

PQN Editions du 7ème jour y.c. JDD

E7QN, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4736	100.0%	9.3%	3107	100.0%	12.8%	1629	100.0%	6.1%	1683	100.0%	10.0%
Sexe												
Homme	3107	65.6%	12.8%	3107	100.0%	12.8%	0	-	100.0%	1171	69.5%	13.3%
Femme	1629	34.4%	6.1%	0	-	100.0%	1629	100.0%	6.1%	513	30.5%	6.4%
Age												
15 à 24 ans	707	14.9%	9.6%	505	16.2%	13.6%	202	12.4%	5.5%	286	17.0%	9.6%
25 à 34 ans	679	14.3%	8.8%	477	15.3%	12.6%	202	12.4%	5.2%	271	16.1%	7.9%
35 à 49 ans	1302	27.5%	10.2%	895	28.8%	14.3%	407	25.0%	6.3%	612	36.4%	10.1%
50 à 64 ans	1259	26.6%	10.3%	796	25.6%	13.4%	463	28.4%	7.3%	486	28.9%	11.8%
65 ans et plus	790	16.7%	7.3%	434	14.0%	9.4%	356	21.8%	5.8%	28	1.7%	11.9%
Individu												
Ménagère	1392	29.4%	6.0%	0	-	100.0%	1392	85.4%	6.0%	416	24.7%	6.2%
Personne de Référence	2979	62.9%	10.6%	2561	82.4%	12.7%	418	25.7%	5.3%	1038	61.7%	12.3%
Responsable des achats	2120	44.8%	8.8%	1011	32.5%	13.2%	1109	68.1%	6.7%	723	43.0%	8.7%
PCS Individu												
Agriculteurs	23	0.5%	4.4%	12	0.4%	3.3%	12	0.7%	6.5%	0	0.0%	5.3%
Petits patrons	196	4.1%	12.7%	166	5.3%	14.9%	31	1.9%	7.0%	183	10.8%	12.9%
Affaires et Cadres	492	10.4%	10.6%	381	12.3%	13.0%	111	6.8%	6.4%	467	27.7%	10.8%
Professions intermédiaires	622	13.1%	9.3%	456	14.7%	13.0%	166	10.2%	5.2%	561	33.3%	10.0%
Employés	776	16.4%	9.2%	341	11.0%	17.4%	435	26.7%	6.7%	111	6.6%	6.3%
Ouvriers	780	16.5%	12.1%	695	22.4%	13.7%	85	5.2%	6.1%	34	2.0%	10.0%
Retraités	1019	21.5%	8.3%	602	19.4%	10.2%	417	25.6%	6.5%	22	1.3%	9.9%
Autres inactifs	828	17.5%	8.1%	456	14.7%	12.9%	372	22.8%	5.5%	305	18.1%	9.7%
PCS Personne de Référence												
Agriculteurs	21	0.4%	2.7%	12	0.4%	3.3%	8	0.5%	2.1%	0	-	100.0%
Petits patrons	258	5.4%	10.3%	192	6.2%	14.2%	66	4.1%	5.7%	258	15.3%	10.3%
Affaires et Cadres	702	14.8%	10.4%	476	15.3%	13.7%	225	13.8%	6.9%	702	41.7%	10.4%
Professions intermédiaires	724	15.3%	9.6%	503	16.2%	12.6%	221	13.6%	6.2%	724	43.0%	9.6%
Employés	575	12.1%	10.7%	350	11.3%	16.3%	225	13.8%	7.0%	0	-	100.0%
Ouvriers	969	20.5%	10.0%	695	22.4%	13.6%	274	16.8%	5.9%	0	-	100.0%
Retraités	1201	25.4%	8.3%	698	22.5%	10.7%	503	30.9%	6.4%	0	-	100.0%
Autres inactifs	288	6.1%	7.6%	182	5.8%	13.4%	106	6.5%	4.4%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	686	14.5%	7.4%	455	14.7%	11.5%	231	14.2%	4.4%	138	8.2%	8.0%
2 personnes	1616	34.1%	9.1%	1007	32.4%	11.7%	609	37.4%	6.7%	444	26.4%	10.5%
3 personnes	944	19.9%	10.1%	628	20.2%	13.6%	316	19.4%	6.7%	399	23.7%	10.7%
4 personnes	938	19.8%	10.1%	660	21.2%	14.2%	278	17.1%	6.0%	467	27.8%	10.1%
5 personnes et +	551	11.6%	10.5%	357	11.5%	14.5%	195	12.0%	7.0%	235	14.0%	9.4%
Présence d'enfants de moins de 15 ans												
Oui	1545	32.6%	9.8%	1049	33.7%	14.4%	496	30.5%	5.9%	693	41.2%	9.3%
Non	3191	67.4%	9.1%	2059	66.3%	12.1%	1133	69.5%	6.3%	990	58.8%	10.6%
Habitat												
Communes rurales	889	18.8%	6.9%	570	18.3%	9.2%	320	19.6%	4.8%	298	17.7%	8.2%
Agglo. - 20 000 hab	813	17.2%	9.5%	585	18.8%	14.4%	228	14.0%	5.1%	252	15.0%	10.2%
Agglo. 20 000 à 100 000 hab	599	12.7%	9.0%	399	12.8%	12.5%	201	12.3%	5.8%	202	12.0%	10.3%
Agglo. + 100 000 hab	1047	22.1%	7.3%	761	24.5%	11.0%	287	17.6%	3.8%	377	22.4%	7.7%
Agglo. Paris	1387	29.3%	16.7%	793	25.5%	20.1%	594	36.5%	13.6%	553	32.8%	14.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1605	33.9%	17.0%	927	29.8%	20.7%	678	41.6%	13.8%	631	37.5%	14.6%
Nord-Pas-de-Calais	225	4.8%	7.0%	155	5.0%	10.2%	70	4.3%	4.2%	72	4.3%	8.1%
Lorraine	101	2.1%	5.2%	60	1.9%	6.4%	41	2.5%	4.1%	30	1.8%	5.7%
Alsace	79	1.7%	5.2%	51	1.6%	7.0%	28	1.7%	3.6%	23	1.4%	4.4%
Franche-Comté	69	1.5%	7.3%	43	1.4%	9.3%	26	1.6%	5.4%	22	1.3%	9.0%
Champagne-Ardenne	68	1.4%	6.2%	48	1.5%	9.2%	20	1.2%	3.5%	23	1.4%	8.4%
Picardie	192	4.1%	12.6%	128	4.1%	17.4%	64	3.9%	8.1%	60	3.5%	13.5%
Bourgogne	112	2.4%	8.3%	72	2.3%	11.1%	40	2.5%	5.7%	31	1.9%	9.2%
Haute-Normandie	103	2.2%	7.0%	73	2.3%	10.4%	30	1.8%	3.8%	40	2.4%	9.0%
Basse-Normandie	67	1.4%	5.6%	49	1.6%	8.6%	17	1.1%	2.8%	26	1.6%	8.3%
Centre	165	3.5%	8.0%	117	3.8%	11.7%	48	3.0%	4.5%	53	3.1%	8.4%
Pays de la Loire	214	4.5%	7.5%	154	5.0%	11.2%	59	3.6%	4.0%	73	4.3%	8.3%
Bretagne	149	3.1%	5.8%	100	3.2%	8.0%	49	3.0%	3.6%	48	2.8%	6.3%
Poitou-Charentes	83	1.8%	5.7%	57	1.8%	8.1%	27	1.6%	3.5%	25	1.5%	6.4%
Aquitaine	253	5.3%	9.5%	171	5.5%	13.6%	82	5.0%	5.9%	85	5.0%	10.0%
Midi-Pyrénées	201	4.3%	8.5%	134	4.3%	11.7%	68	4.1%	5.5%	68	4.1%	8.7%
Limousin	36	0.8%	5.7%	23	0.8%	7.8%	12	0.8%	3.8%	9	0.5%	5.5%
Auvergne	76	1.6%	6.8%	46	1.5%	8.6%	30	1.8%	5.1%	25	1.5%	8.0%
Rhône-Alpes	463	9.8%	9.3%	333	10.7%	13.9%	130	8.0%	5.1%	167	9.9%	9.8%
Languedoc-Roussillon	178	3.8%	8.3%	127	4.1%	12.4%	51	3.1%	4.5%	52	3.1%	8.2%
Provence-Alpes-Côte-d'Azur-Corse	297	6.3%	6.9%	240	7.7%	11.8%	58	3.5%	2.5%	121	7.2%	8.6%
Habitudes de connexion Internet												
Tous les jours	2752	58.1%	10.2%	1877	60.4%	13.6%	876	53.8%	6.6%	1264	75.1%	10.0%
Presque tous les jours	560	11.8%	9.2%	352	11.3%	12.7%	208	12.7%	6.3%	232	13.8%	9.5%
1 à 2 fois par semaine	317	6.7%	9.9%	188	6.1%	13.3%	129	7.9%	7.2%	107	6.4%	12.0%
1 à 3 fois par mois	64	1.4%	7.5%	40	1.3%	10.2%	24	1.5%	5.1%	16	0.9%	8.3%
Moins souvent	148	3.1%	10.4%	102	3.3%	16.4%	47	2.9%	5.8%	10	0.6%	6.6%
Jamais	22	0.5%	8.8%	15	0.5%	11.1%	6	0.4%	5.9%	0	-	-

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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	149	3.1%	6.1%	99	3.2%	10.3%	50	3.1%	3.4%	8	0.5%	4.4%
De 9 000 à moins de 12 000 euros par an	235	5.0%	7.2%	126	4.1%	11.6%	109	6.7%	5.0%	23	1.3%	8.2%
De 12 000 à moins de 18 000 euros par an	514	10.9%	7.6%	302	9.7%	10.1%	212	13.0%	5.6%	61	3.6%	7.5%
De 18 000 à moins de 24 000 euros par an	625	13.2%	8.6%	415	13.4%	12.3%	209	12.8%	5.4%	128	7.6%	8.1%
De 24 000 à moins de 36 000 euros par an	1064	22.5%	9.6%	690	22.2%	12.5%	374	23.0%	6.8%	334	19.9%	9.2%
De 36 000 à moins de 45 000 euros par an	728	15.4%	11.6%	524	16.9%	16.0%	204	12.5%	6.8%	301	17.9%	10.7%
De 45 000 à moins de 65 000 euros par an	654	13.8%	11.6%	428	13.8%	13.6%	226	13.9%	9.1%	384	22.8%	11.1%
65 000 euros et plus	383	8.1%	13.4%	301	9.7%	17.3%	82	5.0%	7.3%	294	17.5%	13.1%
Refus	266	5.6%	7.1%	149	4.8%	9.6%	117	7.2%	5.3%	98	5.8%	7.6%
Ne sait pas	118	2.5%	7.8%	74	2.4%	11.1%	45	2.7%	5.3%	52	3.1%	9.4%