

Paris Courses - Bilot - Week-end

PQHI, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	320	100.0%	0.6%	221	100.0%	0.9%	99	100.0%	0.4%	42	100.0%	0.2%
Sexe												
Homme	221	69.0%	0.9%	221	100.0%	0.9%	0	-	-	33	79.4%	0.4%
Femme	99	31.0%	0.4%	0	-	-	99	100.0%	0.4%	9	20.6%	0.1%
Age												
15 à 24 ans	30	9.4%	0.4%	13	6.1%	0.4%	17	16.9%	0.5%	6	14.6%	0.2%
25 à 34 ans	33	10.4%	0.4%	25	11.4%	0.7%	8	8.1%	0.2%	7	17.0%	0.2%
35 à 49 ans	90	28.2%	0.7%	81	36.5%	1.3%	10	9.6%	0.1%	15	35.3%	0.2%
50 à 64 ans	114	35.6%	0.9%	66	30.1%	1.1%	47	47.8%	0.7%	14	32.5%	0.3%
65 ans et plus	53	16.4%	0.5%	35	15.9%	0.7%	17	17.5%	0.3%	0	0.7%	0.1%
Individu												
Ménagère	88	27.4%	0.4%	0	-	-	88	88.5%	0.4%	6	14.8%	0.1%
Personne de Référence	232	72.7%	0.8%	200	90.8%	1.0%	32	32.2%	0.4%	29	69.9%	0.3%
Responsable des achats	237	74.1%	0.7%	152	68.7%	1.2%	85	86.3%	0.4%	25	59.8%	0.2%
PCS Individu												
Agriculteurs	3	1.0%	0.6%	0	-	-	3	3.2%	1.6%	0	-	-
Petits patrons	10	3.2%	0.6%	10	4.6%	0.9%	0	0.1%	0.0%	9	21.6%	0.6%
Affaires et Cadres	6	1.9%	0.1%	5	2.5%	0.2%	1	0.6%	0.0%	6	14.3%	0.1%
Professions intermédiaires	20	6.2%	0.3%	16	7.1%	0.5%	4	4.2%	0.1%	17	39.1%	0.3%
Employés	39	12.1%	0.5%	13	6.1%	0.7%	25	25.4%	0.4%	3	6.6%	0.2%
Ouvriers	103	32.3%	1.6%	91	41.1%	1.8%	12	12.6%	0.9%	3	8.0%	0.9%
Retraités	77	24.2%	0.6%	57	26.0%	1.0%	20	20.3%	0.3%	0	0.7%	0.1%
Autres inactifs	61	19.1%	0.6%	28	12.6%	0.8%	33	33.8%	0.5%	4	9.7%	0.1%
PCS Personne de Référence												
Agriculteurs	0	0.1%	0.1%	0	0.1%	0.0%	0	0.3%	0.1%	0	-	-
Petits patrons	12	3.7%	0.4%	11	4.8%	0.7%	1	1.2%	0.1%	12	27.9%	0.4%
Affaires et Cadres	8	2.5%	0.1%	6	2.9%	0.2%	2	1.7%	0.0%	8	19.0%	0.1%
Professions intermédiaires	22	7.0%	0.3%	16	7.5%	0.4%	6	5.9%	0.2%	22	53.0%	0.3%
Employés	24	7.5%	0.5%	15	6.8%	0.7%	9	8.9%	0.3%	0	-	-
Ouvriers	112	34.9%	1.2%	83	37.7%	1.7%	28	28.7%	0.6%	0	-	-
Retraités	98	30.7%	0.7%	63	28.5%	0.9%	35	35.5%	0.4%	0	-	-
Autres inactifs	44	13.6%	1.1%	26	11.8%	1.8%	18	17.8%	0.7%	0	-	-

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Taille du Foyer												
1 personne	82	25.6%	0.9%	67	30.2%	1.7%	15	15.6%	0.3%	6	14.9%	0.4%
2 personnes	105	32.9%	0.6%	70	31.9%	0.8%	35	35.2%	0.4%	8	19.2%	0.2%
3 personnes	48	15.1%	0.5%	20	9.3%	0.4%	28	28.0%	0.6%	8	17.8%	0.2%
4 personnes	47	14.7%	0.5%	39	17.7%	0.9%	8	8.1%	0.2%	17	41.2%	0.4%
5 personnes et +	37	11.6%	0.7%	24	10.9%	1.0%	13	13.1%	0.5%	3	6.9%	0.1%
Présence d'enfants de moins de 15 ans												
Oui	75	23.3%	0.5%	61	27.4%	0.8%	14	14.2%	0.2%	17	39.7%	0.2%
Non	245	76.7%	0.7%	160	72.6%	0.9%	85	85.8%	0.5%	25	60.3%	0.3%
Habitat												
Communes rurales	46	14.4%	0.4%	25	11.5%	0.5%	21	21.0%	0.3%	2	5.0%	0.1%
Agglo. - 20 000 hab	69	21.5%	0.8%	42	19.2%	1.0%	26	26.5%	0.6%	7	17.8%	0.3%
Agglo. 20 000 à 100 000 hab	55	17.2%	0.8%	41	18.8%	1.2%	13	13.6%	0.4%	10	23.4%	0.5%
Agglo. + 100 000 hab	123	38.3%	0.8%	91	41.3%	1.3%	31	31.8%	0.4%	20	48.4%	0.4%
Agglo. Paris	27	8.6%	0.3%	20	9.2%	0.5%	7	7.2%	0.2%	2	5.4%	0.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	30	9.3%	0.3%	23	10.3%	0.5%	7	7.2%	0.1%	2	5.4%	0.1%
Nord-Pas-de-Calais	45	14.0%	1.4%	30	13.7%	2.0%	14	14.6%	0.9%	6	13.4%	0.6%
Lorraine	22	6.8%	1.1%	9	3.9%	0.9%	13	13.3%	1.3%	1	2.5%	0.2%
Alsace	4	1.4%	0.3%	1	0.4%	0.1%	3	3.4%	0.4%	1	1.5%	0.1%
Franche-Comté	4	1.3%	0.4%	1	0.6%	0.3%	3	2.9%	0.6%	1	3.1%	0.5%
Champagne-Ardenne	5	1.5%	0.5%	4	1.8%	0.8%	1	1.0%	0.2%	0	0.5%	0.1%
Picardie	14	4.5%	0.9%	13	6.0%	1.8%	1	1.1%	0.1%	2	4.0%	0.4%
Bourgogne	12	3.7%	0.9%	10	4.7%	1.6%	1	1.5%	0.2%	1	2.1%	0.2%
Haute-Normandie	20	6.2%	1.3%	15	6.7%	2.1%	5	5.1%	0.6%	1	1.6%	0.2%
Basse-Normandie	4	1.2%	0.3%	2	0.9%	0.3%	2	1.9%	0.3%	0	0.2%	0.0%
Centre	15	4.8%	0.7%	10	4.7%	1.0%	5	5.2%	0.5%	3	6.9%	0.5%
Pays de la Loire	17	5.2%	0.6%	12	5.6%	0.9%	4	4.4%	0.3%	2	5.2%	0.3%
Bretagne	21	6.6%	0.8%	11	5.1%	0.9%	10	9.9%	0.7%	2	4.1%	0.2%
Poitou-Charentes	13	4.2%	0.9%	10	4.7%	1.5%	3	2.9%	0.4%	6	14.4%	1.5%
Aquitaine	13	4.1%	0.5%	7	3.3%	0.6%	6	5.9%	0.4%	2	4.2%	0.2%
Midi-Pyrénées	7	2.3%	0.3%	7	3.0%	0.6%	1	0.9%	0.1%	3	6.4%	0.3%
Limousin	4	1.2%	0.6%	2	1.1%	0.8%	1	1.5%	0.4%	1	2.2%	0.6%
Auvergne	5	1.6%	0.4%	4	1.8%	0.7%	1	1.0%	0.2%	0	-	-
Rhône-Alpes	26	8.1%	0.5%	22	10.2%	0.9%	4	3.6%	0.1%	4	10.5%	0.3%
Languedoc-Roussillon	9	2.7%	0.4%	9	3.9%	0.8%	0	0.0%	0.0%	0	0.1%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	29	9.2%	0.7%	17	7.6%	0.8%	13	12.7%	0.6%	5	11.6%	0.3%
Habitudes de connexion Internet												
Tous les jours	115	35.9%	0.4%	86	39.1%	0.6%	29	28.9%	0.2%	28	65.5%	0.2%
Presque tous les jours	29	9.2%	0.5%	15	6.7%	0.5%	14	14.5%	0.5%	5	11.6%	0.2%
1 à 2 fois par semaine	18	5.7%	0.6%	8	3.7%	0.6%	10	10.2%	0.6%	3	7.1%	0.3%
1 à 3 fois par mois	9	3.0%	1.1%	8	3.5%	2.1%	2	1.7%	0.3%	3	7.0%	1.5%
Moins souvent	5	1.4%	0.3%	4	1.9%	0.7%	0	0.4%	0.1%	0	0.1%	0.0%
Jamais	6	1.8%	2.7%	5	2.4%	4.1%	0	0.3%	0.4%	0	-	-

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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	25	7.7%	1.1%	14	6.2%	1.5%	11	11.3%	0.8%	0	0.1%	0.0%
De 9 000 à moins de 12 000 euros par an	54	16.8%	1.6%	34	15.4%	3.1%	20	19.9%	0.9%	1	1.3%	0.2%
De 12 000 à moins de 18 000 euros par an	58	18.1%	0.9%	43	19.6%	1.5%	15	14.7%	0.4%	5	12.0%	0.6%
De 18 000 à moins de 24 000 euros par an	57	17.9%	0.8%	38	17.2%	1.1%	19	19.5%	0.5%	8	18.4%	0.5%
De 24 000 à moins de 36 000 euros par an	64	20.1%	0.6%	46	20.8%	0.8%	18	18.3%	0.3%	8	19.4%	0.2%
De 36 000 à moins de 45 000 euros par an	30	9.5%	0.5%	25	11.3%	0.7%	5	5.5%	0.2%	10	23.8%	0.4%
De 45 000 à moins de 65 000 euros par an	9	2.7%	0.2%	7	3.3%	0.2%	1	1.4%	0.1%	4	10.2%	0.1%
De 65 000 à moins de 80 000 euros par an	2	0.7%	0.1%	2	0.7%	0.2%	1	0.6%	0.1%	1	2.7%	0.1%
De 80 000 à moins de 115 000 euros par an	2	0.6%	0.2%	2	0.8%	0.3%	0	-	-	1	2.4%	0.1%
115 000 euros et plus par an	1	0.2%	0.1%	1	0.3%	0.2%	0	-	-	1	1.6%	0.2%
Refus	14	4.3%	0.4%	8	3.7%	0.6%	6	5.6%	0.3%	3	7.5%	0.3%
Ne sait pas	5	1.4%	0.3%	1	0.6%	0.2%	3	3.3%	0.4%	0	0.7%	0.1%