

Aujourd'hui en France-Le Parisien

PQN, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2443	100.0%	4.8%	1400	100.0%	5.8%	1043	100.0%	3.9%	826	100.0%	4.9%
Sexe												
Homme	1400	57.3%	5.8%	1400	100.0%	5.8%	0	-	100.0%	505	61.1%	5.7%
Femme	1043	42.7%	3.9%	0	-	100.0%	1043	100.0%	3.9%	321	38.9%	4.0%
Age												
15 à 24 ans	293	12.0%	4.0%	184	13.1%	4.9%	109	10.5%	3.0%	137	16.6%	4.6%
25 à 34 ans	378	15.5%	4.9%	206	14.7%	5.4%	172	16.5%	4.4%	141	17.1%	4.1%
35 à 49 ans	650	26.6%	5.1%	408	29.1%	6.5%	242	23.2%	3.8%	307	37.1%	5.1%
50 à 64 ans	661	27.1%	5.4%	370	26.4%	6.2%	291	27.9%	4.6%	233	28.2%	5.7%
65 ans et plus	461	18.9%	4.3%	233	16.7%	5.1%	228	21.8%	3.7%	9	1.1%	3.8%
Individu												
Ménagère	885	36.2%	3.8%	0	-	100.0%	885	84.9%	3.8%	268	32.5%	4.0%
Personne de Référence	1448	59.3%	5.2%	1151	82.2%	5.7%	297	28.4%	3.8%	462	55.8%	5.5%
Responsable des achats	1214	49.7%	5.0%	513	36.7%	6.7%	700	67.2%	4.3%	416	50.4%	5.0%
PCS Individu												
Agriculteurs	12	0.5%	2.3%	4	0.3%	1.1%	9	0.8%	4.8%	0	-	-
Petits patrons	90	3.7%	5.8%	67	4.8%	6.1%	23	2.2%	5.2%	79	9.5%	5.6%
Affaires et Cadres	245	10.0%	5.3%	173	12.4%	5.9%	72	6.9%	4.1%	228	27.6%	5.3%
Professions intermédiaires	310	12.7%	4.6%	188	13.5%	5.4%	122	11.7%	3.8%	257	31.1%	4.6%
Employés	466	19.1%	5.5%	176	12.6%	9.0%	290	27.8%	4.5%	98	11.8%	5.5%
Ouvriers	326	13.3%	5.0%	284	20.3%	5.6%	42	4.0%	3.0%	15	1.8%	4.3%
Retraités	564	23.1%	4.6%	311	22.2%	5.3%	253	24.2%	4.0%	10	1.2%	4.4%
Autres inactifs	429	17.6%	4.2%	196	14.0%	5.5%	233	22.3%	3.5%	140	16.9%	4.5%
PCS Personne de Référence												
Agriculteurs	3	0.1%	0.3%	0	-	-	3	0.2%	0.6%	0	-	100.0%
Petits patrons	133	5.4%	5.3%	82	5.9%	6.1%	50	4.8%	4.4%	133	16.1%	5.3%
Affaires et Cadres	336	13.8%	5.0%	208	14.8%	6.0%	129	12.3%	3.9%	336	40.7%	5.0%
Professions intermédiaires	357	14.6%	4.7%	215	15.4%	5.4%	142	13.7%	4.0%	357	43.3%	4.7%
Employés	333	13.6%	6.2%	174	12.5%	8.1%	159	15.2%	4.9%	0	-	100.0%
Ouvriers	436	17.9%	4.5%	267	19.1%	5.2%	170	16.3%	3.7%	0	-	100.0%
Retraités	680	27.8%	4.7%	360	25.7%	5.5%	320	30.7%	4.1%	0	-	100.0%
Autres inactifs	165	6.7%	4.4%	94	6.7%	6.9%	71	6.8%	2.9%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	420	17.2%	4.5%	253	18.1%	6.4%	167	16.0%	3.2%	79	9.6%	4.6%
2 personnes	811	33.2%	4.6%	434	31.0%	5.0%	377	36.2%	4.1%	209	25.3%	4.9%
3 personnes	451	18.5%	4.8%	262	18.7%	5.7%	189	18.1%	4.0%	197	23.8%	5.3%
4 personnes	468	19.1%	5.0%	277	19.8%	6.0%	191	18.3%	4.1%	225	27.2%	4.9%
5 personnes et +	293	12.0%	5.6%	175	12.5%	7.1%	118	11.3%	4.2%	116	14.1%	4.6%
Présence d'enfants de moins de 15 ans												
Oui	755	30.9%	4.8%	437	31.2%	6.0%	317	30.4%	3.8%	346	41.9%	4.7%
Non	1689	69.1%	4.8%	963	68.8%	5.7%	725	69.6%	4.0%	480	58.1%	5.1%
Habitat												
Communes rurales	286	11.7%	2.2%	165	11.8%	2.7%	121	11.6%	1.8%	89	10.8%	2.5%
Agglo. - 20 000 hab	277	11.3%	3.2%	166	11.8%	4.1%	111	10.7%	2.5%	85	10.2%	3.4%
Agglo. 20 000 à 100 000 hab	254	10.4%	3.8%	144	10.3%	4.5%	111	10.6%	3.2%	71	8.5%	3.6%
Agglo. + 100 000 hab	202	8.3%	1.4%	124	8.9%	1.8%	78	7.4%	1.0%	50	6.0%	1.0%
Agglo. Paris	1424	58.3%	17.1%	802	57.3%	20.3%	622	59.6%	14.2%	533	64.5%	13.8%

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Région d'habitation												
Ile-de-France	1656	67.8%	17.6%	925	66.0%	20.6%	731	70.1%	14.8%	605	73.2%	14.0%
Nord-Pas-de-Calais	55	2.3%	1.7%	34	2.4%	2.2%	21	2.0%	1.2%	12	1.5%	1.4%
Lorraine	10	0.4%	0.5%	6	0.4%	0.6%	4	0.4%	0.4%	2	0.3%	0.5%
Alsace	16	0.6%	1.1%	2	0.2%	0.3%	13	1.3%	1.7%	3	0.3%	0.5%
Franche-Comté	3	0.1%	0.4%	2	0.1%	0.3%	2	0.2%	0.4%	1	0.1%	0.3%
Champagne-Ardenne	16	0.6%	1.4%	7	0.5%	1.3%	9	0.8%	1.5%	6	0.7%	2.1%
Picardie	188	7.7%	12.3%	115	8.2%	15.5%	73	7.0%	9.2%	51	6.2%	11.6%
Bourgogne	22	0.9%	1.6%	16	1.2%	2.5%	6	0.6%	0.8%	5	0.6%	1.5%
Haute-Normandie	39	1.6%	2.6%	23	1.6%	3.2%	16	1.5%	2.1%	14	1.7%	3.2%
Basse-Normandie	22	0.9%	1.9%	17	1.2%	2.9%	5	0.5%	0.9%	9	1.1%	3.0%
Centre	62	2.5%	3.0%	43	3.1%	4.3%	19	1.8%	1.8%	17	2.1%	2.7%
Pays de la Loire	43	1.8%	1.5%	31	2.2%	2.3%	12	1.2%	0.8%	8	1.0%	0.9%
Bretagne	35	1.4%	1.4%	23	1.6%	1.8%	13	1.2%	0.9%	14	1.7%	1.9%
Poitou-Charentes	23	0.9%	1.6%	16	1.1%	2.3%	7	0.7%	0.9%	7	0.9%	1.9%
Aquitaine	39	1.6%	1.5%	27	1.9%	2.1%	12	1.1%	0.9%	7	0.9%	0.8%
Midi-Pyrénées	37	1.5%	1.6%	20	1.4%	1.7%	17	1.7%	1.4%	8	1.0%	1.0%
Limousin	8	0.3%	1.2%	6	0.4%	1.9%	2	0.2%	0.6%	2	0.3%	1.4%
Auvergne	18	0.8%	1.6%	12	0.9%	2.2%	6	0.6%	1.1%	5	0.6%	1.7%
Rhône-Alpes	66	2.7%	1.3%	28	2.0%	1.2%	38	3.6%	1.5%	21	2.6%	1.3%
Languedoc-Roussillon	30	1.2%	1.4%	14	1.0%	1.4%	16	1.5%	1.4%	8	1.0%	1.3%
Provence-Alpes-Côte-d'Azur-Corse	55	2.3%	1.3%	35	2.5%	1.7%	20	1.9%	0.9%	19	2.2%	1.3%
Habitudes de connexion Internet												
Tous les jours	1348	55.2%	5.0%	792	56.6%	5.8%	555	53.2%	4.2%	621	75.2%	4.9%
Presque tous les jours	270	11.1%	4.5%	143	10.2%	5.2%	127	12.2%	3.9%	109	13.2%	4.5%
1 à 2 fois par semaine	148	6.1%	4.6%	72	5.2%	5.1%	76	7.3%	4.3%	52	6.3%	5.8%
1 à 3 fois par mois	35	1.4%	4.1%	17	1.2%	4.4%	18	1.7%	3.8%	11	1.3%	5.8%
Moins souvent	87	3.5%	6.0%	58	4.2%	9.4%	29	2.7%	3.5%	10	1.2%	6.6%
Jamais	2	0.1%	0.8%	1	0.1%	0.7%	1	0.1%	1.0%	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	73	3.0%	3.0%	43	3.1%	4.5%	30	2.8%	2.0%	9	1.1%	4.5%
De 9 000 à moins de 12 000 euros par an	137	5.6%	4.2%	62	4.5%	5.8%	75	7.2%	3.4%	14	1.7%	5.0%
De 12 000 à moins de 18 000 euros par an	292	11.9%	4.3%	139	9.9%	4.7%	152	14.6%	4.0%	36	4.3%	4.4%
De 18 000 à moins de 24 000 euros par an	290	11.9%	4.0%	174	12.4%	5.2%	115	11.1%	3.0%	48	5.8%	3.0%
De 24 000 à moins de 36 000 euros par an	558	22.9%	5.1%	299	21.3%	5.4%	260	24.9%	4.7%	184	22.3%	5.1%
De 36 000 à moins de 45 000 euros par an	366	15.0%	5.8%	246	17.5%	7.5%	120	11.5%	4.0%	129	15.6%	4.6%
De 45 000 à moins de 65 000 euros par an	323	13.2%	5.7%	191	13.6%	6.0%	132	12.7%	5.3%	179	21.7%	5.2%
65 000 euros et plus	174	7.1%	6.1%	130	9.3%	7.5%	44	4.2%	3.9%	139	16.8%	6.2%
Refus	157	6.4%	4.2%	71	5.0%	4.5%	86	8.3%	3.9%	60	7.2%	4.6%
Ne sait pas	74	3.0%	4.9%	46	3.3%	6.9%	28	2.7%	3.3%	28	3.4%	5.2%