

Total PQN + PQH

PQN+PQH, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7892	100.0%	15.5%	4924	100.0%	20.2%	2968	100.0%	11.2%	3117	100.0%	18.5%
Sexe												
Homme	4924	62.4%	20.2%	4924	100.0%	20.2%	0	-	100.0%	2077	66.6%	23.6%
Femme	2968	37.6%	11.2%	0	-	100.0%	2968	100.0%	11.2%	1040	33.4%	13.0%
Age												
15 à 24 ans	1159	14.7%	15.7%	772	15.7%	20.7%	387	13.0%	10.5%	523	16.8%	17.5%
25 à 34 ans	1140	14.4%	14.8%	767	15.6%	20.3%	373	12.6%	9.6%	550	17.7%	16.1%
35 à 49 ans	1959	24.8%	15.4%	1312	26.6%	20.9%	647	21.8%	10.0%	1055	33.9%	17.5%
50 à 64 ans	2003	25.4%	16.3%	1202	24.4%	20.2%	801	27.0%	12.7%	915	29.4%	22.2%
65 ans et plus	1630	20.7%	15.1%	871	17.7%	18.9%	760	25.6%	12.3%	73	2.3%	30.6%
Individu												
Ménagère	2558	32.4%	11.0%	0	-	100.0%	2558	86.2%	11.0%	864	27.7%	12.9%
Personne de Référence	4890	62.0%	17.4%	4043	82.1%	20.0%	847	28.5%	10.8%	1875	60.1%	22.2%
Responsable des achats	3496	44.3%	14.5%	1619	32.9%	21.2%	1877	63.2%	11.4%	1399	44.9%	16.8%
PCS Individu												
Agriculteurs	53	0.7%	10.0%	31	0.6%	8.9%	22	0.7%	11.9%	0	0.0%	7.2%
Petits patrons	307	3.9%	19.8%	261	5.3%	23.6%	47	1.6%	10.5%	287	9.2%	20.2%
Affaires et Cadres	1206	15.3%	25.9%	853	17.3%	29.3%	353	11.9%	20.3%	1139	36.5%	26.4%
Professions intermédiaires	1006	12.7%	15.0%	671	13.6%	19.2%	335	11.3%	10.5%	879	28.2%	15.7%
Employés	1083	13.7%	12.9%	473	9.6%	24.2%	610	20.6%	9.5%	195	6.2%	11.0%
Ouvriers	917	11.6%	14.2%	808	16.4%	16.0%	109	3.7%	7.8%	45	1.4%	13.1%
Retraités	1859	23.6%	15.1%	1085	22.0%	18.4%	773	26.1%	12.1%	39	1.2%	17.5%
Autres inactifs	1461	18.5%	14.2%	741	15.0%	21.0%	720	24.3%	10.7%	534	17.1%	17.0%
PCS Personne de Référence												
Agriculteurs	43	0.5%	5.5%	30	0.6%	8.0%	13	0.4%	3.1%	0	-	100.0%
Petits patrons	450	5.7%	18.0%	319	6.5%	23.7%	131	4.4%	11.3%	450	14.4%	18.0%
Affaires et Cadres	1536	19.5%	22.8%	989	20.1%	28.5%	547	18.4%	16.7%	1536	49.3%	22.8%
Professions intermédiaires	1131	14.3%	14.9%	769	15.6%	19.3%	362	12.2%	10.1%	1131	36.3%	14.9%
Employés	820	10.4%	15.3%	493	10.0%	22.9%	327	11.0%	10.2%	0	-	100.0%
Ouvriers	1194	15.1%	12.3%	813	16.5%	16.0%	381	12.9%	8.3%	0	-	100.0%
Retraités	2198	27.9%	15.2%	1217	24.7%	18.6%	982	33.1%	12.5%	0	-	100.0%
Autres inactifs	518	6.6%	13.8%	293	6.0%	21.6%	225	7.6%	9.3%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1336	16.9%	14.5%	775	15.7%	19.6%	561	18.9%	10.6%	322	10.3%	18.6%
2 personnes	2795	35.4%	15.7%	1692	34.4%	19.6%	1103	37.2%	12.1%	801	25.7%	18.9%
3 personnes	1466	18.6%	15.7%	938	19.0%	20.3%	529	17.8%	11.2%	726	23.3%	19.5%
4 personnes	1483	18.8%	16.0%	995	20.2%	21.5%	488	16.4%	10.5%	854	27.4%	18.5%
5 personnes et +	812	10.3%	15.5%	524	10.6%	21.4%	287	9.7%	10.3%	414	13.3%	16.5%
Présence d'enfants de moins de 15 ans												
Oui	2339	29.6%	14.9%	1533	31.1%	21.0%	807	27.2%	9.6%	1283	41.2%	17.3%
Non	5552	70.4%	15.8%	3391	68.9%	19.9%	2161	72.8%	11.9%	1834	58.8%	19.5%
Habitat												
Communes rurales	1313	16.6%	10.2%	842	17.1%	13.5%	471	15.9%	7.1%	450	14.4%	12.4%
Agglo. - 20 000 hab	1057	13.4%	12.3%	702	14.3%	17.2%	355	12.0%	7.9%	366	11.7%	14.9%
Agglo. 20 000 à 100 000 hab	899	11.4%	13.5%	578	11.7%	18.1%	321	10.8%	9.3%	331	10.6%	16.8%
Agglo. + 100 000 hab	1893	24.0%	13.1%	1249	25.4%	18.1%	644	21.7%	8.6%	727	23.3%	14.8%
Agglo. Paris	2729	34.6%	32.8%	1552	31.5%	39.4%	1177	39.6%	26.9%	1243	39.9%	32.1%

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Région d'habitation												
Ile-de-France	3043	38.6%	32.3%	1742	35.4%	38.8%	1301	43.8%	26.4%	1357	43.5%	31.4%
Nord-Pas-de-Calais	322	4.1%	10.0%	209	4.2%	13.7%	114	3.8%	6.8%	101	3.3%	11.4%
Lorraine	151	1.9%	7.8%	92	1.9%	9.9%	59	2.0%	5.9%	51	1.6%	9.7%
Alsace	158	2.0%	10.5%	101	2.1%	13.9%	57	1.9%	7.3%	64	2.1%	12.4%
Franche-Comté	79	1.0%	8.4%	47	1.0%	10.2%	32	1.1%	6.6%	28	0.9%	11.6%
Champagne-Ardenne	109	1.4%	10.0%	74	1.5%	14.1%	35	1.2%	6.3%	35	1.1%	13.1%
Picardie	297	3.8%	19.4%	192	3.9%	26.0%	105	3.5%	13.3%	94	3.0%	21.2%
Bourgogne	157	2.0%	11.6%	100	2.0%	15.3%	58	1.9%	8.1%	51	1.6%	15.0%
Haute-Normandie	186	2.4%	12.6%	116	2.4%	16.5%	70	2.3%	9.0%	65	2.1%	14.6%
Basse-Normandie	129	1.6%	10.7%	94	1.9%	16.3%	35	1.2%	5.5%	54	1.7%	17.2%
Centre	273	3.5%	13.1%	174	3.5%	17.4%	99	3.3%	9.2%	95	3.0%	15.1%
Pays de la Loire	305	3.9%	10.7%	224	4.6%	16.3%	81	2.7%	5.5%	123	3.9%	14.1%
Bretagne	249	3.2%	9.6%	144	2.9%	11.6%	106	3.6%	7.8%	89	2.8%	11.6%
Poitou-Charentes	143	1.8%	9.8%	96	2.0%	13.8%	46	1.6%	6.1%	57	1.8%	14.8%
Aquitaine	327	4.1%	12.3%	236	4.8%	18.8%	91	3.1%	6.5%	117	3.7%	13.8%
Midi-Pyrénées	309	3.9%	13.0%	198	4.0%	17.3%	111	3.7%	9.0%	121	3.9%	15.4%
Limousin	67	0.9%	10.7%	44	0.9%	14.6%	23	0.8%	7.1%	19	0.6%	11.6%
Auvergne	107	1.4%	9.5%	66	1.3%	12.2%	41	1.4%	7.0%	37	1.2%	11.9%
Rhône-Alpes	637	8.1%	12.8%	420	8.5%	17.5%	218	7.3%	8.4%	241	7.7%	14.2%
Languedoc-Roussillon	273	3.5%	12.7%	185	3.8%	18.2%	88	3.0%	7.8%	105	3.4%	16.6%
Provence-Alpes-Côte-d'Azur-Corse	568	7.2%	13.2%	370	7.5%	18.2%	198	6.7%	8.7%	212	6.8%	15.1%
Habitudes de connexion Internet												
Tous les jours	4934	62.5%	18.3%	3217	65.3%	23.4%	1717	57.9%	13.0%	2497	80.1%	19.7%
Presque tous les jours	844	10.7%	13.9%	495	10.1%	17.8%	348	11.7%	10.6%	363	11.6%	14.9%
1 à 2 fois par semaine	426	5.4%	13.3%	228	4.6%	16.1%	198	6.7%	11.1%	137	4.4%	15.4%
1 à 3 fois par mois	103	1.3%	12.0%	59	1.2%	15.1%	44	1.5%	9.4%	31	1.0%	16.1%
Moins souvent	185	2.3%	12.9%	106	2.2%	17.1%	79	2.6%	9.7%	18	0.6%	12.2%
Jamais	32	0.4%	12.8%	19	0.4%	13.5%	13	0.4%	11.9%	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	259	3.3%	10.6%	150	3.1%	15.7%	109	3.7%	7.4%	23	0.7%	12.0%
De 9 000 à moins de 12 000 euros par an	335	4.2%	10.3%	170	3.5%	15.7%	165	5.5%	7.5%	35	1.1%	12.8%
De 12 000 à moins de 18 000 euros par an	763	9.7%	11.2%	446	9.1%	14.9%	317	10.7%	8.3%	110	3.5%	13.6%
De 18 000 à moins de 24 000 euros par an	905	11.5%	12.4%	568	11.5%	16.8%	338	11.4%	8.7%	213	6.8%	13.5%
De 24 000 à moins de 36 000 euros par an	1633	20.7%	14.8%	1012	20.6%	18.4%	621	20.9%	11.2%	573	18.4%	15.9%
De 36 000 à moins de 45 000 euros par an	1131	14.3%	18.1%	745	15.1%	22.7%	386	13.0%	13.0%	485	15.6%	17.2%
De 45 000 à moins de 65 000 euros par an	1202	15.2%	21.3%	792	16.1%	25.1%	410	13.8%	16.4%	677	21.7%	19.6%
65 000 euros et plus	908	11.5%	31.7%	644	13.1%	37.0%	264	8.9%	23.5%	682	21.9%	30.5%
Refus	544	6.9%	14.5%	266	5.4%	17.1%	278	9.4%	12.6%	227	7.3%	17.6%
Ne sait pas	212	2.7%	14.0%	130	2.6%	19.6%	82	2.7%	9.7%	91	2.9%	16.7%