

# Groupe Centre France Publicité

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1465	100.0%	2.9%	718	100.0%	2.9%	747	100.0%	2.8%	322	100.0%	1.9%
<b>Sexe</b>												
<b>Homme</b>	718	49.0%	2.9%	718	100.0%	2.9%	0	-	-	186	57.8%	2.1%
<b>Femme</b>	747	51.0%	2.8%	0	-	-	747	100.0%	2.8%	136	42.2%	1.7%
<b>Age</b>												
<b>15 à 24 ans</b>	117	8.0%	1.6%	69	9.6%	1.8%	48	6.5%	1.3%	39	12.1%	1.3%
<b>25 à 34 ans</b>	141	9.6%	1.8%	84	11.6%	2.2%	57	7.6%	1.5%	53	16.5%	1.6%
<b>35 à 49 ans</b>	313	21.3%	2.5%	158	22.0%	2.5%	154	20.7%	2.4%	128	39.8%	2.1%
<b>50 à 64 ans</b>	431	29.5%	3.5%	206	28.8%	3.5%	225	30.1%	3.6%	98	30.4%	2.4%
<b>65 ans et plus</b>	463	31.6%	4.2%	201	28.0%	4.2%	262	35.1%	4.1%	4	1.2%	1.7%
<b>Individu</b>												
<b>Ménagère</b>	696	47.6%	3.0%	0	-	-	696	93.3%	3.0%	123	38.2%	1.8%
<b>Personne de Référence</b>	842	57.5%	3.0%	634	88.3%	3.1%	208	27.8%	2.6%	173	53.7%	2.0%
<b>Responsable des achats</b>	1036	70.8%	2.9%	358	49.9%	2.9%	678	90.8%	2.9%	199	61.7%	1.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	46	3.1%	8.6%	26	3.6%	7.8%	20	2.7%	9.9%	0	0.1%	1.8%
<b>Petits patrons</b>	43	2.9%	2.6%	36	5.0%	3.1%	7	0.9%	1.4%	41	12.6%	2.7%
<b>Affaires et Cadres</b>	77	5.2%	1.6%	44	6.1%	1.5%	33	4.4%	1.8%	66	20.4%	1.5%
<b>Professions intermédiaires</b>	142	9.7%	2.1%	81	11.3%	2.4%	61	8.2%	1.8%	116	36.0%	2.1%
<b>Employés</b>	235	16.1%	2.8%	63	8.8%	3.1%	172	23.0%	2.7%	47	14.7%	2.6%
<b>Ouvriers</b>	188	12.8%	2.9%	150	21.0%	3.0%	38	5.1%	2.7%	11	3.5%	3.0%
<b>Retraités</b>	546	37.3%	4.3%	256	35.6%	4.3%	290	38.9%	4.4%	7	2.1%	2.7%
<b>Autres inactifs</b>	187	12.8%	1.9%	61	8.5%	1.8%	126	16.9%	1.9%	34	10.5%	1.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	52	3.5%	6.5%	25	3.5%	6.7%	26	3.5%	6.3%	0	-	-
<b>Petits patrons</b>	61	4.2%	2.3%	42	5.8%	2.9%	19	2.6%	1.6%	61	19.0%	2.3%
<b>Affaires et Cadres</b>	91	6.2%	1.3%	51	7.0%	1.5%	41	5.5%	1.2%	91	28.3%	1.3%
<b>Professions intermédiaires</b>	169	11.6%	2.3%	94	13.1%	2.4%	76	10.1%	2.1%	169	52.6%	2.3%
<b>Employés</b>	129	8.8%	2.4%	67	9.3%	3.0%	62	8.3%	2.0%	0	-	-
<b>Ouvriers</b>	251	17.2%	2.7%	142	19.8%	2.9%	109	14.6%	2.4%	0	-	-
<b>Retraités</b>	620	42.3%	4.2%	267	37.2%	4.0%	353	47.2%	4.4%	0	-	-
<b>Autres inactifs</b>	91	6.2%	2.3%	30	4.2%	2.1%	61	8.1%	2.5%	0	-	-

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<b>Taille du Foyer</b>												
1 personne	273	18.7%	2.9%	112	15.6%	2.8%	161	21.6%	3.0%	28	8.8%	1.6%
2 personnes	643	43.9%	3.6%	320	44.5%	3.6%	324	43.4%	3.5%	96	29.7%	2.2%
3 personnes	270	18.4%	2.9%	143	19.9%	3.1%	127	17.0%	2.7%	73	22.5%	2.0%
4 personnes	204	13.9%	2.2%	103	14.3%	2.2%	101	13.5%	2.2%	92	28.4%	2.0%
5 personnes et +	75	5.1%	1.4%	40	5.6%	1.7%	34	4.6%	1.2%	34	10.6%	1.4%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	325	22.2%	2.1%	162	22.5%	2.2%	163	21.8%	1.9%	131	40.6%	1.7%
Non	1140	77.8%	3.2%	556	77.5%	3.2%	584	78.2%	3.2%	191	59.4%	2.0%
<b>Habitat</b>												
Communes rurales	579	39.5%	4.9%	288	40.2%	5.1%	291	38.9%	4.8%	118	36.7%	3.5%
Agglo. - 20 000 hab	305	20.8%	3.4%	140	19.4%	3.3%	165	22.1%	3.5%	58	17.9%	2.3%
Agglo. 20 000 à 100 000 hab	317	21.6%	4.6%	162	22.6%	4.8%	155	20.7%	4.4%	82	25.5%	4.1%
Agglo. + 100 000 hab	246	16.8%	1.6%	118	16.4%	1.6%	129	17.2%	1.6%	60	18.7%	1.2%
Agglo. Paris	18	1.3%	0.2%	10	1.5%	0.3%	8	1.1%	0.2%	4	1.2%	0.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	22	1.5%	0.2%	13	1.9%	0.3%	8	1.1%	0.2%	5	1.4%	0.1%
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Alsace	0	-	-	0	-	-	0	-	-	0	-	-
Franche-Comté	0	-	-	0	-	-	0	-	-	0	-	-
Champagne-Ardenne	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.1%	0.1%
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Bourgogne	221	15.1%	16.2%	112	15.6%	17.1%	109	14.6%	15.4%	43	13.2%	12.0%
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Centre	404	27.6%	19.4%	192	26.8%	19.2%	212	28.4%	19.6%	96	29.7%	15.0%
Pays de la Loire	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%	0	-	-
Bretagne	2	0.1%	0.1%	2	0.2%	0.1%	0	-	-	0	-	-
Poitou-Charentes	3	0.2%	0.2%	1	0.2%	0.2%	2	0.2%	0.2%	2	0.5%	0.4%
Aquitaine	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	0	-	-
Midi-Pyrénées	2	0.1%	0.1%	1	0.1%	0.1%	1	0.2%	0.1%	1	0.2%	0.1%
Limousin	282	19.2%	44.8%	137	19.1%	45.5%	145	19.4%	44.1%	60	18.7%	38.0%
Auvergne	514	35.1%	45.7%	253	35.2%	46.8%	261	34.9%	44.6%	110	34.2%	36.0%
Rhône-Alpes	10	0.7%	0.2%	5	0.7%	0.2%	5	0.7%	0.2%	5	1.6%	0.3%
Languedoc-Roussillon	2	0.1%	0.1%	0	0.0%	0.0%	2	0.2%	0.1%	1	0.2%	0.1%
Provence-Alpes-Côte-d'Azur-Corse	1	0.1%	0.0%	0	-	-	1	0.2%	0.1%	1	0.2%	0.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	616	42.1%	2.2%	319	44.5%	2.3%	297	39.7%	2.2%	222	68.8%	1.7%
Presque tous les jours	173	11.8%	2.8%	82	11.4%	2.8%	91	12.2%	2.9%	58	18.1%	2.4%
1 à 2 fois par semaine	122	8.3%	3.8%	61	8.5%	4.3%	61	8.1%	3.4%	28	8.8%	3.1%
1 à 3 fois par mois	31	2.1%	3.5%	22	3.1%	5.9%	9	1.1%	1.7%	5	1.5%	2.5%
Moins souvent	55	3.8%	4.2%	29	4.1%	5.0%	26	3.5%	3.5%	4	1.3%	3.2%
Jamais	9	0.6%	4.3%	8	1.1%	6.0%	1	0.1%	1.3%	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	70	4.8%	3.0%	29	4.1%	3.1%	41	5.4%	2.9%	4	1.3%	2.1%
De 9 000 à moins de 12 000 euros par an	105	7.2%	3.2%	35	4.9%	3.2%	70	9.3%	3.2%	4	1.3%	1.7%
De 12 000 à moins de 18 000 euros par an	218	14.9%	3.2%	99	13.8%	3.4%	119	15.9%	3.1%	19	6.0%	2.3%
De 18 000 à moins de 24 000 euros par an	260	17.7%	3.5%	109	15.2%	3.1%	151	20.2%	3.9%	30	9.2%	1.8%
De 24 000 à moins de 36 000 euros par an	309	21.1%	2.7%	166	23.1%	3.0%	143	19.1%	2.5%	67	20.9%	1.8%
De 36 000 à moins de 45 000 euros par an	197	13.5%	3.1%	103	14.4%	3.0%	94	12.5%	3.1%	72	22.3%	2.5%
De 45 000 à moins de 65 000 euros par an	134	9.1%	2.3%	83	11.6%	2.6%	50	6.7%	1.9%	66	20.5%	1.9%
De 65 000 à moins de 80 000 euros par an	26	1.8%	1.7%	19	2.7%	2.0%	7	0.9%	1.2%	15	4.6%	1.4%
De 80 000 à moins de 115 000 euros par an	14	1.0%	1.4%	7	1.0%	1.2%	6	0.9%	1.6%	11	3.5%	1.4%
115 000 euros et plus par an	8	0.6%	1.7%	4	0.6%	1.6%	4	0.5%	1.8%	3	0.9%	0.7%
Refus	88	6.0%	2.7%	42	5.9%	3.1%	46	6.1%	2.3%	23	7.0%	2.0%
Ne sait pas	37	2.5%	2.3%	19	2.7%	2.9%	17	2.3%	1.9%	8	2.5%	1.4%