

# Paris Courses - Bilto - Week-end

PQHI, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	298	100.0%	0.6%	212	100.0%	0.9%	86	100.0%	0.3%	44	100.0%	0.3%
<b>Sexe</b>												
<b>Homme</b>	212	71.3%	0.9%	212	100.0%	0.9%	0	-	100.0%	37	84.4%	0.4%
<b>Femme</b>	86	28.7%	0.3%	0	-	100.0%	86	100.0%	0.3%	7	15.6%	0.1%
<b>Age</b>												
<b>15 à 24 ans</b>	19	6.3%	0.3%	7	3.4%	0.2%	12	13.6%	0.3%	5	12.1%	0.2%
<b>25 à 34 ans</b>	42	14.2%	0.6%	34	16.1%	0.9%	8	9.6%	0.2%	13	30.2%	0.4%
<b>35 à 49 ans</b>	102	34.1%	0.8%	80	37.5%	1.3%	22	25.6%	0.3%	18	40.1%	0.3%
<b>50 à 64 ans</b>	99	33.1%	0.8%	62	29.2%	1.0%	37	42.7%	0.6%	8	17.6%	0.2%
<b>65 ans et plus</b>	37	12.3%	0.3%	29	13.8%	0.6%	7	8.6%	0.1%	0	-	-
<b>Individu</b>												
<b>Ménagère</b>	78	26.2%	0.3%	0	-	100.0%	78	91.0%	0.3%	6	12.6%	0.1%
<b>Personne de Référence</b>	220	73.8%	0.8%	196	92.2%	1.0%	24	28.4%	0.3%	29	66.2%	0.3%
<b>Responsable des achats</b>	133	44.5%	0.5%	78	36.5%	1.0%	55	64.2%	0.3%	18	40.2%	0.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	1.5%	0.8%	1	0.3%	0.2%	4	4.5%	2.1%	0	-	-
<b>Petits patrons</b>	14	4.6%	0.9%	14	6.4%	1.2%	0	0.1%	0.0%	14	31.2%	1.0%
<b>Affaires et Cadres</b>	4	1.4%	0.1%	4	2.0%	0.1%	0	0.1%	0.0%	4	9.6%	0.1%
<b>Professions intermédiaires</b>	17	5.7%	0.3%	11	5.1%	0.3%	6	7.1%	0.2%	14	31.0%	0.2%
<b>Employés</b>	45	15.0%	0.5%	19	9.1%	1.0%	25	29.7%	0.4%	5	11.4%	0.3%
<b>Ouvriers</b>	104	34.9%	1.6%	92	43.4%	1.8%	12	13.9%	0.9%	4	9.5%	1.2%
<b>Retraités</b>	64	21.4%	0.5%	52	24.3%	0.9%	12	14.4%	0.2%	0	-	-
<b>Autres inactifs</b>	46	15.5%	0.4%	20	9.4%	0.6%	26	30.4%	0.4%	3	7.3%	0.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	1	0.2%	0.1%	1	0.3%	0.2%	0	-	-	0	-	100.0%
<b>Petits patrons</b>	16	5.3%	0.6%	15	7.2%	1.1%	1	0.7%	0.1%	16	36.4%	0.6%
<b>Affaires et Cadres</b>	6	2.0%	0.1%	5	2.4%	0.1%	1	0.9%	0.0%	6	13.4%	0.1%
<b>Professions intermédiaires</b>	22	7.4%	0.3%	17	7.8%	0.4%	5	6.4%	0.2%	22	50.3%	0.3%
<b>Employés</b>	31	10.4%	0.6%	17	7.8%	0.8%	14	16.7%	0.4%	0	-	100.0%
<b>Ouvriers</b>	111	37.3%	1.1%	83	39.3%	1.6%	28	32.4%	0.6%	0	-	100.0%
<b>Retraités</b>	79	26.6%	0.5%	56	26.6%	0.9%	23	26.6%	0.3%	0	-	100.0%
<b>Autres inactifs</b>	32	10.8%	0.9%	18	8.5%	1.3%	14	16.5%	0.6%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	67	22.6%	0.7%	55	25.7%	1.4%	13	15.1%	0.2%	3	6.4%	0.2%
<b>2 personnes</b>	104	34.8%	0.6%	71	33.6%	0.8%	32	37.8%	0.4%	10	23.5%	0.2%
<b>3 personnes</b>	40	13.4%	0.4%	22	10.2%	0.5%	18	21.5%	0.4%	6	14.0%	0.2%
<b>4 personnes</b>	44	14.8%	0.5%	32	15.1%	0.7%	12	14.2%	0.3%	20	44.7%	0.4%
<b>5 personnes et +</b>	43	14.3%	0.8%	33	15.5%	1.3%	10	11.4%	0.4%	5	11.3%	0.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	95	31.8%	0.6%	73	34.6%	1.0%	21	25.1%	0.3%	25	57.0%	0.3%
<b>Non</b>	203	68.2%	0.6%	139	65.4%	0.8%	64	74.9%	0.4%	19	43.0%	0.2%
<b>Habitat</b>												
<b>Communes rurales</b>	66	22.1%	0.5%	39	18.2%	0.6%	27	31.7%	0.4%	6	13.5%	0.2%
<b>Agglo. - 20 000 hab</b>	56	18.8%	0.7%	39	18.3%	1.0%	17	20.0%	0.4%	13	28.7%	0.5%
<b>Agglo. 20 000 à 100 000 hab</b>	46	15.3%	0.7%	35	16.4%	1.1%	11	12.6%	0.3%	8	19.0%	0.4%
<b>Agglo. + 100 000 hab</b>	100	33.5%	0.7%	78	36.9%	1.1%	21	25.0%	0.3%	12	27.7%	0.2%
<b>Agglo. Paris</b>	31	10.3%	0.4%	22	10.3%	0.6%	9	10.6%	0.2%	5	11.1%	0.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	34	11.6%	0.4%	25	11.9%	0.6%	9	10.6%	0.2%	5	11.1%	0.1%
Nord-Pas-de-Calais	41	13.6%	1.3%	30	14.2%	2.0%	10	12.2%	0.6%	5	10.7%	0.5%
Lorraine	14	4.5%	0.7%	5	2.1%	0.5%	9	10.5%	0.9%	0	0.4%	0.0%
Alsace	7	2.3%	0.5%	5	2.5%	0.7%	2	2.0%	0.2%	1	2.9%	0.2%
Franche-Comté	6	1.9%	0.6%	3	1.4%	0.7%	3	3.0%	0.5%	1	1.8%	0.3%
Champagne-Ardenne	6	2.1%	0.6%	5	2.6%	1.0%	1	0.8%	0.1%	0	0.4%	0.1%
Picardie	16	5.3%	1.0%	10	4.8%	1.4%	5	6.4%	0.7%	2	4.4%	0.4%
Bourgogne	10	3.2%	0.7%	7	3.3%	1.1%	3	3.1%	0.4%	1	1.1%	0.1%
Haute-Normandie	13	4.4%	0.9%	9	4.4%	1.3%	4	4.3%	0.5%	1	1.4%	0.1%
Basse-Normandie	8	2.7%	0.7%	6	2.9%	1.1%	2	2.3%	0.3%	1	3.0%	0.4%
Centre	12	4.1%	0.6%	7	3.4%	0.7%	5	5.8%	0.5%	1	1.3%	0.1%
Pays de la Loire	19	6.5%	0.7%	14	6.7%	1.0%	5	6.1%	0.4%	3	5.8%	0.3%
Bretagne	18	6.1%	0.7%	10	4.9%	0.8%	8	9.2%	0.6%	1	3.3%	0.2%
Poitou-Charentes	8	2.5%	0.5%	6	3.0%	0.9%	1	1.4%	0.2%	3	7.5%	0.9%
Aquitaine	18	6.2%	0.7%	14	6.6%	1.1%	4	5.1%	0.3%	6	14.1%	0.7%
Midi-Pyrénées	15	5.1%	0.6%	13	6.0%	1.1%	3	3.0%	0.2%	6	14.1%	0.8%
Limousin	5	1.7%	0.8%	2	1.2%	0.8%	3	3.2%	0.8%	1	2.1%	0.6%
Auvergne	5	1.6%	0.4%	4	1.7%	0.7%	1	1.3%	0.2%	0	-	-
Rhône-Alpes	20	6.6%	0.4%	16	7.7%	0.7%	3	3.7%	0.1%	4	8.7%	0.2%
Languedoc-Roussillon	6	2.0%	0.3%	6	2.6%	0.6%	0	0.4%	0.0%	0	0.1%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	18	5.9%	0.4%	13	6.1%	0.6%	5	5.5%	0.2%	3	5.9%	0.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	112	37.6%	0.4%	80	37.5%	0.6%	32	37.9%	0.2%	29	65.9%	0.2%
Presque tous les jours	23	7.7%	0.4%	13	6.3%	0.5%	10	11.2%	0.3%	3	6.2%	0.1%
1 à 2 fois par semaine	14	4.7%	0.4%	6	2.6%	0.4%	8	9.8%	0.5%	1	2.7%	0.1%
1 à 3 fois par mois	6	2.0%	0.7%	5	2.2%	1.2%	1	1.6%	0.3%	3	6.8%	1.6%
Moins souvent	7	2.2%	0.5%	5	2.2%	0.7%	2	2.3%	0.2%	0	0.1%	0.0%
Jamais	6	2.1%	2.6%	5	2.5%	3.9%	1	1.1%	0.9%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
<b>Moins de 9 000 euros par an</b>	29	9.7%	1.2%	18	8.7%	1.9%	11	12.3%	0.7%	1	2.9%	0.7%
<b>De 9 000 à moins de 12 000 euros par an</b>	26	8.7%	0.8%	20	9.4%	1.8%	6	7.2%	0.3%	1	2.3%	0.4%
<b>De 12 000 à moins de 18 000 euros par an</b>	68	23.0%	1.0%	54	25.6%	1.8%	14	16.4%	0.4%	4	9.1%	0.5%
<b>De 18 000 à moins de 24 000 euros par an</b>	57	19.2%	0.8%	41	19.2%	1.2%	16	19.1%	0.4%	14	32.5%	0.9%
<b>De 24 000 à moins de 36 000 euros par an</b>	51	17.1%	0.5%	32	15.2%	0.6%	19	21.9%	0.3%	7	16.6%	0.2%
<b>De 36 000 à moins de 45 000 euros par an</b>	29	9.8%	0.5%	20	9.2%	0.6%	10	11.2%	0.3%	6	14.6%	0.2%
<b>De 45 000 à moins de 65 000 euros par an</b>	6	2.2%	0.1%	6	3.0%	0.2%	0	0.1%	0.0%	2	4.9%	0.1%
<b>65 000 euros et plus</b>	3	1.1%	0.1%	2	0.9%	0.1%	1	1.7%	0.1%	1	2.1%	0.0%
<b>Refus</b>	18	6.0%	0.5%	12	5.7%	0.8%	6	6.6%	0.3%	7	14.9%	0.5%
<b>Ne sait pas</b>	10	3.2%	0.6%	7	3.1%	1.0%	3	3.5%	0.4%	0	-	-