

Quotidiens Associés

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7284	100.0%	14.2%	3710	100.0%	15.2%	3574	100.0%	13.4%	1802	100.0%	10.6%
Sexe												
Homme	3710	50.9%	15.2%	3710	100.0%	15.2%	0	-	-	1012	56.1%	11.5%
Femme	3574	49.1%	13.4%	0	-	-	3574	100.0%	13.4%	790	43.9%	9.7%
Age												
15 à 24 ans	639	8.8%	8.6%	372	10.0%	10.0%	267	7.5%	7.3%	231	12.8%	7.3%
25 à 34 ans	716	9.8%	9.3%	390	10.5%	10.3%	326	9.1%	8.3%	254	14.1%	7.4%
35 à 49 ans	1599	22.0%	12.6%	859	23.1%	13.8%	740	20.7%	11.5%	693	38.4%	11.2%
50 à 64 ans	2044	28.1%	16.7%	1042	28.1%	17.6%	1001	28.0%	15.8%	606	33.6%	15.0%
65 ans et plus	2286	31.4%	20.6%	1047	28.2%	22.0%	1239	34.7%	19.6%	19	1.1%	10.3%
Individu												
Ménagère	3299	45.3%	14.1%	0	-	-	3299	92.3%	14.1%	697	38.7%	10.2%
Personne de Référence	4178	57.4%	14.9%	3169	85.4%	15.7%	1009	28.2%	12.8%	975	54.1%	11.6%
Responsable des achats	5085	69.8%	14.4%	1843	49.7%	14.8%	3242	90.7%	14.1%	1100	61.0%	10.3%
PCS Individu												
Agriculteurs	87	1.2%	16.3%	57	1.5%	17.4%	30	0.8%	14.6%	0	0.0%	0.4%
Petits patrons	234	3.2%	14.2%	181	4.9%	15.5%	53	1.5%	10.8%	210	11.7%	14.3%
Affaires et Cadres	413	5.7%	8.7%	277	7.5%	9.5%	136	3.8%	7.4%	364	20.2%	8.4%
Professions intermédiaires	814	11.2%	12.1%	468	12.6%	13.4%	346	9.7%	10.6%	661	36.7%	11.8%
Employés	1097	15.1%	13.1%	308	8.3%	14.7%	790	22.1%	12.6%	224	12.4%	12.4%
Ouvriers	935	12.8%	14.5%	741	20.0%	14.9%	194	5.4%	13.1%	56	3.1%	13.1%
Retraités	2584	35.5%	20.5%	1306	35.2%	21.7%	1278	35.7%	19.5%	31	1.7%	13.3%
Autres inactifs	1120	15.4%	11.2%	372	10.0%	10.7%	748	20.9%	11.5%	255	14.2%	8.3%
PCS Personne de Référence												
Agriculteurs	127	1.7%	15.9%	64	1.7%	16.4%	64	1.8%	15.5%	0	-	-
Petits patrons	369	5.1%	14.0%	192	5.2%	14.0%	176	4.9%	14.1%	369	20.5%	14.0%
Affaires et Cadres	557	7.7%	8.1%	322	8.7%	9.2%	235	6.6%	7.0%	557	30.9%	8.1%
Professions intermédiaires	876	12.0%	11.7%	498	13.4%	12.7%	379	10.6%	10.6%	876	48.6%	11.7%
Employés	618	8.5%	11.7%	314	8.5%	14.0%	304	8.5%	9.9%	0	-	-
Ouvriers	1245	17.1%	13.1%	692	18.6%	14.1%	554	15.5%	12.1%	0	-	-
Retraités	2983	41.0%	20.3%	1414	38.1%	21.2%	1569	43.9%	19.6%	0	-	-
Autres inactifs	507	7.0%	13.0%	215	5.8%	14.5%	293	8.2%	12.1%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1338	18.4%	14.3%	592	15.9%	14.6%	747	20.9%	14.0%	166	9.2%	9.6%
2 personnes	3070	42.1%	17.1%	1563	42.1%	17.8%	1507	42.2%	16.4%	503	27.9%	11.7%
3 personnes	1192	16.4%	12.8%	637	17.2%	13.9%	555	15.5%	11.8%	408	22.6%	10.7%
4 personnes	1125	15.4%	12.2%	622	16.8%	13.6%	503	14.1%	10.9%	502	27.8%	10.8%
5 personnes et +	559	7.7%	10.7%	297	8.0%	12.1%	262	7.3%	9.4%	223	12.4%	9.0%
Présence d'enfants de moins de 15 ans												
Oui	1722	23.6%	10.9%	897	24.2%	12.3%	825	23.1%	9.8%	762	42.3%	9.9%
Non	5561	76.4%	15.7%	2813	75.8%	16.4%	2749	76.9%	15.1%	1040	57.7%	11.2%
Habitat												
Communes rurales	1842	25.3%	15.7%	909	24.5%	16.4%	934	26.1%	15.2%	404	22.4%	12.1%
Agglo. - 20 000 hab	1537	21.1%	17.2%	725	19.5%	17.2%	812	22.7%	17.2%	394	21.9%	15.4%
Agglo. 20 000 à 100 000 hab	1249	17.2%	18.2%	670	18.1%	19.5%	579	16.2%	17.0%	295	16.4%	14.7%
Agglo. + 100 000 hab	2622	36.0%	17.3%	1390	37.5%	19.2%	1232	34.5%	15.5%	698	38.8%	13.4%
Agglo. Paris	33	0.5%	0.4%	16	0.4%	0.4%	17	0.5%	0.4%	10	0.6%	0.3%

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Région d'habitation												
Ile-de-France	38	0.5%	0.4%	21	0.6%	0.5%	18	0.5%	0.4%	13	0.7%	0.3%
Nord-Pas-de-Calais	3	0.0%	0.1%	1	0.0%	0.1%	2	0.0%	0.1%	0	0.0%	0.0%
Lorraine	921	12.6%	47.6%	448	12.1%	47.9%	473	13.2%	47.2%	203	11.2%	36.8%
Alsace	750	10.3%	49.5%	375	10.1%	51.2%	374	10.5%	47.8%	174	9.6%	35.5%
Franche-Comté	421	5.8%	44.2%	215	5.8%	46.4%	205	5.7%	42.0%	92	5.1%	34.9%
Champagne-Ardenne	523	7.2%	48.0%	256	6.9%	48.7%	267	7.5%	47.3%	122	6.8%	38.0%
Picardie	108	1.5%	7.0%	53	1.4%	7.1%	55	1.5%	7.0%	21	1.1%	4.8%
Bourgogne	390	5.4%	28.6%	192	5.2%	29.4%	198	5.5%	27.9%	78	4.3%	21.6%
Haute-Normandie	335	4.6%	22.6%	158	4.3%	22.4%	177	4.9%	22.9%	68	3.8%	16.0%
Basse-Normandie	3	0.0%	0.3%	1	0.0%	0.2%	2	0.1%	0.3%	2	0.1%	0.6%
Centre	2	0.0%	0.1%	2	0.0%	0.2%	0	0.0%	0.0%	2	0.1%	0.3%
Pays de la Loire	3	0.0%	0.1%	2	0.1%	0.1%	1	0.0%	0.0%	3	0.1%	0.3%
Bretagne	644	8.8%	24.7%	331	8.9%	26.5%	312	8.7%	23.0%	188	10.4%	24.2%
Poitou-Charentes	3	0.0%	0.2%	2	0.1%	0.3%	1	0.0%	0.1%	1	0.0%	0.2%
Aquitaine	4	0.1%	0.1%	1	0.0%	0.1%	3	0.1%	0.2%	2	0.1%	0.2%
Midi-Pyrénées	2	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.1%	0	0.0%	0.0%
Limousin	2	0.0%	0.4%	2	0.0%	0.6%	1	0.0%	0.2%	0	0.0%	0.2%
Auvergne	53	0.7%	4.7%	31	0.8%	5.7%	22	0.6%	3.7%	12	0.7%	4.0%
Rhône-Alpes	1561	21.4%	31.1%	806	21.7%	33.3%	755	21.1%	29.0%	407	22.6%	22.8%
Languedoc-Roussillon	25	0.3%	1.1%	14	0.4%	1.4%	11	0.3%	0.9%	11	0.6%	1.6%
Provence-Alpes-Côte-d'Azur-Corse	1494	20.5%	34.6%	797	21.5%	39.1%	696	19.5%	30.5%	405	22.5%	28.3%
Habitudes de connexion Internet												
Tous les jours	3385	46.5%	12.3%	1865	50.3%	13.3%	1520	42.5%	11.2%	1311	72.8%	10.1%
Presque tous les jours	829	11.4%	13.5%	409	11.0%	14.1%	420	11.7%	12.9%	261	14.5%	11.2%
1 à 2 fois par semaine	504	6.9%	15.6%	242	6.5%	16.5%	262	7.3%	14.7%	121	6.7%	12.9%
1 à 3 fois par mois	118	1.6%	13.9%	62	1.7%	18.6%	56	1.6%	10.9%	16	0.9%	10.4%
Moins souvent	178	2.4%	13.3%	101	2.7%	15.9%	77	2.2%	11.0%	18	1.0%	13.7%
Jamais	21	0.3%	15.2%	15	0.4%	18.2%	5	0.2%	10.4%	3	0.2%	21.2%

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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	226	3.1%	10.6%	80	2.1%	9.2%	146	4.1%	11.4%	18	1.0%	9.8%
De 9 000 à moins de 12 000 euros par an	484	6.6%	14.6%	174	4.7%	15.4%	309	8.7%	14.1%	32	1.8%	12.8%
De 12 000 à moins de 18 000 euros par an	984	13.5%	15.1%	468	12.6%	17.0%	517	14.5%	13.7%	68	3.8%	8.9%
De 18 000 à moins de 24 000 euros par an	1167	16.0%	15.6%	597	16.1%	16.9%	570	16.0%	14.5%	184	10.2%	11.6%
De 24 000 à moins de 36 000 euros par an	1740	23.9%	15.0%	873	23.5%	15.8%	867	24.3%	14.3%	419	23.2%	11.3%
De 36 000 à moins de 45 000 euros par an	955	13.1%	14.7%	540	14.5%	15.2%	415	11.6%	14.1%	306	17.0%	10.3%
De 45 000 à moins de 65 000 euros par an	783	10.8%	13.1%	478	12.9%	14.3%	305	8.5%	11.6%	404	22.4%	11.3%
De 65 000 à moins de 80 000 euros par an	151	2.1%	9.9%	99	2.7%	10.8%	52	1.5%	8.5%	103	5.7%	9.2%
De 80 000 à moins de 115 000 euros par an	96	1.3%	9.8%	70	1.9%	11.8%	26	0.7%	6.7%	69	3.8%	8.7%
115 000 euros et plus par an	40	0.6%	8.8%	33	0.9%	12.2%	7	0.2%	3.8%	34	1.9%	9.0%
Refus	486	6.7%	15.1%	216	5.8%	16.1%	270	7.5%	14.4%	130	7.2%	11.4%
Ne sait pas	173	2.4%	11.9%	82	2.2%	13.1%	91	2.5%	11.0%	35	2.0%	7.4%