.4%	31	1.4%	8.3%	43	2.1%	10.4%	0	-	-
Petits patrons	173	4.0%	6.6%	106	4.8%	7.4%	67	3.2%	5.6%	173	17.5%	6.6%
Affaires et Cadres	334	7.8%	4.9%	177	8.1%	5.1%	158	7.5%	4.6%	334	33.7%	4.9%
Professions intermédiaires	485	11.3%	6.5%	276	12.6%	7.1%	208	9.9%	5.8%	485	48.8%	6.5%
Employés	323	7.5%	6.1%	143	6.5%	6.4%	180	8.6%	5.9%	0	-	-
Ouvriers	751	17.5%	7.9%	429	19.6%	8.6%	322	15.4%	7.2%	0	-	-
Retraités	1843	43.0%	12.5%	896	41.0%	13.5%	946	45.1%	11.8%	0	-	-
Autres inactifs	298	7.0%	7.6%	127	5.8%	8.7%	171	8.2%	7.0%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	791	18.5%	8.4%	332	15.2%	8.2%	459	21.9%	8.5%	87	8.8%	5.0%
2 personnes	1860	43.4%	10.3%	974	44.6%	11.0%	886	42.3%	9.7%	285	28.7%	6.5%
3 personnes	670	15.7%	7.2%	366	16.7%	7.9%	304	14.5%	6.5%	214	21.5%	5.8%
4 personnes	625	14.6%	6.8%	338	15.5%	7.4%	287	13.7%	6.2%	275	27.7%	5.9%
5 personnes et +	335	7.8%	6.4%	175	8.0%	7.2%	160	7.6%	5.7%	132	13.3%	5.3%
Présence d'enfants de moins de 15 ans												
Oui	965	22.5%	6.2%	508	23.2%	7.0%	458	21.8%	5.4%	421	42.5%	5.6%
Non	3316	77.5%	9.4%	1677	76.8%	9.7%	1639	78.2%	9.0%	571	57.5%	6.1%
Habitat												
Communes rurales	1230	28.7%	10.5%	603	27.6%	10.8%	627	29.9%	10.3%	255	25.8%	7.5%
Agglo. - 20 000 hab	911	21.3%	10.2%	452	20.7%	10.6%	459	21.9%	9.9%	186	18.8%	7.3%
Agglo. 20 000 à 100 000 hab	777	18.1%	11.4%	391	17.9%	11.7%	386	18.4%	11.1%	177	17.9%	8.9%
Agglo. + 100 000 hab	1350	31.5%	8.9%	733	33.6%	10.1%	617	29.4%	7.7%	369	37.2%	7.2%
Agglo. Paris	13	0.3%	0.2%	5	0.2%	0.1%	8	0.4%	0.2%	4	0.4%	0.1%

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Région d'habitation												
Ile-de-France	14	0.3%	0.1%	5	0.2%	0.1%	8	0.4%	0.2%	4	0.4%	0.1%
Nord-Pas-de-Calais	1	0.0%	0.0%	1	0.0%	0.1%	1	0.0%	0.0%	0	-	-
Lorraine	904	21.1%	46.7%	452	20.7%	48.3%	452	21.6%	45.1%	213	21.5%	37.8%
Alsace	755	17.6%	49.9%	392	17.9%	53.5%	363	17.3%	46.5%	195	19.6%	39.0%
Franche-Comté	422	9.8%	44.3%	216	9.9%	46.7%	205	9.8%	42.1%	87	8.8%	34.3%
Champagne-Ardenne	84	2.0%	7.7%	42	1.9%	8.0%	42	2.0%	7.5%	17	1.7%	5.7%
Picardie	0	-	-	0	-	-	0	-	-	0	-	-
Bourgogne	381	8.9%	28.0%	182	8.3%	27.9%	199	9.5%	28.1%	72	7.3%	20.3%
Haute-Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.1%
Basse-Normandie	1	0.0%	0.1%	0	-	-	1	0.0%	0.1%	0	-	-
Centre	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Pays de la Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Bretagne	1	0.0%	0.0%	1	0.0%	0.1%	0	-	-	1	0.1%	0.1%
Poitou-Charentes	2	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.1%	1	0.1%	0.3%
Aquitaine	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	0.0%	0.1%
Midi-Pyrénées	1	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	-	-	0	0.0%	0.1%	0	0.0%	0.2%
Auvergne	47	1.1%	4.1%	25	1.1%	4.5%	22	1.1%	3.8%	11	1.1%	3.5%
Rhône-Alpes	1542	36.0%	30.7%	797	36.5%	33.0%	745	35.5%	28.6%	356	35.9%	20.6%
Languedoc-Roussillon	7	0.2%	0.3%	3	0.1%	0.3%	4	0.2%	0.4%	4	0.4%	0.6%
Provence-Alpes-Côte-d'Azur-Corse	120	2.8%	2.8%	67	3.1%	3.3%	52	2.5%	2.3%	30	3.0%	2.1%
Habitudes de connexion Internet												
Tous les jours	1888	44.1%	6.8%	1023	46.8%	7.3%	865	41.3%	6.4%	744	75.0%	5.8%
Presque tous les jours	443	10.3%	7.3%	233	10.7%	8.0%	209	10.0%	6.6%	124	12.5%	5.1%
1 à 2 fois par semaine	306	7.1%	9.5%	156	7.1%	10.9%	150	7.2%	8.4%	62	6.3%	6.9%
1 à 3 fois par mois	80	1.9%	9.2%	37	1.7%	9.9%	43	2.0%	8.7%	12	1.2%	6.3%
Moins souvent	117	2.7%	8.8%	65	3.0%	10.9%	52	2.5%	7.1%	15	1.5%	11.8%
Jamais	26	0.6%	12.5%	16	0.7%	11.9%	11	0.5%	13.6%	3	0.3%	13.1%

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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	145	3.4%	6.2%	47	2.1%	5.0%	98	4.7%	7.0%	3	0.3%	1.3%
De 9 000 à moins de 12 000 euros par an	277	6.5%	8.5%	94	4.3%	8.6%	183	8.7%	8.4%	16	1.6%	6.3%
De 12 000 à moins de 18 000 euros par an	614	14.3%	9.1%	284	13.0%	9.7%	329	15.7%	8.6%	35	3.5%	4.2%
De 18 000 à moins de 24 000 euros par an	702	16.4%	9.6%	393	18.0%	11.3%	309	14.7%	8.0%	110	11.1%	6.8%
De 24 000 à moins de 36 000 euros par an	1014	23.7%	8.9%	518	23.7%	9.3%	496	23.7%	8.6%	236	23.8%	6.3%
De 36 000 à moins de 45 000 euros par an	539	12.6%	8.4%	309	14.1%	9.0%	230	11.0%	7.7%	170	17.1%	6.0%
De 45 000 à moins de 65 000 euros par an	414	9.7%	7.2%	257	11.8%	8.1%	157	7.5%	6.1%	222	22.4%	6.4%
De 65 000 à moins de 80 000 euros par an	92	2.2%	6.0%	56	2.6%	5.9%	36	1.7%	6.1%	59	6.0%	5.4%
De 80 000 à moins de 115 000 euros par an	70	1.6%	6.9%	51	2.3%	8.4%	19	0.9%	4.8%	46	4.6%	5.6%
115 000 euros et plus par an	19	0.4%	3.9%	13	0.6%	4.8%	6	0.3%	2.8%	19	1.9%	4.6%
Refus	289	6.8%	8.7%	116	5.3%	8.6%	173	8.3%	8.8%	57	5.8%	5.0%
Ne sait pas	106	2.5%	6.7%	47	2.1%	6.9%	59	2.8%	6.5%	19	1.9%	3.4%