

Total PQN hors PQH

PQN, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7499	100.0%	14.7%	4672	100.0%	19.2%	2827	100.0%	10.7%	3059	100.0%	18.2%
Sexe												
Homme	4672	62.3%	19.2%	4672	100.0%	19.2%	0	-	100.0%	2033	66.5%	23.1%
Femme	2827	37.7%	10.7%	0	-	100.0%	2827	100.0%	10.7%	1026	33.5%	12.8%
Age												
15 à 24 ans	1136	15.1%	15.4%	759	16.3%	20.4%	376	13.3%	10.3%	516	16.9%	17.3%
25 à 34 ans	1099	14.7%	14.3%	740	15.8%	19.6%	359	12.7%	9.2%	538	17.6%	15.7%
35 à 49 ans	1845	24.6%	14.5%	1233	26.4%	19.6%	612	21.7%	9.5%	1031	33.7%	17.1%
50 à 64 ans	1852	24.7%	15.1%	1114	23.8%	18.8%	738	26.1%	11.7%	900	29.4%	21.9%
65 ans et plus	1567	20.9%	14.5%	826	17.7%	17.9%	741	26.2%	12.0%	73	2.4%	30.6%
Individu												
Ménagère	2429	32.4%	10.5%	0	-	100.0%	2429	85.9%	10.5%	855	28.0%	12.8%
Personne de Référence	4618	61.6%	16.5%	3817	81.7%	18.9%	802	28.4%	10.2%	1834	60.0%	21.7%
Responsable des achats	3327	44.4%	13.8%	1539	33.0%	20.2%	1788	63.2%	10.9%	1375	44.9%	16.5%
PCS Individu												
Agriculteurs	47	0.6%	8.8%	29	0.6%	8.3%	18	0.6%	9.8%	0	0.0%	7.2%
Petits patrons	290	3.9%	18.7%	244	5.2%	22.0%	47	1.6%	10.5%	270	8.8%	19.1%
Affaires et Cadres	1201	16.0%	25.8%	849	18.2%	29.1%	352	12.5%	20.2%	1134	37.1%	26.2%
Professions intermédiaires	980	13.1%	14.6%	651	13.9%	18.6%	329	11.6%	10.3%	857	28.0%	15.3%
Employés	1026	13.7%	12.2%	454	9.7%	23.2%	572	20.2%	8.9%	190	6.2%	10.7%
Ouvriers	811	10.8%	12.6%	723	15.5%	14.3%	89	3.1%	6.4%	43	1.4%	12.4%
Retraités	1762	23.5%	14.3%	1016	21.8%	17.2%	746	26.4%	11.7%	39	1.3%	17.5%
Autres inactifs	1380	18.4%	13.4%	706	15.1%	20.0%	675	23.9%	10.0%	526	17.2%	16.7%
PCS Personne de Référence												
Agriculteurs	40	0.5%	5.2%	28	0.6%	7.4%	13	0.4%	3.1%	0	-	100.0%
Petits patrons	429	5.7%	17.1%	301	6.4%	22.3%	128	4.5%	11.1%	429	14.0%	17.1%
Affaires et Cadres	1529	20.4%	22.7%	984	21.1%	28.4%	545	19.3%	16.6%	1529	50.0%	22.7%
Professions intermédiaires	1101	14.7%	14.5%	748	16.0%	18.8%	353	12.5%	9.8%	1101	36.0%	14.5%
Employés	782	10.4%	14.6%	475	10.2%	22.1%	307	10.9%	9.6%	0	-	100.0%
Ouvriers	1070	14.3%	11.0%	732	15.7%	14.4%	337	11.9%	7.3%	0	-	100.0%
Retraités	2085	27.8%	14.4%	1142	24.5%	17.4%	942	33.3%	11.9%	0	-	100.0%
Autres inactifs	462	6.2%	12.3%	261	5.6%	19.2%	201	7.1%	8.4%	0	-	100.0%

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Taille du Foyer												
1 personne	1249	16.7%	13.5%	710	15.2%	17.9%	539	19.1%	10.2%	317	10.4%	18.3%
2 personnes	2646	35.3%	14.9%	1603	34.3%	18.5%	1044	36.9%	11.5%	784	25.6%	18.5%
3 personnes	1393	18.6%	14.9%	895	19.2%	19.3%	499	17.6%	10.6%	718	23.5%	19.3%
4 personnes	1438	19.2%	15.5%	965	20.7%	20.8%	474	16.8%	10.2%	835	27.3%	18.1%
5 personnes et +	772	10.3%	14.7%	500	10.7%	20.4%	272	9.6%	9.7%	405	13.2%	16.1%
Présence d'enfants de moins de 15 ans												
Oui	2237	29.8%	14.2%	1463	31.3%	20.1%	774	27.4%	9.2%	1249	40.8%	16.8%
Non	5261	70.2%	15.0%	3209	68.7%	18.8%	2053	72.6%	11.3%	1810	59.2%	19.3%
Habitat												
Communes rurales	1203	16.0%	9.3%	777	16.6%	12.5%	426	15.1%	6.4%	438	14.3%	12.1%
Agglo. - 20 000 hab	987	13.2%	11.5%	657	14.1%	16.1%	330	11.7%	7.3%	348	11.4%	14.1%
Agglo. 20 000 à 100 000 hab	829	11.1%	12.4%	532	11.4%	16.6%	298	10.5%	8.6%	321	10.5%	16.3%
Agglo. + 100 000 hab	1776	23.7%	12.3%	1170	25.0%	17.0%	606	21.4%	8.0%	713	23.3%	14.6%
Agglo. Paris	2704	36.1%	32.5%	1536	32.9%	38.9%	1167	41.3%	26.7%	1238	40.5%	32.0%

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Région d'habitation												
Ile-de-France	3011	40.1%	32.0%	1721	36.8%	38.4%	1290	45.6%	26.2%	1353	44.2%	31.3%
Nord-Pas-de-Calais	269	3.6%	8.4%	180	3.9%	11.8%	89	3.2%	5.3%	96	3.1%	10.8%
Lorraine	134	1.8%	6.9%	85	1.8%	9.1%	49	1.7%	4.9%	50	1.6%	9.6%
Alsace	150	2.0%	10.0%	96	2.0%	13.1%	55	1.9%	7.0%	63	2.0%	12.1%
Franche-Comté	72	1.0%	7.6%	44	0.9%	9.6%	28	1.0%	5.7%	28	0.9%	11.3%
Champagne-Ardenne	99	1.3%	9.1%	67	1.4%	12.8%	32	1.1%	5.7%	35	1.1%	12.9%
Picardie	282	3.8%	18.4%	183	3.9%	24.7%	99	3.5%	12.5%	91	3.0%	20.6%
Bourgogne	137	1.8%	10.1%	86	1.8%	13.2%	52	1.8%	7.3%	50	1.6%	14.5%
Haute-Normandie	164	2.2%	11.1%	105	2.2%	14.9%	59	2.1%	7.7%	65	2.1%	14.4%
Basse-Normandie	113	1.5%	9.4%	84	1.8%	14.6%	29	1.0%	4.6%	51	1.7%	16.3%
Centre	261	3.5%	12.6%	168	3.6%	16.8%	93	3.3%	8.6%	93	3.1%	14.9%
Pays de la Loire	277	3.7%	9.7%	206	4.4%	15.0%	71	2.5%	4.8%	118	3.9%	13.5%
Bretagne	233	3.1%	9.0%	138	2.9%	11.1%	96	3.4%	7.1%	86	2.8%	11.3%
Poitou-Charentes	130	1.7%	8.9%	85	1.8%	12.2%	45	1.6%	5.9%	53	1.7%	13.8%
Aquitaine	304	4.1%	11.5%	219	4.7%	17.4%	85	3.0%	6.1%	110	3.6%	12.9%
Midi-Pyrénées	295	3.9%	12.4%	187	4.0%	16.3%	108	3.8%	8.7%	116	3.8%	14.7%
Limousin	62	0.8%	9.8%	41	0.9%	13.8%	20	0.7%	6.2%	18	0.6%	11.0%
Auvergne	98	1.3%	8.8%	59	1.3%	11.0%	39	1.4%	6.7%	37	1.2%	11.9%
Rhône-Alpes	611	8.1%	12.3%	397	8.5%	16.6%	213	7.5%	8.3%	236	7.7%	13.9%
Languedoc-Roussillon	262	3.5%	12.2%	177	3.8%	17.4%	85	3.0%	7.5%	105	3.4%	16.5%
Provence-Alpes-Côte-d'Azur-Corse	534	7.1%	12.4%	344	7.4%	17.0%	190	6.7%	8.3%	206	6.7%	14.6%
Habitudes de connexion Internet												
Tous les jours	4792	63.9%	17.8%	3124	66.9%	22.7%	1668	59.0%	12.7%	2461	80.5%	19.4%
Presque tous les jours	813	10.8%	13.4%	480	10.3%	17.3%	334	11.8%	10.1%	357	11.7%	14.7%
1 à 2 fois par semaine	407	5.4%	12.7%	219	4.7%	15.4%	188	6.7%	10.6%	135	4.4%	15.0%
1 à 3 fois par mois	94	1.3%	11.0%	53	1.1%	13.5%	41	1.5%	8.9%	27	0.9%	14.2%
Moins souvent	175	2.3%	12.2%	100	2.2%	16.2%	74	2.6%	9.1%	18	0.6%	12.2%
Jamais	18	0.2%	7.3%	11	0.2%	7.9%	7	0.3%	6.6%	0	0.0%	1.1%

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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	223	3.0%	9.2%	130	2.8%	13.6%	93	3.3%	6.3%	23	0.7%	11.9%
De 9 000 à moins de 12 000 euros par an	293	3.9%	9.0%	150	3.2%	13.9%	142	5.0%	6.5%	34	1.1%	12.1%
De 12 000 à moins de 18 000 euros par an	673	9.0%	9.9%	383	8.2%	12.8%	290	10.2%	7.6%	106	3.5%	13.1%
De 18 000 à moins de 24 000 euros par an	836	11.1%	11.5%	518	11.1%	15.3%	318	11.2%	8.2%	196	6.4%	12.4%
De 24 000 à moins de 36 000 euros par an	1553	20.7%	14.1%	962	20.6%	17.5%	592	20.9%	10.7%	556	18.2%	15.4%
De 36 000 à moins de 45 000 euros par an	1103	14.7%	17.6%	727	15.6%	22.1%	375	13.3%	12.6%	480	15.7%	17.0%
De 45 000 à moins de 65 000 euros par an	1188	15.8%	21.0%	781	16.7%	24.7%	407	14.4%	16.3%	673	22.0%	19.5%
65 000 euros et plus	905	12.1%	31.6%	642	13.7%	36.8%	263	9.3%	23.4%	681	22.3%	30.4%
Refus	524	7.0%	14.0%	256	5.5%	16.5%	268	9.5%	12.2%	219	7.2%	17.0%
Ne sait pas	202	2.7%	13.4%	123	2.6%	18.5%	79	2.8%	9.3%	91	3.0%	16.6%