

20 minutes

PQUG, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	4280	100.0%	8.4%	2251	100.0%	9.3%	2029	100.0%	7.6%	1844	100.0%	11.0%
<b>Sexe</b>												
<b>Homme</b>	2251	52.6%	9.3%	2251	100.0%	9.3%	0	-	100.0%	1039	56.3%	11.8%
<b>Femme</b>	2029	47.4%	7.6%	0	-	100.0%	2029	100.0%	7.6%	806	43.7%	10.0%
<b>Age</b>												
<b>15 à 24 ans</b>	1142	26.7%	15.5%	529	23.5%	14.2%	614	30.2%	16.7%	485	26.3%	16.2%
<b>25 à 34 ans</b>	860	20.1%	11.2%	502	22.3%	13.3%	357	17.6%	9.2%	415	22.5%	12.1%
<b>35 à 49 ans</b>	1113	26.0%	8.7%	621	27.6%	9.9%	492	24.2%	7.6%	562	30.5%	9.3%
<b>50 à 64 ans</b>	858	20.0%	7.0%	461	20.5%	7.8%	397	19.5%	6.3%	370	20.1%	9.0%
<b>65 ans et plus</b>	308	7.2%	2.9%	138	6.1%	3.0%	170	8.4%	2.7%	11	0.6%	4.6%
<b>Individu</b>												
<b>Ménagère</b>	1476	34.5%	6.4%	0	-	100.0%	1476	72.7%	6.4%	582	31.5%	8.7%
<b>Personne de Référence</b>	2280	53.3%	8.1%	1706	75.8%	8.4%	574	28.3%	7.3%	950	51.5%	11.2%
<b>Responsable des achats</b>	1874	43.8%	7.8%	786	34.9%	10.3%	1088	53.6%	6.6%	829	44.9%	9.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	0.1%	1.0%	5	0.2%	1.4%	1	0.0%	0.4%	0	-	-
<b>Petits patrons</b>	67	1.6%	4.3%	47	2.1%	4.3%	19	1.0%	4.4%	58	3.1%	4.1%
<b>Affaires et Cadres</b>	591	13.8%	12.7%	374	16.6%	12.8%	217	10.7%	12.5%	541	29.4%	12.5%
<b>Professions intermédiaires</b>	774	18.1%	11.6%	435	19.3%	12.4%	338	16.7%	10.6%	642	34.8%	11.5%
<b>Employés</b>	926	21.6%	11.0%	309	13.7%	15.8%	618	30.4%	9.6%	164	8.9%	9.2%
<b>Ouvriers</b>	508	11.9%	7.9%	431	19.1%	8.5%	77	3.8%	5.5%	23	1.3%	6.8%
<b>Retraités</b>	402	9.4%	3.3%	206	9.1%	3.5%	196	9.7%	3.1%	14	0.8%	6.3%
<b>Autres inactifs</b>	1007	23.5%	9.8%	444	19.7%	12.6%	563	27.8%	8.4%	402	21.8%	12.8%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	17	0.4%	2.2%	5	0.2%	1.4%	12	0.6%	2.9%	0	-	100.0%
<b>Petits patrons</b>	170	4.0%	6.8%	92	4.1%	6.8%	78	3.8%	6.7%	170	9.2%	6.8%
<b>Affaires et Cadres</b>	831	19.4%	12.3%	463	20.6%	13.3%	369	18.2%	11.3%	831	45.1%	12.3%
<b>Professions intermédiaires</b>	843	19.7%	11.1%	484	21.5%	12.2%	359	17.7%	10.0%	843	45.7%	11.1%
<b>Employés</b>	729	17.0%	13.6%	338	15.0%	15.7%	391	19.3%	12.2%	0	-	100.0%
<b>Ouvriers</b>	780	18.2%	8.0%	460	20.4%	9.0%	319	15.7%	6.9%	0	-	100.0%
<b>Retraités</b>	598	14.0%	4.1%	276	12.3%	4.2%	322	15.9%	4.1%	0	-	100.0%
<b>Autres inactifs</b>	311	7.3%	8.3%	132	5.9%	9.8%	179	8.8%	7.4%	0	-	100.0%

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<b>Taille du Foyer</b>												
1 personne	679	15.9%	7.3%	346	15.4%	8.7%	333	16.4%	6.3%	204	11.1%	11.8%
2 personnes	1183	27.6%	6.7%	613	27.2%	7.1%	570	28.1%	6.3%	432	23.4%	10.2%
3 personnes	966	22.6%	10.3%	535	23.7%	11.5%	432	21.3%	9.1%	474	25.7%	12.7%
4 personnes	886	20.7%	9.6%	466	20.7%	10.1%	420	20.7%	9.1%	476	25.8%	10.3%
5 personnes et +	566	13.2%	10.8%	292	13.0%	11.9%	274	13.5%	9.8%	258	14.0%	10.3%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	1465	34.2%	9.3%	772	34.3%	10.6%	693	34.1%	8.2%	737	40.0%	9.9%
Non	2815	65.8%	8.0%	1479	65.7%	8.7%	1336	65.9%	7.4%	1107	60.0%	11.8%
<b>Habitat</b>												
Communes rurales	359	8.4%	2.8%	209	9.3%	3.4%	150	7.4%	2.2%	165	9.0%	4.6%
Agglo. - 20 000 hab	308	7.2%	3.6%	176	7.8%	4.3%	133	6.5%	2.9%	157	8.5%	6.4%
Agglo. 20 000 à 100 000 hab	196	4.6%	2.9%	114	5.1%	3.6%	82	4.1%	2.4%	84	4.6%	4.3%
Agglo. + 100 000 hab	1625	38.0%	11.3%	830	36.9%	12.0%	796	39.2%	10.6%	619	33.6%	12.6%
Agglo. Paris	1791	41.9%	21.6%	923	41.0%	23.4%	868	42.8%	19.9%	820	44.4%	21.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	1935	45.2%	20.6%	1016	45.1%	22.7%	919	45.3%	18.7%	892	48.4%	20.6%
Nord-Pas-de-Calais	363	8.5%	11.3%	204	9.0%	13.4%	159	7.8%	9.4%	136	7.4%	15.3%
Lorraine	49	1.1%	2.5%	31	1.4%	3.3%	18	0.9%	1.8%	25	1.4%	4.8%
Alsace	151	3.5%	10.0%	94	4.2%	12.8%	57	2.8%	7.4%	54	2.9%	10.4%
Franche-Comté	9	0.2%	0.9%	5	0.2%	1.0%	4	0.2%	0.8%	3	0.2%	1.4%
Champagne-Ardenne	26	0.6%	2.4%	11	0.5%	2.1%	15	0.7%	2.6%	10	0.6%	3.8%
Picardie	79	1.8%	5.1%	46	2.1%	6.3%	32	1.6%	4.1%	32	1.7%	7.1%
Bourgogne	35	0.8%	2.6%	20	0.9%	3.0%	16	0.8%	2.2%	18	1.0%	5.2%
Haute-Normandie	49	1.2%	3.3%	26	1.2%	3.7%	23	1.2%	3.0%	18	1.0%	4.0%
Basse-Normandie	23	0.5%	1.9%	12	0.5%	2.0%	11	0.6%	1.8%	10	0.5%	3.2%
Centre	72	1.7%	3.5%	44	1.9%	4.4%	28	1.4%	2.6%	39	2.1%	6.2%
Pays de la Loire	206	4.8%	7.2%	119	5.3%	8.7%	87	4.3%	5.9%	90	4.9%	10.2%
Bretagne	64	1.5%	2.5%	39	1.7%	3.1%	25	1.2%	1.9%	28	1.5%	3.6%
Poitou-Charentes	8	0.2%	0.5%	4	0.2%	0.6%	3	0.2%	0.4%	5	0.3%	1.3%
Aquitaine	157	3.7%	5.9%	73	3.3%	5.8%	83	4.1%	6.0%	65	3.5%	7.6%
Midi-Pyrénées	178	4.2%	7.5%	91	4.1%	8.0%	87	4.3%	7.1%	74	4.0%	9.4%
Limousin	3	0.1%	0.5%	1	0.1%	0.5%	2	0.1%	0.5%	1	0.1%	0.6%
Auvergne	36	0.8%	3.2%	14	0.6%	2.6%	22	1.1%	3.8%	9	0.5%	2.8%
Rhône-Alpes	459	10.7%	9.2%	246	10.9%	10.3%	213	10.5%	8.3%	186	10.1%	11.0%
Languedoc-Roussillon	79	1.9%	3.7%	35	1.6%	3.5%	44	2.2%	3.9%	39	2.1%	6.2%
Provence-Alpes-Côte-d'Azur-Corse	300	7.0%	6.9%	120	5.3%	5.9%	180	8.9%	7.9%	111	6.0%	7.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	2917	68.2%	10.8%	1612	71.6%	11.7%	1305	64.3%	9.9%	1501	81.4%	11.8%
Presque tous les jours	524	12.2%	8.6%	253	11.2%	9.1%	271	13.3%	8.2%	211	11.4%	8.7%
1 à 2 fois par semaine	262	6.1%	8.2%	107	4.8%	7.6%	154	7.6%	8.7%	92	5.0%	10.3%
1 à 3 fois par mois	49	1.2%	5.8%	21	1.0%	5.4%	28	1.4%	6.0%	12	0.7%	6.4%
Moins souvent	99	2.3%	6.9%	38	1.7%	6.2%	61	3.0%	7.5%	4	0.2%	2.7%
Jamais	4	0.1%	1.6%	1	0.1%	1.1%	3	0.1%	2.3%	1	0.1%	4.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	208	4.9%	8.5%	86	3.8%	9.0%	122	6.0%	8.2%	13	0.7%	6.9%
De 9 000 à moins de 12 000 euros par an	192	4.5%	5.9%	82	3.6%	7.6%	110	5.4%	5.1%	39	2.1%	14.2%
De 12 000 à moins de 18 000 euros par an	445	10.4%	6.5%	223	9.9%	7.5%	222	10.9%	5.8%	91	4.9%	11.2%
De 18 000 à moins de 24 000 euros par an	578	13.5%	7.9%	297	13.2%	8.8%	280	13.8%	7.2%	156	8.4%	9.9%
De 24 000 à moins de 36 000 euros par an	857	20.0%	7.8%	452	20.1%	8.2%	406	20.0%	7.3%	358	19.4%	9.9%
De 36 000 à moins de 45 000 euros par an	596	13.9%	9.5%	342	15.2%	10.4%	255	12.5%	8.6%	280	15.2%	9.9%
De 45 000 à moins de 65 000 euros par an	599	14.0%	10.6%	351	15.6%	11.1%	248	12.2%	10.0%	416	22.6%	12.1%
65 000 euros et plus	323	7.6%	11.3%	206	9.2%	11.8%	117	5.8%	10.4%	256	13.9%	11.4%
Refus	296	6.9%	7.9%	124	5.5%	8.0%	172	8.5%	7.8%	149	8.1%	11.6%
Ne sait pas	186	4.3%	12.3%	89	3.9%	13.3%	97	4.8%	11.5%	88	4.8%	16.1%