

Total PQN+PQH

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7788	100.0%	15.2%	4805	100.0%	19.6%	2983	100.0%	11.2%	3019	100.0%	17.8%
Sexe												
Homme	4805	61.7%	19.6%	4805	100.0%	19.6%	0	-	-	2010	66.6%	22.9%
Femme	2983	38.3%	11.2%	0	-	-	2983	100.0%	11.2%	1009	33.4%	12.3%
Age												
15 à 24 ans	1161	14.9%	15.7%	758	15.8%	20.3%	403	13.5%	11.0%	519	17.2%	16.9%
25 à 34 ans	1136	14.6%	14.7%	778	16.2%	20.5%	358	12.0%	9.1%	537	17.8%	15.6%
35 à 49 ans	1897	24.4%	15.0%	1260	26.2%	20.2%	637	21.4%	9.9%	1017	33.7%	16.7%
50 à 64 ans	1888	24.2%	15.4%	1101	22.9%	18.6%	788	26.4%	12.4%	855	28.3%	20.7%
65 ans et plus	1705	21.9%	15.4%	908	18.9%	19.1%	797	26.7%	12.6%	91	3.0%	39.1%
Individu												
Ménagère	2584	33.2%	11.0%	0	-	-	2584	86.6%	11.0%	849	28.1%	12.4%
Personne de Référence	4848	62.3%	17.2%	3967	82.6%	19.5%	881	29.5%	11.1%	1847	61.2%	21.8%
Responsable des achats	4991	64.1%	14.2%	2448	50.9%	20.1%	2543	85.2%	11.1%	1756	58.1%	16.5%
PCS Individu												
Agriculteurs	49	0.6%	9.2%	29	0.6%	8.6%	20	0.7%	10.2%	0	0.0%	2.1%
Petits patrons	298	3.8%	18.0%	249	5.2%	21.1%	49	1.6%	10.4%	280	9.3%	18.8%
Affaires et Cadres	1187	15.2%	24.9%	852	17.7%	28.8%	336	11.3%	18.6%	1109	36.7%	25.2%
Professions intermédiaires	985	12.6%	14.6%	662	13.8%	19.2%	323	10.8%	9.8%	854	28.3%	15.4%
Employés	1123	14.4%	13.4%	490	10.2%	24.3%	633	21.2%	10.0%	193	6.4%	10.6%
Ouvriers	885	11.4%	13.7%	769	16.0%	15.2%	115	3.9%	8.3%	53	1.7%	14.2%
Retraités	1888	24.2%	15.0%	1090	22.7%	18.2%	798	26.8%	12.1%	42	1.4%	16.9%
Autres inactifs	1372	17.6%	13.7%	664	13.8%	19.2%	708	23.7%	10.8%	489	16.2%	15.9%
PCS Personne de Référence												
Agriculteurs	59	0.8%	7.5%	37	0.8%	9.9%	22	0.7%	5.2%	0	-	-
Petits patrons	433	5.6%	16.4%	300	6.2%	20.8%	133	4.5%	11.1%	433	14.3%	16.4%
Affaires et Cadres	1481	19.0%	21.6%	961	20.0%	27.8%	521	17.5%	15.4%	1481	49.1%	21.6%
Professions intermédiaires	1105	14.2%	14.8%	749	15.6%	19.3%	356	11.9%	9.9%	1105	36.6%	14.8%
Employés	828	10.6%	15.6%	501	10.4%	22.5%	327	11.0%	10.6%	0	-	-
Ouvriers	1140	14.6%	12.0%	767	16.0%	15.4%	373	12.5%	8.3%	0	-	-
Retraités	2258	29.0%	15.4%	1234	25.7%	18.6%	1024	34.3%	12.7%	0	-	-
Autres inactifs	484	6.2%	12.4%	256	5.3%	17.6%	227	7.6%	9.3%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	1364	17.5%	14.5%	775	16.1%	19.3%	589	19.8%	11.0%	348	11.5%	20.2%
2 personnes	2758	35.4%	15.3%	1678	34.9%	19.0%	1080	36.2%	11.8%	799	26.4%	18.2%
3 personnes	1444	18.5%	15.5%	891	18.6%	19.3%	552	18.5%	11.8%	651	21.6%	17.5%
4 personnes	1366	17.5%	14.9%	918	19.1%	20.1%	448	15.0%	9.7%	780	25.8%	16.8%
5 personnes et +	855	11.0%	16.3%	543	11.3%	22.3%	313	10.5%	11.1%	442	14.6%	17.7%
Présence d'enfants de moins de 15 ans												
Oui	2269	29.1%	14.5%	1480	30.8%	20.6%	789	26.4%	9.3%	1245	41.2%	16.5%
Non	5519	70.9%	15.6%	3325	69.2%	19.3%	2194	73.6%	12.1%	1774	58.8%	18.9%
Habitat												
Communes rurales	1128	14.5%	9.6%	724	15.1%	12.9%	404	13.5%	6.6%	385	12.7%	11.4%
Agglo. - 20 000 hab	1052	13.5%	11.8%	677	14.1%	15.9%	374	12.6%	8.0%	357	11.8%	13.9%
Agglo. 20 000 à 100 000 hab	891	11.4%	13.0%	581	12.1%	17.3%	310	10.4%	8.9%	319	10.6%	16.0%
Agglo. + 100 000 hab	1964	25.2%	12.9%	1269	26.4%	17.5%	694	23.3%	8.7%	743	24.6%	14.4%
Agglo. Paris	2753	35.3%	32.6%	1553	32.3%	38.9%	1200	40.2%	27.0%	1217	40.3%	31.4%

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Région d'habitation												
Ile-de-France	3039	39.0%	32.1%	1735	36.1%	38.5%	1303	43.7%	26.3%	1347	44.6%	31.2%
Nord-Pas-de-Calais	290	3.7%	9.0%	194	4.0%	12.7%	95	3.2%	5.6%	96	3.2%	10.5%
Lorraine	151	1.9%	7.8%	94	2.0%	10.1%	57	1.9%	5.7%	54	1.8%	9.5%
Alsace	150	1.9%	9.9%	97	2.0%	13.2%	53	1.8%	6.8%	62	2.1%	12.4%
Franche-Comté	78	1.0%	8.2%	53	1.1%	11.4%	25	0.8%	5.1%	33	1.1%	12.9%
Champagne-Ardenne	105	1.4%	9.7%	65	1.3%	12.3%	41	1.4%	7.2%	36	1.2%	12.0%
Picardie	283	3.6%	18.5%	166	3.4%	22.3%	118	3.9%	14.9%	96	3.2%	21.3%
Bourgogne	170	2.2%	12.5%	114	2.4%	17.4%	56	1.9%	7.9%	54	1.8%	15.3%
Haute-Normandie	200	2.6%	13.5%	118	2.5%	16.7%	82	2.8%	10.7%	52	1.7%	11.9%
Basse-Normandie	110	1.4%	9.2%	70	1.4%	12.1%	41	1.4%	6.5%	37	1.2%	11.0%
Centre	275	3.5%	13.2%	175	3.6%	17.4%	101	3.4%	9.3%	95	3.1%	14.8%
Pays de la Loire	301	3.9%	10.5%	204	4.2%	14.7%	98	3.3%	6.6%	118	3.9%	14.3%
Bretagne	245	3.1%	9.4%	152	3.2%	12.2%	93	3.1%	6.8%	77	2.6%	9.8%
Poitou-Charentes	155	2.0%	10.5%	106	2.2%	15.0%	49	1.6%	6.4%	62	2.1%	15.7%
Aquitaine	305	3.9%	11.4%	200	4.2%	15.7%	105	3.5%	7.5%	103	3.4%	12.5%
Midi-Pyrénées	285	3.7%	11.9%	189	3.9%	16.3%	96	3.2%	7.8%	102	3.4%	12.9%
Limousin	75	1.0%	12.0%	52	1.1%	17.2%	24	0.8%	7.2%	17	0.6%	10.8%
Auvergne	110	1.4%	9.8%	75	1.6%	13.9%	35	1.2%	6.0%	40	1.3%	13.2%
Rhône-Alpes	608	7.8%	12.1%	397	8.3%	16.4%	211	7.1%	8.1%	227	7.5%	13.1%
Languedoc-Roussillon	261	3.3%	12.0%	178	3.7%	17.3%	82	2.8%	7.2%	95	3.1%	14.9%
Provence-Alpes-Côte-d'Azur-Corse	590	7.6%	13.7%	372	7.8%	18.3%	218	7.3%	9.5%	216	7.2%	15.0%
Habitudes de connexion Internet												
Tous les jours	4866	62.5%	17.6%	3160	65.8%	22.5%	1707	57.2%	12.6%	2413	79.9%	18.7%
Presque tous les jours	887	11.4%	14.6%	528	11.0%	18.1%	360	12.1%	11.4%	373	12.4%	15.3%
1 à 2 fois par semaine	428	5.5%	13.3%	239	5.0%	16.7%	189	6.3%	10.5%	108	3.6%	12.0%
1 à 3 fois par mois	121	1.5%	13.9%	62	1.3%	16.6%	58	2.0%	11.8%	38	1.3%	19.9%
Moins souvent	150	1.9%	11.3%	77	1.6%	13.0%	73	2.4%	10.0%	19	0.6%	14.9%
Jamais	30	0.4%	14.6%	19	0.4%	14.8%	11	0.4%	14.2%	1	0.0%	5.9%

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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	264	3.4%	11.3%	134	2.8%	14.4%	130	4.3%	9.3%	29	0.9%	14.5%
De 9 000 à moins de 12 000 euros par an	356	4.6%	10.9%	181	3.8%	16.4%	175	5.9%	8.1%	29	1.0%	11.8%
De 12 000 à moins de 18 000 euros par an	725	9.3%	10.7%	400	8.3%	13.6%	325	10.9%	8.5%	87	2.9%	10.6%
De 18 000 à moins de 24 000 euros par an	908	11.7%	12.4%	549	11.4%	15.7%	359	12.0%	9.3%	236	7.8%	14.6%
De 24 000 à moins de 36 000 euros par an	1614	20.7%	14.2%	999	20.8%	18.0%	616	20.6%	10.6%	555	18.4%	14.8%
De 36 000 à moins de 45 000 euros par an	1077	13.8%	16.9%	715	14.9%	20.9%	362	12.2%	12.2%	467	15.5%	16.5%
De 45 000 à moins de 65 000 euros par an	1206	15.5%	20.9%	814	16.9%	25.6%	392	13.2%	15.2%	637	21.1%	18.2%
De 65 000 à moins de 80 000 euros par an	443	5.7%	28.6%	314	6.5%	33.0%	129	4.3%	21.6%	299	9.9%	27.3%
De 80 000 à moins de 115 000 euros par an	320	4.1%	31.8%	228	4.8%	37.8%	92	3.1%	22.8%	241	8.0%	29.6%
115 000 euros et plus par an	180	2.3%	36.7%	119	2.5%	42.9%	61	2.0%	28.5%	146	4.8%	35.2%
Refus	480	6.2%	14.5%	227	4.7%	16.9%	253	8.5%	12.9%	200	6.6%	17.6%
Ne sait pas	214	2.7%	13.5%	125	2.6%	18.5%	89	3.0%	9.8%	93	3.1%	17.0%