

L'Equipe

PQN, Audience LNM

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2199 | 100.0% | 4.3% | 1839 | 100.0% | 7.6% | 360 | 100.0% | 1.4% | 915 | 100.0% | 5.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 1839 | 83.6% | 7.6% | 1839 | 100.0% | 7.6% | 0 | - | 100.0% | 795 | 86.9% | 9.0% |
| Femme | 360 | 16.4% | 1.4% | 0 | - | 100.0% | 360 | 100.0% | 1.4% | 120 | 13.1% | 1.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 464 | 21.1% | 6.3% | 382 | 20.8% | 10.3% | 82 | 22.8% | 2.2% | 202 | 22.1% | 6.8% |
| 25 à 34 ans | 417 | 19.0% | 5.4% | 358 | 19.4% | 9.4% | 60 | 16.6% | 1.5% | 191 | 20.8% | 5.6% |
| 35 à 49 ans | 674 | 30.7% | 5.3% | 578 | 31.4% | 9.2% | 96 | 26.7% | 1.5% | 315 | 34.4% | 5.2% |
| 50 à 64 ans | 442 | 20.1% | 3.6% | 371 | 20.2% | 6.3% | 71 | 19.6% | 1.1% | 200 | 21.9% | 4.9% |
| 65 ans et plus | 202 | 9.2% | 1.9% | 151 | 8.2% | 3.3% | 51 | 14.2% | 0.8% | 7 | 0.8% | 3.0% |
| Individu | | | | | | | | | | | | |
| Ménagère | 288 | 13.1% | 1.2% | 0 | - | 100.0% | 288 | 80.0% | 1.2% | 88 | 9.7% | 1.3% |
| Personne de Référence | 1517 | 69.0% | 5.4% | 1442 | 78.4% | 7.1% | 75 | 20.9% | 1.0% | 631 | 68.9% | 7.5% |
| Responsable des achats | 796 | 36.2% | 3.3% | 558 | 30.3% | 7.3% | 238 | 65.9% | 1.4% | 320 | 34.9% | 3.8% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 13 | 0.6% | 2.4% | 9 | 0.5% | 2.5% | 4 | 1.2% | 2.3% | 0 | 0.1% | 7.2% |
| Petits patrons | 107 | 4.8% | 6.9% | 102 | 5.5% | 9.2% | 5 | 1.4% | 1.1% | 103 | 11.3% | 7.3% |
| Affaires et Cadres | 263 | 11.9% | 5.6% | 241 | 13.1% | 8.3% | 22 | 6.0% | 1.3% | 250 | 27.3% | 5.8% |
| Professions intermédiaires | 364 | 16.5% | 5.4% | 317 | 17.2% | 9.1% | 47 | 13.0% | 1.5% | 331 | 36.2% | 5.9% |
| Employés | 308 | 14.0% | 3.7% | 214 | 11.6% | 11.0% | 93 | 25.9% | 1.4% | 34 | 3.7% | 1.9% |
| Ouvriers | 442 | 20.1% | 6.8% | 413 | 22.4% | 8.2% | 29 | 8.1% | 2.1% | 24 | 2.6% | 7.1% |
| Retraités | 299 | 13.6% | 2.4% | 239 | 13.0% | 4.0% | 60 | 16.6% | 0.9% | 6 | 0.6% | 2.5% |
| Autres inactifs | 405 | 18.4% | 3.9% | 305 | 16.6% | 8.6% | 100 | 27.7% | 1.5% | 167 | 18.2% | 5.3% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 12 | 0.5% | 1.5% | 9 | 0.5% | 2.4% | 3 | 0.7% | 0.6% | 0 | - | 100.0% |
| Petits patrons | 151 | 6.9% | 6.0% | 135 | 7.4% | 10.1% | 15 | 4.3% | 1.3% | 151 | 16.5% | 6.0% |
| Affaires et Cadres | 358 | 16.3% | 5.3% | 303 | 16.5% | 8.7% | 55 | 15.2% | 1.7% | 358 | 39.1% | 5.3% |
| Professions intermédiaires | 407 | 18.5% | 5.4% | 357 | 19.4% | 9.0% | 50 | 13.9% | 1.4% | 407 | 44.4% | 5.4% |
| Employés | 274 | 12.4% | 5.1% | 227 | 12.3% | 10.5% | 47 | 13.0% | 1.5% | 0 | - | 100.0% |
| Ouvriers | 500 | 22.7% | 5.2% | 418 | 22.7% | 8.2% | 81 | 22.6% | 1.8% | 0 | - | 100.0% |
| Retraités | 371 | 16.8% | 2.6% | 288 | 15.7% | 4.4% | 82 | 22.8% | 1.0% | 0 | - | 100.0% |
| Autres inactifs | 128 | 5.8% | 3.4% | 101 | 5.5% | 7.4% | 27 | 7.6% | 1.1% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 298 | 13.5% | 3.2% | 249 | 13.5% | 6.3% | 49 | 13.6% | 0.9% | 80 | 8.8% | 4.6% |
| 2 personnes | 635 | 28.9% | 3.6% | 519 | 28.2% | 6.0% | 116 | 32.3% | 1.3% | 206 | 22.5% | 4.9% |
| 3 personnes | 465 | 21.1% | 5.0% | 380 | 20.7% | 8.2% | 85 | 23.5% | 1.8% | 206 | 22.5% | 5.5% |
| 4 personnes | 530 | 24.1% | 5.7% | 466 | 25.4% | 10.1% | 63 | 17.6% | 1.4% | 293 | 32.0% | 6.4% |
| 5 personnes et + | 271 | 12.3% | 5.2% | 224 | 12.2% | 9.1% | 47 | 13.1% | 1.7% | 130 | 14.2% | 5.2% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 814 | 37.0% | 5.2% | 701 | 38.1% | 9.6% | 113 | 31.4% | 1.3% | 408 | 44.6% | 5.5% |
| Non | 1385 | 63.0% | 3.9% | 1138 | 61.9% | 6.7% | 247 | 68.6% | 1.4% | 507 | 55.4% | 5.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 428 | 19.5% | 3.3% | 342 | 18.6% | 5.5% | 87 | 24.1% | 1.3% | 168 | 18.3% | 4.6% |
| Agglo. - 20 000 hab | 409 | 18.6% | 4.8% | 342 | 18.6% | 8.4% | 67 | 18.5% | 1.5% | 148 | 16.2% | 6.0% |
| Agglo. 20 000 à 100 000 hab | 259 | 11.8% | 3.9% | 217 | 11.8% | 6.8% | 42 | 11.5% | 1.2% | 107 | 11.7% | 5.5% |
| Agglo. + 100 000 hab | 665 | 30.3% | 4.6% | 567 | 30.8% | 8.2% | 99 | 27.4% | 1.3% | 264 | 28.8% | 5.4% |
| Agglo. Paris | 438 | 19.9% | 5.3% | 371 | 20.2% | 9.4% | 67 | 18.5% | 1.5% | 229 | 25.0% | 5.9% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 473 | 21.5% | 5.0% | 405 | 22.0% | 9.0% | 68 | 18.9% | 1.4% | 251 | 27.4% | 5.8% |
| Nord-Pas-de-Calais | 103 | 4.7% | 3.2% | 89 | 4.8% | 5.8% | 14 | 3.8% | 0.8% | 33 | 3.6% | 3.7% |
| Lorraine | 55 | 2.5% | 2.8% | 44 | 2.4% | 4.7% | 11 | 3.1% | 1.1% | 17 | 1.9% | 3.3% |
| Alsace | 48 | 2.2% | 3.2% | 42 | 2.3% | 5.7% | 7 | 1.9% | 0.9% | 18 | 2.0% | 3.5% |
| Franche-Comté | 32 | 1.5% | 3.4% | 23 | 1.3% | 5.1% | 9 | 2.5% | 1.8% | 13 | 1.4% | 5.3% |
| Champagne-Ardenne | 42 | 1.9% | 3.9% | 36 | 1.9% | 6.8% | 6 | 1.8% | 1.1% | 15 | 1.6% | 5.5% |
| Picardie | 69 | 3.1% | 4.5% | 60 | 3.3% | 8.1% | 9 | 2.4% | 1.1% | 28 | 3.1% | 6.3% |
| Bourgogne | 48 | 2.2% | 3.5% | 38 | 2.1% | 5.8% | 10 | 2.8% | 1.4% | 21 | 2.3% | 6.2% |
| Haute-Normandie | 73 | 3.3% | 4.9% | 56 | 3.1% | 8.0% | 17 | 4.7% | 2.2% | 23 | 2.5% | 5.1% |
| Basse-Normandie | 53 | 2.4% | 4.4% | 44 | 2.4% | 7.6% | 9 | 2.5% | 1.4% | 21 | 2.3% | 6.7% |
| Centre | 96 | 4.4% | 4.6% | 75 | 4.1% | 7.5% | 22 | 6.0% | 2.0% | 32 | 3.5% | 5.1% |
| Pays de la Loire | 111 | 5.1% | 3.9% | 98 | 5.4% | 7.2% | 13 | 3.5% | 0.9% | 44 | 4.8% | 5.0% |
| Bretagne | 87 | 3.9% | 3.4% | 69 | 3.8% | 5.6% | 17 | 4.8% | 1.3% | 35 | 3.8% | 4.5% |
| Poitou-Charentes | 43 | 2.0% | 3.0% | 35 | 1.9% | 5.1% | 8 | 2.2% | 1.0% | 20 | 2.2% | 5.1% |
| Aquitaine | 127 | 5.8% | 4.8% | 108 | 5.8% | 8.6% | 19 | 5.3% | 1.4% | 48 | 5.2% | 5.6% |
| Midi-Pyrénées | 102 | 4.6% | 4.3% | 90 | 4.9% | 7.9% | 12 | 3.3% | 1.0% | 48 | 5.3% | 6.2% |
| Limousin | 30 | 1.4% | 4.8% | 24 | 1.3% | 7.9% | 6 | 1.7% | 1.9% | 10 | 1.1% | 6.4% |
| Auvergne | 38 | 1.7% | 3.3% | 27 | 1.4% | 4.9% | 11 | 3.0% | 1.9% | 16 | 1.7% | 5.0% |
| Rhône-Alpes | 254 | 11.6% | 5.1% | 209 | 11.4% | 8.7% | 45 | 12.6% | 1.8% | 108 | 11.9% | 6.4% |
| Languedoc-Roussillon | 109 | 4.9% | 5.0% | 88 | 4.8% | 8.6% | 21 | 5.8% | 1.8% | 34 | 3.7% | 5.3% |
| Provence-Alpes-Côte-d'Azur-Corse | 207 | 9.4% | 4.8% | 180 | 9.8% | 8.9% | 27 | 7.4% | 1.2% | 80 | 8.7% | 5.7% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1461 | 66.4% | 5.4% | 1241 | 67.5% | 9.0% | 220 | 61.1% | 1.7% | 721 | 78.7% | 5.7% |
| Presque tous les jours | 246 | 11.2% | 4.0% | 209 | 11.4% | 7.5% | 36 | 10.0% | 1.1% | 116 | 12.7% | 4.8% |
| 1 à 2 fois par semaine | 132 | 6.0% | 4.1% | 96 | 5.2% | 6.8% | 36 | 9.9% | 2.0% | 46 | 5.0% | 5.2% |
| 1 à 3 fois par mois | 39 | 1.8% | 4.5% | 34 | 1.8% | 8.6% | 5 | 1.3% | 1.0% | 6 | 0.7% | 3.4% |
| Moins souvent | 42 | 1.9% | 2.9% | 28 | 1.5% | 4.6% | 13 | 3.6% | 1.6% | 5 | 0.6% | 3.5% |
| Jamais | 4 | 0.2% | 1.7% | 4 | 0.2% | 2.9% | 0 | 0.0% | 0.1% | 0 | 0.0% | 0.4% |

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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 | 58 | 2.6% | 2.4% | 48 | 2.6% | 5.0% | 10 | 2.9% | 0.7% | 4 | 0.4% | 1.9% |
| De 9 000 à moins de 12 000 euros par an | 75 | 3.4% | 2.3% | 50 | 2.7% | 4.6% | 25 | 7.1% | 1.2% | 7 | 0.8% | 2.6% |
| De 12 000 à moins de 18 000 euros par an | 226 | 10.3% | 3.3% | 172 | 9.3% | 5.7% | 54 | 15.1% | 1.4% | 36 | 3.9% | 4.4% |
| De 18 000 à moins de 24 000 euros par an | 291 | 13.2% | 4.0% | 251 | 13.7% | 7.4% | 40 | 11.0% | 1.0% | 70 | 7.6% | 4.4% |
| De 24 000 à moins de 36 000 euros par an | 499 | 22.7% | 4.5% | 406 | 22.1% | 7.4% | 93 | 25.8% | 1.7% | 185 | 20.2% | 5.1% |
| De 36 000 à moins de 45 000 euros par an | 328 | 14.9% | 5.2% | 285 | 15.5% | 8.7% | 44 | 12.1% | 1.5% | 151 | 16.5% | 5.4% |
| De 45 000 à moins de 65 000 euros par an | 343 | 15.6% | 6.1% | 296 | 16.1% | 9.4% | 46 | 12.8% | 1.9% | 217 | 23.7% | 6.3% |
| 65 000 euros et plus | 177 | 8.0% | 6.2% | 164 | 8.9% | 9.4% | 13 | 3.5% | 1.1% | 147 | 16.1% | 6.6% |
| Refus | 128 | 5.8% | 3.4% | 104 | 5.7% | 6.7% | 24 | 6.6% | 1.1% | 59 | 6.5% | 4.6% |
| Ne sait pas | 74 | 3.4% | 4.9% | 63 | 3.4% | 9.5% | 11 | 3.1% | 1.3% | 40 | 4.4% | 7.4% |