

Groupe Bourgogne Rhône Alpes

PQR, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2227	100.0%	4.4%	1150	100.0%	4.7%	1077	100.0%	4.0%	551	100.0%	3.3%
Sexe												
Homme	1150	51.6%	4.7%	1150	100.0%	4.7%	0	-	-	307	55.6%	3.5%
Femme	1077	48.4%	4.0%	0	-	-	1077	100.0%	4.0%	245	44.4%	3.0%
Age												
15 à 24 ans	193	8.7%	2.6%	115	10.0%	3.1%	77	7.2%	2.1%	64	11.6%	2.0%
25 à 34 ans	195	8.7%	2.5%	118	10.3%	3.1%	77	7.1%	2.0%	70	12.7%	2.0%
35 à 49 ans	506	22.7%	4.0%	277	24.1%	4.4%	229	21.3%	3.6%	231	41.9%	3.7%
50 à 64 ans	626	28.1%	5.1%	337	29.3%	5.7%	289	26.9%	4.6%	182	32.9%	4.5%
65 ans et plus	708	31.8%	6.4%	303	26.4%	6.4%	405	37.6%	6.4%	5	1.0%	2.8%
Individu												
Ménagère	997	44.8%	4.3%	0	-	-	997	92.5%	4.3%	220	40.0%	3.2%
Personne de Référence	1255	56.3%	4.5%	980	85.2%	4.8%	275	25.5%	3.5%	296	53.7%	3.5%
Responsable des achats	1555	69.8%	4.4%	587	51.1%	4.7%	968	89.8%	4.2%	337	61.2%	3.1%
PCS Individu												
Agriculteurs	32	1.4%	6.0%	20	1.7%	5.9%	13	1.2%	6.1%	0	0.0%	0.4%
Petits patrons	91	4.1%	5.5%	60	5.2%	5.1%	31	2.9%	6.4%	79	14.3%	5.4%
Affaires et Cadres	113	5.1%	2.4%	77	6.7%	2.6%	37	3.4%	2.0%	101	18.4%	2.3%
Professions intermédiaires	251	11.3%	3.7%	151	13.1%	4.3%	100	9.3%	3.1%	205	37.1%	3.7%
Employés	316	14.2%	3.8%	83	7.2%	4.0%	233	21.7%	3.7%	68	12.3%	3.8%
Ouvriers	333	15.0%	5.2%	267	23.2%	5.4%	67	6.2%	4.5%	26	4.7%	6.1%
Retraités	799	35.9%	6.4%	380	33.1%	6.3%	419	38.9%	6.4%	7	1.3%	3.0%
Autres inactifs	291	13.1%	2.9%	113	9.9%	3.3%	178	16.5%	2.7%	65	11.8%	2.1%
PCS Personne de Référence												
Agriculteurs	41	1.8%	5.2%	19	1.7%	5.0%	22	2.0%	5.3%	0	-	-
Petits patrons	129	5.8%	4.9%	61	5.3%	4.5%	68	6.3%	5.4%	129	23.4%	4.9%
Affaires et Cadres	154	6.9%	2.2%	81	7.1%	2.3%	72	6.7%	2.2%	154	27.9%	2.2%
Professions intermédiaires	269	12.1%	3.6%	164	14.3%	4.2%	105	9.7%	2.9%	269	48.7%	3.6%
Employés	167	7.5%	3.1%	84	7.3%	3.7%	83	7.7%	2.7%	0	-	-
Ouvriers	411	18.5%	4.3%	243	21.2%	5.0%	168	15.6%	3.7%	0	-	-
Retraités	910	40.9%	6.2%	421	36.6%	6.3%	489	45.4%	6.1%	0	-	-
Autres inactifs	147	6.6%	3.8%	76	6.6%	5.1%	71	6.6%	2.9%	0	-	-

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Taille du Foyer												
1 personne	399	17.9%	4.2%	188	16.3%	4.6%	211	19.6%	3.9%	47	8.5%	2.7%
2 personnes	980	44.0%	5.4%	483	42.0%	5.5%	497	46.1%	5.4%	148	26.8%	3.4%
3 personnes	306	13.7%	3.3%	171	14.9%	3.7%	134	12.4%	2.8%	108	19.7%	2.9%
4 personnes	350	15.7%	3.8%	200	17.4%	4.4%	150	13.9%	3.3%	166	30.2%	3.6%
5 personnes et +	193	8.7%	3.7%	107	9.3%	4.3%	86	7.9%	3.1%	82	14.9%	3.3%
Présence d'enfants de moins de 15 ans												
Oui	537	24.1%	3.4%	286	24.9%	3.9%	251	23.3%	3.0%	246	44.6%	3.2%
Non	1690	75.9%	4.8%	864	75.1%	5.0%	827	76.7%	4.5%	305	55.4%	3.3%
Habitat												
Communes rurales	569	25.6%	4.9%	277	24.1%	5.0%	292	27.1%	4.7%	144	26.1%	4.3%
Agglo. - 20 000 hab	458	20.6%	5.1%	228	19.8%	5.4%	231	21.4%	4.9%	121	21.9%	4.7%
Agglo. 20 000 à 100 000 hab	383	17.2%	5.6%	203	17.7%	5.9%	179	16.6%	5.3%	63	11.5%	3.2%
Agglo. + 100 000 hab	808	36.3%	5.3%	437	38.0%	6.0%	371	34.4%	4.7%	222	40.3%	4.3%
Agglo. Paris	9	0.4%	0.1%	4	0.4%	0.1%	5	0.4%	0.1%	1	0.2%	0.0%

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Région d'habitation												
Ile-de-France	10	0.4%	0.1%	5	0.4%	0.1%	5	0.4%	0.1%	1	0.3%	0.0%
Nord-Pas-de-Calais	1	0.1%	0.0%	1	0.1%	0.1%	0	-	-	0	-	-
Lorraine	3	0.1%	0.1%	2	0.2%	0.3%	0	0.0%	0.0%	2	0.4%	0.4%
Alsace	1	0.0%	0.0%	1	0.0%	0.1%	0	-	-	1	0.1%	0.1%
Franche-Comté	90	4.0%	9.4%	42	3.6%	9.0%	48	4.4%	9.8%	21	3.9%	8.1%
Champagne-Ardenne	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.1%	0	0.1%	0.1%
Picardie	0	-	-	0	-	-	0	-	-	0	-	-
Bourgogne	387	17.4%	28.4%	190	16.6%	29.1%	197	18.3%	27.8%	77	14.0%	21.4%
Haute-Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	0.1%	0.1%
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	0	-	-	0	-	-	0	-	-	0	-	-
Pays de la Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	-	-	0	-	-
Bretagne	0	-	-	0	-	-	0	-	-	0	-	-
Poitou-Charentes	1	0.1%	0.1%	0	-	-	1	0.1%	0.1%	0	-	-
Aquitaine	0	-	-	0	-	-	0	-	-	0	-	-
Midi-Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.1%	0	-	-	0	0.0%	0.1%	0	0.1%	0.2%
Auvergne	51	2.3%	4.6%	30	2.6%	5.6%	21	2.0%	3.6%	11	2.1%	3.8%
Rhône-Alpes	1553	69.7%	30.9%	801	69.7%	33.1%	752	69.8%	28.9%	404	73.3%	22.6%
Languedoc-Roussillon	5	0.2%	0.2%	3	0.3%	0.3%	2	0.2%	0.2%	3	0.6%	0.5%
Provence-Alpes-Côte-d'Azur-Corse	124	5.6%	2.9%	73	6.3%	3.6%	51	4.7%	2.2%	28	5.1%	2.0%
Habitudes de connexion Internet												
Tous les jours	980	44.0%	3.6%	535	46.5%	3.8%	445	41.3%	3.3%	413	74.9%	3.2%
Presque tous les jours	234	10.5%	3.8%	122	10.6%	4.2%	113	10.5%	3.5%	71	12.8%	3.0%
1 à 2 fois par semaine	170	7.7%	5.3%	72	6.3%	4.9%	98	9.1%	5.5%	34	6.1%	3.6%
1 à 3 fois par mois	35	1.6%	4.1%	15	1.3%	4.6%	19	1.8%	3.8%	2	0.3%	1.3%
Moins souvent	51	2.3%	3.8%	32	2.8%	5.0%	19	1.7%	2.6%	6	1.1%	4.6%
Jamais	5	0.2%	3.4%	3	0.2%	3.0%	2	0.2%	3.9%	3	0.5%	17.1%

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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	71	3.2%	3.3%	27	2.3%	3.1%	44	4.1%	3.4%	9	1.6%	4.7%
De 9 000 à moins de 12 000 euros par an	143	6.4%	4.3%	53	4.6%	4.7%	91	8.4%	4.1%	8	1.4%	3.2%
De 12 000 à moins de 18 000 euros par an	315	14.1%	4.8%	146	12.7%	5.3%	169	15.7%	4.5%	13	2.4%	1.7%
De 18 000 à moins de 24 000 euros par an	332	14.9%	4.4%	164	14.3%	4.7%	167	15.5%	4.2%	54	9.8%	3.4%
De 24 000 à moins de 36 000 euros par an	538	24.2%	4.7%	286	24.9%	5.2%	253	23.4%	4.2%	151	27.4%	4.1%
De 36 000 à moins de 45 000 euros par an	309	13.9%	4.7%	189	16.4%	5.3%	120	11.1%	4.1%	94	17.0%	3.2%
De 45 000 à moins de 65 000 euros par an	222	10.0%	3.7%	146	12.7%	4.4%	76	7.1%	2.9%	114	20.6%	3.2%
De 65 000 à moins de 80 000 euros par an	44	2.0%	2.9%	28	2.4%	3.0%	16	1.5%	2.6%	33	6.0%	3.0%
De 80 000 à moins de 115 000 euros par an	20	0.9%	2.1%	15	1.3%	2.4%	6	0.5%	1.6%	15	2.8%	1.9%
115 000 euros et plus par an	9	0.4%	1.9%	8	0.7%	2.9%	1	0.1%	0.5%	8	1.5%	2.1%
Refus	175	7.9%	5.5%	69	6.0%	5.2%	106	9.8%	5.7%	45	8.2%	4.0%
Ne sait pas	48	2.2%	3.3%	19	1.7%	3.1%	29	2.7%	3.5%	7	1.3%	1.5%