

# L'Equipe

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2206	100.0%	4.3%	1851	100.0%	7.6%	355	100.0%	1.3%	891	100.0%	5.3%
<b>Sexe</b>												
<b>Homme</b>	1851	83.9%	7.6%	1851	100.0%	7.6%	0	-	-	774	86.9%	8.8%
<b>Femme</b>	355	16.1%	1.3%	0	-	-	355	100.0%	1.3%	117	13.1%	1.4%
<b>Age</b>												
<b>15 à 24 ans</b>	459	20.8%	6.2%	374	20.2%	10.0%	85	24.0%	2.3%	204	22.9%	6.6%
<b>25 à 34 ans</b>	454	20.6%	5.9%	385	20.8%	10.2%	69	19.3%	1.8%	204	22.9%	5.9%
<b>35 à 49 ans</b>	636	28.8%	5.0%	553	29.9%	8.9%	83	23.4%	1.3%	293	32.9%	4.8%
<b>50 à 64 ans</b>	444	20.1%	3.6%	361	19.5%	6.1%	84	23.5%	1.3%	184	20.7%	4.5%
<b>65 ans et plus</b>	213	9.7%	1.9%	178	9.6%	3.7%	35	9.8%	0.5%	6	0.6%	2.4%
<b>Individu</b>												
<b>Ménagère</b>	279	12.6%	1.2%	0	-	-	279	78.4%	1.2%	85	9.5%	1.2%
<b>Personne de Référence</b>	1513	68.6%	5.4%	1448	78.3%	7.1%	65	18.3%	0.8%	614	68.9%	7.2%
<b>Responsable des achats</b>	1148	52.1%	3.3%	865	46.7%	7.1%	283	79.8%	1.2%	404	45.4%	3.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	0.5%	2.1%	11	0.6%	3.2%	0	0.1%	0.2%	0	0.0%	2.1%
<b>Petits patrons</b>	91	4.1%	5.5%	84	4.5%	7.1%	7	2.0%	1.6%	86	9.7%	5.8%
<b>Affaires et Cadres</b>	269	12.2%	5.6%	251	13.6%	8.5%	18	5.1%	1.0%	254	28.6%	5.8%
<b>Professions intermédiaires</b>	362	16.4%	5.4%	317	17.2%	9.2%	45	12.6%	1.4%	324	36.4%	5.8%
<b>Employés</b>	333	15.1%	4.0%	217	11.7%	10.7%	116	32.7%	1.8%	36	4.0%	2.0%
<b>Ouvriers</b>	423	19.2%	6.5%	397	21.5%	7.8%	26	7.3%	1.9%	28	3.2%	7.6%
<b>Retraités</b>	319	14.5%	2.5%	262	14.1%	4.4%	58	16.2%	0.9%	6	0.6%	2.2%
<b>Autres inactifs</b>	397	18.0%	4.0%	312	16.9%	9.0%	85	23.9%	1.3%	156	17.5%	5.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	19	0.9%	2.4%	17	0.9%	4.4%	2	0.7%	0.6%	0	-	-
<b>Petits patrons</b>	137	6.2%	5.2%	119	6.4%	8.2%	18	5.2%	1.5%	137	15.4%	5.2%
<b>Affaires et Cadres</b>	349	15.8%	5.1%	300	16.2%	8.7%	49	13.8%	1.4%	349	39.2%	5.1%
<b>Professions intermédiaires</b>	404	18.3%	5.4%	355	19.2%	9.1%	50	13.9%	1.4%	404	45.4%	5.4%
<b>Employés</b>	279	12.6%	5.3%	225	12.1%	10.1%	54	15.2%	1.8%	0	-	-
<b>Ouvriers</b>	475	21.5%	5.0%	394	21.3%	7.9%	82	23.0%	1.8%	0	-	-
<b>Retraités</b>	400	18.2%	2.7%	317	17.2%	4.8%	83	23.3%	1.0%	0	-	-
<b>Autres inactifs</b>	142	6.4%	3.6%	125	6.7%	8.5%	17	4.8%	0.7%	0	-	-

# L'Equipe

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	285	12.9%	3.0%	249	13.4%	6.2%	36	10.1%	0.7%	79	8.9%	4.6%
<b>2 personnes</b>	645	29.3%	3.6%	536	29.0%	6.1%	109	30.8%	1.2%	207	23.2%	4.7%
<b>3 personnes</b>	450	20.4%	4.9%	366	19.8%	7.9%	85	23.9%	1.8%	195	21.9%	5.2%
<b>4 personnes</b>	509	23.1%	5.5%	440	23.8%	9.6%	69	19.5%	1.5%	266	29.9%	5.8%
<b>5 personnes et +</b>	316	14.3%	6.0%	260	14.1%	10.7%	56	15.7%	2.0%	143	16.1%	5.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	844	38.3%	5.4%	716	38.7%	9.9%	128	36.1%	1.5%	426	47.9%	5.6%
<b>Non</b>	1362	61.7%	3.8%	1135	61.3%	6.6%	227	63.9%	1.2%	464	52.1%	4.9%
<b>Habitat</b>												
<b>Communes rurales</b>	395	17.9%	3.4%	315	17.0%	5.6%	80	22.5%	1.3%	147	16.5%	4.3%
<b>Agglo. - 20 000 hab</b>	377	17.1%	4.2%	315	17.0%	7.4%	61	17.2%	1.3%	143	16.0%	5.6%
<b>Agglo. 20 000 à 100 000 hab</b>	294	13.3%	4.3%	256	13.8%	7.6%	37	10.5%	1.1%	113	12.7%	5.7%
<b>Agglo. + 100 000 hab</b>	678	30.7%	4.5%	569	30.7%	7.9%	109	30.7%	1.4%	264	29.6%	5.1%
<b>Agglo. Paris</b>	463	21.0%	5.5%	395	21.4%	9.9%	68	19.0%	1.5%	224	25.2%	5.8%

# L'Equipe

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	511	23.2%	5.4%	434	23.4%	9.6%	77	21.8%	1.6%	251	28.2%	5.8%
Nord-Pas-de-Calais	98	4.4%	3.0%	84	4.6%	5.5%	13	3.7%	0.8%	32	3.5%	3.4%
Lorraine	46	2.1%	2.4%	36	2.0%	3.9%	10	2.8%	1.0%	17	2.0%	3.1%
Alsace	43	1.9%	2.8%	39	2.1%	5.4%	3	1.0%	0.4%	17	1.9%	3.4%
Franche-Comté	30	1.4%	3.1%	26	1.4%	5.7%	4	1.0%	0.8%	14	1.6%	5.5%
Champagne-Ardenne	38	1.7%	3.4%	35	1.9%	6.6%	3	0.8%	0.5%	15	1.7%	5.1%
Picardie	68	3.1%	4.4%	56	3.1%	7.6%	12	3.3%	1.5%	29	3.2%	6.4%
Bourgogne	63	2.8%	4.6%	47	2.5%	7.1%	16	4.5%	2.2%	27	3.0%	7.5%
Haute-Normandie	80	3.6%	5.4%	59	3.2%	8.4%	21	5.8%	2.7%	26	2.9%	5.9%
Basse-Normandie	39	1.8%	3.3%	32	1.8%	5.6%	7	2.0%	1.1%	12	1.4%	3.7%
Centre	99	4.5%	4.8%	79	4.3%	7.9%	20	5.6%	1.9%	33	3.7%	5.1%
Pays de la Loire	95	4.3%	3.3%	85	4.6%	6.2%	9	2.7%	0.6%	36	4.0%	4.4%
Bretagne	76	3.5%	2.9%	64	3.5%	5.1%	12	3.5%	0.9%	26	2.9%	3.3%
Poitou-Charentes	61	2.8%	4.2%	55	3.0%	7.7%	7	1.9%	0.9%	26	3.0%	6.7%
Aquitaine	117	5.3%	4.4%	98	5.3%	7.7%	19	5.5%	1.4%	39	4.4%	4.7%
Midi-Pyrénées	110	5.0%	4.6%	92	4.9%	7.9%	19	5.3%	1.5%	43	4.9%	5.5%
Limousin	30	1.4%	4.8%	25	1.4%	8.4%	5	1.4%	1.5%	9	1.0%	5.4%
Auvergne	44	2.0%	3.9%	35	1.9%	6.5%	9	2.5%	1.5%	18	2.0%	5.9%
Rhône-Alpes	239	10.8%	4.8%	196	10.6%	8.1%	42	11.9%	1.6%	100	11.2%	5.8%
Languedoc-Roussillon	95	4.3%	4.4%	82	4.5%	8.0%	12	3.5%	1.1%	38	4.2%	5.9%
Provence-Alpes-Côte-d'Azur-Corse	224	10.1%	5.2%	190	10.3%	9.3%	34	9.5%	1.5%	83	9.3%	5.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1476	66.9%	5.3%	1244	67.2%	8.8%	233	65.5%	1.7%	709	79.6%	5.5%
Presque tous les jours	252	11.4%	4.2%	217	11.7%	7.4%	35	10.0%	1.1%	111	12.4%	4.6%
1 à 2 fois par semaine	139	6.3%	4.3%	110	6.0%	7.7%	28	8.0%	1.6%	42	4.8%	4.7%
1 à 3 fois par mois	31	1.4%	3.5%	27	1.5%	7.2%	4	1.1%	0.8%	4	0.5%	2.3%
Moins souvent	40	1.8%	3.1%	29	1.6%	4.9%	11	3.2%	1.6%	1	0.2%	1.2%
Jamais	2	0.1%	1.1%	2	0.1%	1.8%	0	0.0%	0.1%	0	0.0%	0.4%

# L'Equipe

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	48	2.2%	2.1%	40	2.2%	4.3%	8	2.3%	0.6%	4	0.4%	1.9%
De 9 000 à moins de 12 000 euros par an	76	3.5%	2.3%	60	3.2%	5.4%	17	4.7%	0.8%	6	0.7%	2.4%
De 12 000 à moins de 18 000 euros par an	229	10.4%	3.4%	178	9.6%	6.1%	51	14.4%	1.3%	27	3.1%	3.3%
De 18 000 à moins de 24 000 euros par an	265	12.0%	3.6%	220	11.9%	6.3%	45	12.6%	1.2%	80	9.0%	4.9%
De 24 000 à moins de 36 000 euros par an	531	24.1%	4.7%	437	23.6%	7.9%	93	26.3%	1.6%	193	21.6%	5.1%
De 36 000 à moins de 45 000 euros par an	337	15.3%	5.3%	290	15.7%	8.5%	46	13.1%	1.6%	151	17.0%	5.3%
De 45 000 à moins de 65 000 euros par an	351	15.9%	6.1%	306	16.5%	9.6%	46	12.9%	1.8%	204	22.9%	5.8%
De 65 000 à moins de 80 000 euros par an	94	4.3%	6.1%	83	4.5%	8.7%	11	3.1%	1.9%	68	7.6%	6.2%
De 80 000 à moins de 115 000 euros par an	67	3.1%	6.7%	61	3.3%	10.1%	6	1.8%	1.6%	52	5.8%	6.4%
115 000 euros et plus par an	37	1.7%	7.5%	34	1.8%	12.3%	3	0.8%	1.3%	31	3.5%	7.5%
Refus	101	4.6%	3.0%	78	4.2%	5.8%	22	6.2%	1.1%	44	4.9%	3.9%
Ne sait pas	68	3.1%	4.3%	62	3.3%	9.2%	7	1.8%	0.7%	32	3.6%	5.8%