

Total PQN hors PQH

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7400	100.0%	14.5%	4570	100.0%	18.7%	2830	100.0%	10.6%	2967	100.0%	17.5%
Sexe												
Homme	4570	61.8%	18.7%	4570	100.0%	18.7%	0	-	-	1971	66.4%	22.4%
Femme	2830	38.2%	10.6%	0	-	-	2830	100.0%	10.6%	996	33.6%	12.2%
Age												
15 à 24 ans	1136	15.4%	15.4%	746	16.3%	20.0%	391	13.8%	10.7%	513	17.3%	16.7%
25 à 34 ans	1104	14.9%	14.3%	759	16.6%	20.0%	345	12.2%	8.8%	530	17.9%	15.5%
35 à 49 ans	1794	24.2%	14.2%	1178	25.8%	18.9%	616	21.8%	9.6%	994	33.5%	16.3%
50 à 64 ans	1739	23.5%	14.2%	1023	22.4%	17.3%	717	25.3%	11.3%	839	28.3%	20.3%
65 ans et plus	1627	22.0%	14.7%	865	18.9%	18.2%	761	26.9%	12.0%	91	3.1%	39.1%
Individu												
Ménagère	2446	33.1%	10.5%	0	-	-	2446	86.4%	10.5%	840	28.3%	12.3%
Personne de Référence	4584	61.9%	16.2%	3748	82.0%	18.4%	836	29.5%	10.6%	1809	60.9%	21.3%
Responsable des achats	4703	63.6%	13.4%	2292	50.1%	18.8%	2412	85.2%	10.5%	1722	58.0%	16.2%
PCS Individu												
Agriculteurs	43	0.6%	8.0%	26	0.6%	7.6%	17	0.6%	8.6%	0	0.0%	2.1%
Petits patrons	288	3.9%	17.5%	240	5.2%	20.3%	48	1.7%	10.3%	272	9.2%	18.2%
Affaires et Cadres	1181	16.0%	24.8%	846	18.5%	28.6%	335	11.8%	18.6%	1102	37.2%	25.1%
Professions intermédiaires	955	12.9%	14.2%	638	14.0%	18.5%	318	11.2%	9.6%	827	27.9%	14.9%
Employés	1072	14.5%	12.8%	475	10.4%	23.5%	597	21.1%	9.4%	187	6.3%	10.3%
Ouvriers	785	10.6%	12.1%	684	15.0%	13.5%	101	3.6%	7.2%	52	1.8%	14.1%
Retraités	1783	24.1%	14.2%	1028	22.5%	17.2%	755	26.7%	11.5%	42	1.4%	16.9%
Autres inactifs	1292	17.5%	12.9%	634	13.9%	18.3%	658	23.3%	10.0%	483	16.3%	15.8%
PCS Personne de Référence												
Agriculteurs	55	0.7%	7.0%	34	0.7%	9.0%	22	0.8%	5.2%	0	-	-
Petits patrons	422	5.7%	16.0%	291	6.4%	20.2%	131	4.6%	10.9%	422	14.2%	16.0%
Affaires et Cadres	1474	19.9%	21.5%	955	20.9%	27.6%	519	18.3%	15.3%	1474	49.7%	21.5%
Professions intermédiaires	1072	14.5%	14.3%	725	15.9%	18.7%	347	12.3%	9.7%	1072	36.1%	14.3%
Employés	798	10.8%	15.1%	484	10.6%	21.8%	314	11.1%	10.2%	0	-	-
Ouvriers	1023	13.8%	10.8%	685	15.0%	13.8%	338	11.9%	7.5%	0	-	-
Retraités	2130	28.8%	14.5%	1166	25.5%	17.5%	964	34.1%	12.0%	0	-	-
Autres inactifs	427	5.8%	11.0%	231	5.1%	15.8%	196	6.9%	8.0%	0	-	-

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Taille du Foyer												
1 personne	1271	17.2%	13.5%	701	15.3%	17.4%	570	20.2%	10.6%	338	11.4%	19.6%
2 personnes	2624	35.5%	14.6%	1608	35.2%	18.2%	1016	35.9%	11.1%	789	26.6%	17.9%
3 personnes	1369	18.5%	14.7%	861	18.8%	18.7%	507	17.9%	10.8%	642	21.6%	17.3%
4 personnes	1317	17.8%	14.3%	881	19.3%	19.3%	436	15.4%	9.5%	762	25.7%	16.4%
5 personnes et +	819	11.1%	15.6%	520	11.4%	21.3%	299	10.6%	10.7%	436	14.7%	17.4%
Présence d'enfants de moins de 15 ans												
Oui	2187	29.6%	14.0%	1420	31.1%	19.7%	767	27.1%	9.0%	1222	41.2%	16.2%
Non	5213	70.4%	14.7%	3150	68.9%	18.3%	2063	72.9%	11.3%	1745	58.8%	18.5%
Habitat												
Communes rurales	1038	14.0%	8.9%	672	14.7%	12.0%	366	12.9%	6.0%	375	12.6%	11.1%
Agglo. - 20 000 hab	977	13.2%	11.0%	639	14.0%	15.0%	338	12.0%	7.3%	348	11.7%	13.5%
Agglo. 20 000 à 100 000 hab	817	11.0%	11.9%	536	11.7%	16.0%	281	9.9%	8.1%	308	10.4%	15.5%
Agglo. + 100 000 hab	1838	24.8%	12.1%	1184	25.9%	16.3%	654	23.1%	8.2%	723	24.4%	14.0%
Agglo. Paris	2730	36.9%	32.4%	1540	33.7%	38.5%	1190	42.1%	26.8%	1214	40.9%	31.3%

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Région d'habitation												
Ile-de-France	3013	40.7%	31.9%	1719	37.6%	38.2%	1294	45.7%	26.1%	1343	45.3%	31.1%
Nord-Pas-de-Calais	240	3.2%	7.5%	169	3.7%	11.1%	71	2.5%	4.2%	88	3.0%	9.6%
Lorraine	129	1.7%	6.6%	84	1.8%	9.0%	45	1.6%	4.5%	52	1.8%	9.3%
Alsace	144	1.9%	9.5%	96	2.1%	13.0%	48	1.7%	6.2%	61	2.0%	12.2%
Franche-Comté	71	1.0%	7.5%	51	1.1%	11.1%	20	0.7%	4.1%	31	1.1%	12.4%
Champagne-Ardenne	101	1.4%	9.2%	62	1.4%	11.7%	39	1.4%	6.9%	36	1.2%	11.9%
Picardie	268	3.6%	17.5%	157	3.4%	21.1%	112	3.9%	14.1%	94	3.2%	20.8%
Bourgogne	153	2.1%	11.2%	102	2.2%	15.6%	50	1.8%	7.1%	53	1.8%	15.0%
Haute-Normandie	173	2.3%	11.7%	103	2.3%	14.6%	70	2.5%	9.1%	51	1.7%	11.7%
Basse-Normandie	96	1.3%	7.9%	62	1.4%	10.7%	34	1.2%	5.4%	34	1.2%	10.3%
Centre	260	3.5%	12.5%	166	3.6%	16.6%	94	3.3%	8.7%	94	3.2%	14.6%
Pays de la Loire	279	3.8%	9.7%	186	4.1%	13.4%	93	3.3%	6.3%	113	3.8%	13.8%
Bretagne	220	3.0%	8.5%	141	3.1%	11.3%	79	2.8%	5.9%	73	2.5%	9.3%
Poitou-Charentes	141	1.9%	9.6%	94	2.1%	13.4%	47	1.7%	6.1%	57	1.9%	14.6%
Aquitaine	289	3.9%	10.8%	192	4.2%	15.0%	97	3.4%	6.9%	100	3.4%	12.1%
Midi-Pyrénées	276	3.7%	11.5%	182	4.0%	15.8%	94	3.3%	7.6%	99	3.3%	12.6%
Limousin	71	1.0%	11.2%	49	1.1%	16.1%	22	0.8%	6.7%	16	0.5%	10.1%
Auvergne	102	1.4%	9.0%	68	1.5%	12.6%	33	1.2%	5.7%	40	1.4%	13.1%
Rhône-Alpes	572	7.7%	11.4%	366	8.0%	15.1%	206	7.3%	7.9%	221	7.5%	12.8%
Languedoc-Roussillon	243	3.3%	11.2%	165	3.6%	16.0%	78	2.8%	6.8%	95	3.2%	14.9%
Provence-Alpes-Côte-d'Azur-Corse	560	7.6%	13.0%	358	7.8%	17.6%	202	7.1%	8.9%	214	7.2%	14.8%
Habitudes de connexion Internet												
Tous les jours	4732	63.9%	17.1%	3071	67.2%	21.8%	1661	58.7%	12.2%	2377	80.1%	18.5%
Presque tous les jours	853	11.5%	14.0%	511	11.2%	17.5%	342	12.1%	10.8%	366	12.3%	15.1%
1 à 2 fois par semaine	408	5.5%	12.6%	229	5.0%	16.0%	179	6.3%	10.0%	107	3.6%	11.8%
1 à 3 fois par mois	112	1.5%	12.9%	56	1.2%	14.9%	56	2.0%	11.4%	35	1.2%	18.1%
Moins souvent	144	1.9%	10.9%	73	1.6%	12.3%	71	2.5%	9.7%	19	0.6%	14.8%
Jamais	18	0.2%	8.4%	14	0.3%	10.4%	4	0.1%	5.0%	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	227	3.1%	9.7%	114	2.5%	12.2%	113	4.0%	8.1%	26	0.9%	13.2%
De 9 000 à moins de 12 000 euros par an	293	4.0%	9.0%	152	3.3%	13.8%	141	5.0%	6.5%	29	1.0%	11.6%
De 12 000 à moins de 18 000 euros par an	655	8.8%	9.7%	358	7.8%	12.2%	296	10.5%	7.8%	84	2.8%	10.2%
De 18 000 à moins de 24 000 euros par an	838	11.3%	11.4%	501	11.0%	14.4%	336	11.9%	8.7%	226	7.6%	14.0%
De 24 000 à moins de 36 000 euros par an	1539	20.8%	13.6%	950	20.8%	17.1%	588	20.8%	10.2%	540	18.2%	14.4%
De 36 000 à moins de 45 000 euros par an	1048	14.2%	16.4%	694	15.2%	20.3%	355	12.5%	11.9%	461	15.5%	16.2%
De 45 000 à moins de 65 000 euros par an	1191	16.1%	20.7%	803	17.6%	25.2%	388	13.7%	15.0%	630	21.2%	18.0%
De 65 000 à moins de 80 000 euros par an	440	5.9%	28.4%	311	6.8%	32.7%	129	4.5%	21.5%	298	10.0%	27.1%
De 80 000 à moins de 115 000 euros par an	319	4.3%	31.7%	227	5.0%	37.5%	92	3.3%	22.8%	241	8.1%	29.5%
115 000 euros et plus par an	180	2.4%	36.7%	119	2.6%	42.9%	61	2.1%	28.5%	146	4.9%	35.2%
Refus	466	6.3%	14.1%	220	4.8%	16.4%	245	8.7%	12.5%	194	6.5%	17.1%
Ne sait pas	206	2.8%	13.0%	121	2.6%	17.9%	85	3.0%	9.4%	93	3.1%	16.9%