

# Online shopping craze...

The ease of buying online is a very important criterion in the choice of a shop (regular shopping) for **27%** of the readers of **metro metro** (Selectivity = 114)



**27%** of readers of **metro metro** buy their products cosmetics online (Selectivity = 111)



**24%** of **max** readers do their shopping via their supermarket's website with home delivery (S = 122) and **30%** with point-of-sale collection (S = 127)



**32%** of **CINE TELE REVUE** readers prefer to buy their clothes online rather than in a shop (S = 113).



# Eat better, eat healthy

Readers of **LE SOIR**

**(54%; S = 113)** and **soir mag (55%; S = 114)**

are attentive to the classifications indicated on certain products (nutri-score, eco-score, etc.)



**28%** of **SUDINFO** readers



are fond of do-it-yourself meals from home-delivered boxed meals (S = 116)

The same is true for **max** readers

**(29%; S = 122)**

**91%** of **SO** readers prefer healthy and balanced food (S = 108)

**77%** take into account the ecological aspect in their product purchases (S = 119)



**58%** prefer to buy organic products (S = 147) or fair trade products (S = 113)


**77%** of **7Dimanche** readers



prefer to buy local products (S = 114)

**59%** of them buy their food in short circuits (local producers,...) (S = 118)

# The omnipresent smartphone in our daily life

**57%** of **LE SOIR** readers  
 organize their meetings by video (S = 115)

**44%** of **metro metro** readers  
 use their smartphone to download ads/coupons (S=120);

**34%** for listening to a podcast  
(S = 124)

**55%** of **SUDINFO** readers  
 watch short videos on their smartphone (S= 109)

**71%** of **CINE TELE REVUE** readers  
 watch cooking recipes on the internet (S = 104)

# Ecological behaviors

Our readers have become aware of the fragility of the environment and have an eco-responsible behavior. Our dailies and their supplements are particularly selective on this target

Selectivity indexes	LE SOIR	SUDINFO	SO SOIR	max
I take into account the ecological aspects of the food products I buy	106	101	113	105
I take into account the ecological aspects of cosmetic products	109	103	114	111
I buy environmentally friendly products for my house cleaning	112	102	126	118
I use environmentally friendly products for the care of my clothes	116	106	130	122
I buy sustainably produced clothes	108	102	115	107
I take the ecological aspect into account when choosing my holidays	117	108	128	120
I use a shared car for my travel	113	113	106	114
I have a hybrid car	151	135	155	124
It is important that my bank is involved in sustainable development	112	107	115	114
I have a preference for environmentally friendly household appliances	107	105	113	107
I am willing to pay more for a green product	114	103	123	116