

COM > Quotidiens

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	9783	100.0%	19.1%	4873	100.0%	19.9%	4910	100.0%	18.4%	2257	100.0%	13.3%
Sexe												
Homme	4873	49.8%	19.9%	4873	100.0%	19.9%	0	-	-	1256	55.7%	14.3%
Femme	4910	50.2%	18.4%	0	-	-	4910	100.0%	18.4%	1000	44.3%	12.2%
Age												
15 à 24 ans	903	9.2%	12.2%	491	10.1%	13.2%	412	8.4%	11.3%	331	14.7%	10.5%
25 à 34 ans	1013	10.4%	13.1%	553	11.3%	14.6%	460	9.4%	11.8%	340	15.1%	10.0%
35 à 49 ans	2067	21.1%	16.3%	1072	22.0%	17.2%	995	20.3%	15.5%	844	37.4%	13.7%
50 à 64 ans	2696	27.6%	22.0%	1348	27.7%	22.7%	1348	27.4%	21.3%	718	31.8%	17.7%
65 ans et plus	3105	31.7%	28.0%	1410	28.9%	29.6%	1695	34.5%	26.8%	24	1.1%	12.8%
Individu												
Ménagère	4523	46.2%	19.3%	0	-	-	4523	92.1%	19.3%	885	39.2%	13.0%
Personne de Référence	5666	57.9%	20.2%	4209	86.4%	20.8%	1457	29.7%	18.4%	1204	53.3%	14.3%
Responsable des achats	6777	69.3%	19.1%	2366	48.6%	19.0%	4411	89.8%	19.2%	1405	62.2%	13.1%
PCS Individu												
Agriculteurs	199	2.0%	37.2%	131	2.7%	39.7%	68	1.4%	33.0%	5	0.2%	18.9%
Petits patrons	283	2.9%	17.1%	207	4.2%	17.8%	76	1.5%	15.6%	233	10.3%	15.8%
Affaires et Cadres	543	5.5%	11.4%	357	7.3%	12.2%	186	3.8%	10.1%	477	21.2%	11.0%
Professions intermédiaires	996	10.2%	14.8%	570	11.7%	16.4%	426	8.7%	13.1%	821	36.4%	14.7%
Employés	1514	15.5%	18.1%	412	8.5%	19.8%	1103	22.5%	17.5%	284	12.6%	15.7%
Ouvriers	1212	12.4%	18.7%	947	19.4%	19.0%	264	5.4%	17.8%	60	2.7%	14.1%
Retraités	3500	35.8%	27.8%	1757	36.1%	29.2%	1742	35.5%	26.5%	53	2.4%	22.7%
Autres inactifs	1537	15.7%	15.4%	491	10.1%	14.1%	1046	21.3%	16.0%	324	14.4%	10.5%
PCS Personne de Référence												
Agriculteurs	294	3.0%	37.0%	157	3.2%	40.7%	137	2.8%	33.5%	0	-	-
Petits patrons	399	4.1%	15.2%	216	4.4%	15.7%	184	3.7%	14.6%	399	17.7%	15.2%
Affaires et Cadres	768	7.9%	11.2%	423	8.7%	12.1%	345	7.0%	10.3%	768	34.0%	11.2%
Professions intermédiaires	1089	11.1%	14.6%	618	12.7%	15.8%	471	9.6%	13.2%	1089	48.3%	14.6%
Employés	852	8.7%	16.1%	421	8.6%	18.8%	431	8.8%	14.1%	0	-	-
Ouvriers	1701	17.4%	18.0%	907	18.6%	18.5%	794	16.2%	17.3%	0	-	-
Retraités	3999	40.9%	27.2%	1880	38.6%	28.1%	2119	43.2%	26.5%	0	-	-
Autres inactifs	681	7.0%	17.5%	252	5.2%	17.0%	429	8.7%	17.8%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1844	18.8%	19.6%	798	16.4%	19.7%	1046	21.3%	19.6%	214	9.5%	12.4%
2 personnes	4237	43.3%	23.5%	2151	44.1%	24.5%	2086	42.5%	22.6%	640	28.4%	14.9%
3 personnes	1503	15.4%	16.2%	779	16.0%	17.0%	723	14.7%	15.3%	463	20.5%	12.2%
4 personnes	1438	14.7%	15.7%	763	15.7%	16.7%	675	13.7%	14.6%	634	28.1%	13.6%
5 personnes et +	762	7.8%	14.5%	382	7.8%	15.5%	381	7.8%	13.7%	305	13.5%	12.3%
Présence d'enfants de moins de 15 ans												
Oui	2335	23.9%	14.8%	1155	23.7%	15.9%	1180	24.0%	14.0%	965	42.8%	12.6%
Non	7448	76.1%	21.1%	3718	76.3%	21.6%	3730	76.0%	20.5%	1292	57.2%	13.9%
Habitat												
Communes rurales	3130	32.0%	26.7%	1525	31.3%	27.5%	1605	32.7%	26.1%	643	28.5%	19.3%
Agglo. - 20 000 hab	2149	22.0%	24.0%	1075	22.1%	25.4%	1074	21.9%	22.7%	455	20.2%	17.8%
Agglo. 20 000 à 100 000 hab	1627	16.6%	23.8%	825	16.9%	24.0%	802	16.3%	23.5%	367	16.2%	18.3%
Agglo. + 100 000 hab	2801	28.6%	18.5%	1409	28.9%	19.5%	1392	28.3%	17.5%	760	33.7%	14.6%
Agglo. Paris	77	0.8%	0.9%	40	0.8%	1.0%	37	0.8%	0.8%	33	1.5%	0.8%

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Région d'habitation												
Ile-de-France	83	0.8%	0.9%	45	0.9%	1.0%	37	0.8%	0.8%	38	1.7%	0.9%
Nord-Pas-de-Calais	1212	12.4%	37.7%	594	12.2%	39.0%	618	12.6%	36.6%	271	12.0%	29.6%
Lorraine	1	0.0%	0.1%	1	0.0%	0.1%	0	0.0%	0.0%	1	0.0%	0.2%
Alsace	1	0.0%	0.1%	1	0.0%	0.2%	0	-	-	1	0.1%	0.2%
Franche-Comté	2	0.0%	0.2%	1	0.0%	0.2%	1	0.0%	0.1%	0	0.0%	0.1%
Champagne-Ardenne	3	0.0%	0.3%	2	0.0%	0.3%	1	0.0%	0.2%	0	0.0%	0.1%
Picardie	296	3.0%	19.3%	141	2.9%	19.0%	155	3.2%	19.6%	64	2.8%	14.6%
Bourgogne	213	2.2%	15.6%	104	2.1%	15.9%	109	2.2%	15.5%	40	1.8%	11.0%
Haute-Normandie	21	0.2%	1.4%	16	0.3%	2.2%	5	0.1%	0.7%	4	0.2%	1.0%
Basse-Normandie	466	4.8%	38.7%	229	4.7%	39.6%	238	4.8%	37.9%	96	4.3%	29.0%
Centre	768	7.8%	36.9%	369	7.6%	36.9%	399	8.1%	37.0%	157	7.0%	24.9%
Pays de la Loire	1369	14.0%	47.7%	659	13.5%	47.6%	710	14.5%	47.8%	311	13.8%	37.6%
Bretagne	1129	11.5%	43.4%	585	12.0%	46.8%	545	11.1%	40.2%	279	12.4%	36.0%
Poitou-Charentes	667	6.8%	45.4%	332	6.8%	47.1%	335	6.8%	43.8%	131	5.8%	35.3%
Aquitaine	1041	10.6%	38.8%	508	10.4%	39.8%	534	10.9%	37.9%	245	10.9%	30.4%
Midi-Pyrénées	847	8.7%	35.3%	444	9.1%	38.5%	402	8.2%	32.4%	217	9.6%	26.9%
Limousin	282	2.9%	44.8%	136	2.8%	45.1%	146	3.0%	44.5%	61	2.7%	38.7%
Auvergne	511	5.2%	45.4%	257	5.3%	47.6%	254	5.2%	43.3%	112	4.9%	37.0%
Rhône-Alpes	15	0.2%	0.3%	6	0.1%	0.2%	9	0.2%	0.3%	5	0.2%	0.3%
Languedoc-Roussillon	779	8.0%	35.8%	396	8.1%	38.4%	383	7.8%	33.5%	192	8.5%	29.6%
Provence-Alpes-Côte-d'Azur-Corse	79	0.8%	1.8%	49	1.0%	2.4%	30	0.6%	1.3%	31	1.4%	2.2%
Habitudes de connexion Internet												
Tous les jours	4517	46.2%	16.4%	2438	50.0%	17.4%	2079	42.3%	15.3%	1703	75.5%	13.2%
Presque tous les jours	1032	10.5%	16.8%	507	10.4%	17.5%	525	10.7%	16.1%	276	12.2%	11.8%
1 à 2 fois par semaine	612	6.3%	18.9%	293	6.0%	20.1%	319	6.5%	17.9%	144	6.4%	15.3%
1 à 3 fois par mois	178	1.8%	21.0%	79	1.6%	23.5%	99	2.0%	19.3%	29	1.3%	19.0%
Moins souvent	277	2.8%	20.7%	137	2.8%	21.6%	140	2.8%	19.9%	14	0.6%	10.7%
Jamais	40	0.4%	29.4%	22	0.4%	25.8%	18	0.4%	35.3%	2	0.1%	11.6%

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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	453	4.6%	21.1%	193	4.0%	22.4%	259	5.3%	20.3%	22	1.0%	11.9%
De 9 000 à moins de 12 000 euros par an	745	7.6%	22.4%	256	5.2%	22.5%	490	10.0%	22.4%	28	1.2%	11.2%
De 12 000 à moins de 18 000 euros par an	1384	14.1%	21.3%	620	12.7%	22.6%	764	15.6%	20.3%	119	5.3%	15.5%
De 18 000 à moins de 24 000 euros par an	1517	15.5%	20.3%	758	15.6%	21.4%	759	15.5%	19.3%	219	9.7%	13.8%
De 24 000 à moins de 36 000 euros par an	2408	24.6%	20.8%	1217	25.0%	22.0%	1191	24.3%	19.7%	561	24.9%	15.1%
De 36 000 à moins de 45 000 euros par an	1156	11.8%	17.8%	656	13.5%	18.4%	499	10.2%	17.0%	420	18.6%	14.1%
De 45 000 à moins de 65 000 euros par an	924	9.4%	15.5%	587	12.0%	17.6%	337	6.9%	12.8%	451	20.0%	12.6%
De 65 000 à moins de 80 000 euros par an	216	2.2%	14.1%	143	2.9%	15.6%	73	1.5%	11.8%	144	6.4%	12.9%
De 80 000 à moins de 115 000 euros par an	104	1.1%	10.7%	70	1.4%	11.7%	34	0.7%	9.1%	85	3.8%	10.7%
115 000 euros et plus par an	42	0.4%	9.1%	29	0.6%	10.6%	13	0.3%	6.9%	26	1.2%	6.8%
Refus	598	6.1%	18.6%	243	5.0%	18.1%	355	7.2%	18.9%	126	5.6%	11.0%
Ne sait pas	238	2.4%	16.5%	101	2.1%	16.2%	137	2.8%	16.7%	58	2.6%	12.1%