

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	863	100.0%	1.7%	551	100.0%	2.3%	312	100.0%	1.2%	455	100.0%	2.7%
<b>Sexe</b>												
<b>Homme</b>	551	63.8%	2.3%	551	100.0%	2.3%	0	-	-	298	65.5%	3.4%
<b>Femme</b>	312	36.2%	1.2%	0	-	-	312	100.0%	1.2%	157	34.5%	1.9%
<b>Age</b>												
<b>15 à 24 ans</b>	111	12.9%	1.5%	73	13.2%	1.9%	38	12.3%	1.0%	56	12.4%	1.8%
<b>25 à 34 ans</b>	127	14.7%	1.6%	84	15.2%	2.2%	43	13.7%	1.1%	75	16.5%	2.2%
<b>35 à 49 ans</b>	241	27.9%	1.9%	158	28.6%	2.5%	83	26.6%	1.3%	167	36.7%	2.7%
<b>50 à 64 ans</b>	238	27.6%	1.9%	151	27.5%	2.6%	86	27.7%	1.4%	145	31.9%	3.6%
<b>65 ans et plus</b>	147	17.0%	1.3%	85	15.5%	1.8%	62	19.8%	1.0%	11	2.4%	5.9%
<b>Individu</b>												
<b>Ménagère</b>	277	32.1%	1.2%	0	-	-	277	88.8%	1.2%	136	29.8%	2.0%
<b>Personne de Référence</b>	558	64.7%	2.0%	454	82.4%	2.2%	104	33.3%	1.3%	297	65.3%	3.5%
<b>Responsable des achats</b>	594	68.8%	1.7%	327	59.3%	2.6%	267	85.6%	1.2%	303	66.7%	2.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	7	0.8%	1.3%	4	0.7%	1.1%	3	1.1%	1.6%	0	-	-
<b>Petits patrons</b>	48	5.6%	2.9%	44	7.9%	3.8%	4	1.4%	0.9%	43	9.4%	2.9%
<b>Affaires et Cadres</b>	221	25.7%	4.7%	156	28.4%	5.4%	65	20.9%	3.6%	207	45.5%	4.8%
<b>Professions intermédiaires</b>	143	16.6%	2.1%	86	15.6%	2.5%	57	18.4%	1.8%	130	28.6%	2.3%
<b>Employés</b>	106	12.3%	1.3%	48	8.7%	2.3%	58	18.5%	0.9%	17	3.8%	1.0%
<b>Ouvriers</b>	51	5.9%	0.8%	47	8.5%	0.9%	4	1.3%	0.3%	1	0.2%	0.2%
<b>Retraités</b>	175	20.3%	1.4%	101	18.3%	1.7%	74	23.7%	1.1%	7	1.6%	3.1%
<b>Autres inactifs</b>	112	12.9%	1.1%	65	11.9%	1.9%	46	14.8%	0.7%	50	10.9%	1.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	12	1.4%	1.5%	6	1.0%	1.5%	6	2.0%	1.5%	0	-	-
<b>Petits patrons</b>	56	6.5%	2.1%	40	7.3%	2.9%	16	5.0%	1.2%	56	12.3%	2.1%
<b>Affaires et Cadres</b>	254	29.4%	3.7%	169	30.6%	4.8%	85	27.2%	2.5%	254	55.7%	3.7%
<b>Professions intermédiaires</b>	145	16.9%	1.9%	89	16.2%	2.3%	56	18.0%	1.6%	145	32.0%	1.9%
<b>Employés</b>	79	9.1%	1.5%	46	8.4%	2.1%	33	10.4%	1.1%	0	-	-
<b>Ouvriers</b>	85	9.8%	0.9%	58	10.5%	1.2%	27	8.5%	0.6%	0	-	-
<b>Retraités</b>	195	22.5%	1.3%	118	21.4%	1.8%	77	24.5%	1.0%	0	-	-
<b>Autres inactifs</b>	38	4.5%	1.0%	25	4.6%	1.7%	13	4.3%	0.6%	0	-	-

# Libération

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
1 personne	172	20.0%	1.8%	100	18.1%	2.5%	73	23.3%	1.4%	73	16.0%	4.2%
2 personnes	315	36.5%	1.8%	202	36.7%	2.3%	113	36.1%	1.2%	147	32.2%	3.4%
3 personnes	163	18.9%	1.8%	101	18.4%	2.2%	61	19.7%	1.3%	88	19.3%	2.3%
4 personnes	130	15.1%	1.4%	83	15.1%	1.8%	47	15.0%	1.0%	94	20.7%	2.0%
5 personnes et +	83	9.6%	1.6%	64	11.7%	2.6%	18	5.9%	0.7%	54	11.8%	2.2%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	235	27.2%	1.5%	148	26.9%	2.0%	86	27.7%	1.0%	163	35.8%	2.1%
Non	628	72.8%	1.8%	402	73.1%	2.3%	226	72.3%	1.2%	292	64.2%	3.1%
<b>Habitat</b>												
Communes rurales	106	12.3%	0.9%	68	12.4%	1.2%	38	12.2%	0.6%	51	11.2%	1.5%
Agglo. - 20 000 hab	91	10.5%	1.0%	60	10.9%	1.4%	31	10.0%	0.7%	33	7.3%	1.3%
Agglo. 20 000 à 100 000 hab	82	9.5%	1.2%	53	9.6%	1.5%	29	9.3%	0.9%	30	6.6%	1.5%
Agglo. + 100 000 hab	224	25.9%	1.5%	137	24.9%	1.9%	87	27.7%	1.1%	107	23.5%	2.1%
Agglo. Paris	360	41.7%	4.3%	233	42.2%	5.8%	127	40.7%	2.9%	234	51.4%	6.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	385	44.7%	4.1%	254	46.2%	5.6%	131	42.0%	2.7%	245	53.9%	5.7%
Nord-Pas-de-Calais	26	3.0%	0.8%	16	2.9%	1.1%	9	3.0%	0.6%	13	2.8%	1.4%
Lorraine	14	1.6%	0.7%	8	1.5%	0.9%	5	1.7%	0.5%	6	1.4%	1.2%
Alsace	15	1.8%	1.0%	12	2.1%	1.6%	3	1.1%	0.4%	12	2.6%	2.4%
Franche-Comté	9	1.0%	0.9%	5	0.8%	1.0%	4	1.3%	0.9%	6	1.4%	2.3%
Champagne-Ardenne	12	1.4%	1.1%	6	1.1%	1.1%	6	1.9%	1.0%	5	1.0%	1.5%
Picardie	12	1.4%	0.8%	8	1.5%	1.1%	4	1.2%	0.5%	6	1.3%	1.4%
Bourgogne	11	1.3%	0.8%	8	1.5%	1.3%	3	1.1%	0.5%	5	1.1%	1.3%
Haute-Normandie	13	1.6%	0.9%	6	1.0%	0.8%	8	2.5%	1.0%	9	2.0%	2.1%
Basse-Normandie	8	0.9%	0.6%	4	0.7%	0.6%	4	1.3%	0.7%	2	0.5%	0.7%
Centre	28	3.3%	1.3%	19	3.4%	1.9%	9	3.0%	0.9%	14	3.1%	2.3%
Pays de la Loire	27	3.2%	1.0%	14	2.6%	1.0%	13	4.2%	0.9%	14	3.0%	1.7%
Bretagne	21	2.4%	0.8%	16	2.9%	1.3%	5	1.6%	0.4%	8	1.8%	1.0%
Poitou-Charentes	22	2.5%	1.5%	16	2.9%	2.2%	6	1.9%	0.8%	9	1.9%	2.3%
Aquitaine	46	5.3%	1.7%	29	5.3%	2.3%	17	5.3%	1.2%	15	3.4%	1.9%
Midi-Pyrénées	32	3.7%	1.3%	24	4.4%	2.1%	8	2.7%	0.7%	14	3.1%	1.8%
Limousin	9	1.1%	1.5%	6	1.1%	2.0%	3	1.0%	1.0%	2	0.4%	1.3%
Auvergne	11	1.3%	1.0%	4	0.8%	0.8%	7	2.1%	1.1%	4	1.0%	1.4%
Rhône-Alpes	56	6.5%	1.1%	34	6.2%	1.4%	22	7.1%	0.8%	27	5.8%	1.5%
Languedoc-Roussillon	28	3.2%	1.3%	19	3.5%	1.9%	8	2.7%	0.7%	8	1.7%	1.2%
Provence-Alpes-Côte-d'Azur-Corse	78	9.0%	1.8%	42	7.7%	2.1%	35	11.3%	1.6%	31	6.9%	2.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	646	74.9%	2.3%	426	77.4%	3.0%	220	70.4%	1.6%	393	86.4%	3.0%
Presque tous les jours	88	10.2%	1.4%	47	8.5%	1.6%	41	13.1%	1.3%	43	9.5%	1.9%
1 à 2 fois par semaine	36	4.2%	1.1%	19	3.5%	1.3%	17	5.5%	1.0%	8	1.8%	0.9%
1 à 3 fois par mois	9	1.0%	1.0%	4	0.8%	1.3%	4	1.4%	0.8%	2	0.3%	1.0%
Moins souvent	7	0.8%	0.5%	5	0.9%	0.8%	2	0.6%	0.2%	0	0.1%	0.3%
Jamais	0	0.0%	0.2%	0	-	-	0	0.1%	0.6%	0	-	-

# Libération

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	32	3.7%	1.5%	22	3.9%	2.5%	10	3.2%	0.8%	7	1.5%	3.8%
De 9 000 à moins de 12 000 euros par an	33	3.8%	1.0%	21	3.8%	1.8%	12	3.8%	0.5%	3	0.7%	1.2%
De 12 000 à moins de 18 000 euros par an	60	7.0%	0.9%	26	4.8%	1.0%	34	10.9%	0.9%	16	3.5%	2.1%
De 18 000 à moins de 24 000 euros par an	91	10.6%	1.2%	54	9.9%	1.5%	37	11.8%	0.9%	28	6.2%	1.8%
De 24 000 à moins de 36 000 euros par an	165	19.1%	1.4%	97	17.6%	1.7%	68	21.8%	1.1%	83	18.3%	2.2%
De 36 000 à moins de 45 000 euros par an	107	12.4%	1.6%	72	13.1%	2.0%	35	11.2%	1.2%	62	13.7%	2.1%
De 45 000 à moins de 65 000 euros par an	180	20.8%	3.0%	119	21.6%	3.6%	61	19.6%	2.3%	114	25.1%	3.2%
De 65 000 à moins de 80 000 euros par an	58	6.7%	3.8%	43	7.9%	4.7%	14	4.6%	2.3%	46	10.0%	4.1%
De 80 000 à moins de 115 000 euros par an	51	5.9%	5.2%	38	7.0%	6.4%	13	4.1%	3.4%	43	9.3%	5.3%
115 000 euros et plus par an	23	2.6%	5.0%	19	3.5%	7.0%	3	1.1%	1.9%	18	4.0%	4.7%
Refus	51	6.0%	1.6%	33	6.0%	2.5%	18	5.9%	1.0%	29	6.3%	2.5%
Ne sait pas	13	1.5%	0.9%	6	1.1%	1.0%	6	2.1%	0.8%	6	1.4%	1.4%