

20 minutes

PQUG, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4377	100.0%	8.6%	2297	100.0%	9.4%	2080	100.0%	7.8%	1876	100.0%	11.1%
Sexe												
Homme	2297	52.5%	9.4%	2297	100.0%	9.4%	0	-	-	1039	55.4%	11.8%
Femme	2080	47.5%	7.8%	0	-	-	2080	100.0%	7.8%	838	44.6%	10.2%
Age												
15 à 24 ans	1189	27.2%	16.1%	548	23.9%	14.7%	641	30.8%	17.5%	504	26.8%	16.4%
25 à 34 ans	866	19.8%	11.2%	501	21.8%	13.2%	364	17.5%	9.3%	384	20.4%	11.2%
35 à 49 ans	1176	26.9%	9.3%	654	28.5%	10.5%	522	25.1%	8.1%	596	31.8%	9.8%
50 à 64 ans	831	19.0%	6.8%	443	19.3%	7.5%	388	18.7%	6.1%	384	20.5%	9.3%
65 ans et plus	316	7.2%	2.8%	151	6.6%	3.2%	165	7.9%	2.6%	9	0.5%	3.9%
Individu												
Ménagère	1514	34.6%	6.5%	0	-	-	1514	72.8%	6.5%	608	32.4%	8.9%
Personne de Référence	2325	53.1%	8.2%	1741	75.8%	8.6%	584	28.1%	7.4%	966	51.5%	11.4%
Responsable des achats	2782	63.6%	7.9%	1218	53.0%	10.0%	1564	75.2%	6.8%	1127	60.1%	10.6%
PCS Individu												
Agriculteurs	2	0.0%	0.4%	1	0.0%	0.3%	1	0.1%	0.6%	0	-	-
Petits patrons	87	2.0%	5.3%	73	3.2%	6.2%	14	0.7%	3.1%	84	4.5%	5.6%
Affaires et Cadres	609	13.9%	12.8%	394	17.1%	13.3%	215	10.3%	11.9%	550	29.3%	12.5%
Professions intermédiaires	780	17.8%	11.6%	427	18.6%	12.4%	353	17.0%	10.7%	621	33.1%	11.2%
Employés	997	22.8%	11.9%	334	14.5%	16.5%	663	31.9%	10.4%	203	10.8%	11.1%
Ouvriers	506	11.6%	7.8%	411	17.9%	8.1%	94	4.5%	6.7%	28	1.5%	7.5%
Retraités	381	8.7%	3.0%	210	9.1%	3.5%	171	8.2%	2.6%	13	0.7%	5.0%
Autres inactifs	1015	23.2%	10.1%	447	19.5%	12.9%	568	27.3%	8.7%	379	20.2%	12.4%
PCS Personne de Référence												
Agriculteurs	16	0.4%	1.9%	4	0.2%	0.9%	12	0.6%	2.9%	0	-	-
Petits patrons	189	4.3%	7.2%	111	4.8%	7.7%	78	3.8%	6.5%	189	10.1%	7.2%
Affaires et Cadres	832	19.0%	12.1%	466	20.3%	13.5%	366	17.6%	10.8%	832	44.3%	12.1%
Professions intermédiaires	856	19.6%	11.4%	462	20.1%	11.9%	394	18.9%	11.0%	856	45.6%	11.4%
Employés	754	17.2%	14.2%	360	15.7%	16.2%	394	18.9%	12.8%	0	-	-
Ouvriers	776	17.7%	8.2%	438	19.1%	8.8%	338	16.2%	7.5%	0	-	-
Retraités	608	13.9%	4.1%	294	12.8%	4.4%	313	15.1%	3.9%	0	-	-
Autres inactifs	347	7.9%	8.9%	163	7.1%	11.2%	185	8.9%	7.6%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	685	15.6%	7.3%	342	14.9%	8.5%	342	16.5%	6.4%	211	11.2%	12.2%
2 personnes	1239	28.3%	6.9%	651	28.3%	7.4%	588	28.2%	6.4%	475	25.3%	10.8%
3 personnes	962	22.0%	10.4%	516	22.5%	11.2%	446	21.5%	9.5%	444	23.7%	12.0%
4 personnes	880	20.1%	9.6%	463	20.2%	10.1%	417	20.0%	9.0%	458	24.4%	9.9%
5 personnes et +	611	14.0%	11.7%	325	14.1%	13.3%	287	13.8%	10.2%	288	15.4%	11.5%
Présence d'enfants de moins de 15 ans												
Oui	1456	33.3%	9.3%	790	34.4%	11.0%	665	32.0%	7.9%	723	38.6%	9.6%
Non	2922	66.7%	8.2%	1507	65.6%	8.7%	1415	68.0%	7.8%	1153	61.4%	12.3%
Habitat												
Communes rurales	318	7.3%	2.7%	194	8.5%	3.5%	124	5.9%	2.0%	137	7.3%	4.1%
Agglo. - 20 000 hab	304	6.9%	3.4%	184	8.0%	4.3%	120	5.8%	2.6%	156	8.3%	6.1%
Agglo. 20 000 à 100 000 hab	207	4.7%	3.0%	133	5.8%	4.0%	74	3.6%	2.1%	95	5.1%	4.8%
Agglo. + 100 000 hab	1780	40.7%	11.7%	900	39.2%	12.4%	879	42.3%	11.0%	690	36.8%	13.4%
Agglo. Paris	1769	40.4%	21.0%	886	38.6%	22.2%	883	42.5%	19.9%	798	42.5%	20.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1893	43.2%	20.0%	959	41.7%	21.3%	934	44.9%	18.9%	859	45.8%	19.9%
Nord-Pas-de-Calais	341	7.8%	10.6%	200	8.7%	13.1%	142	6.8%	8.4%	136	7.3%	14.9%
Lorraine	68	1.6%	3.5%	36	1.6%	3.9%	31	1.5%	3.1%	39	2.1%	6.9%
Alsace	165	3.8%	10.9%	87	3.8%	11.9%	77	3.7%	9.9%	60	3.2%	12.0%
Franche-Comté	6	0.1%	0.6%	2	0.1%	0.5%	3	0.2%	0.7%	3	0.1%	1.1%
Champagne-Ardenne	40	0.9%	3.7%	23	1.0%	4.3%	17	0.8%	3.1%	17	0.9%	5.7%
Picardie	62	1.4%	4.0%	45	2.0%	6.1%	16	0.8%	2.1%	26	1.4%	5.7%
Bourgogne	50	1.2%	3.7%	27	1.2%	4.1%	23	1.1%	3.3%	25	1.3%	7.1%
Haute-Normandie	52	1.2%	3.5%	26	1.1%	3.6%	27	1.3%	3.5%	23	1.2%	5.2%
Basse-Normandie	39	0.9%	3.2%	21	0.9%	3.6%	18	0.9%	2.9%	9	0.5%	2.8%
Centre	84	1.9%	4.0%	47	2.0%	4.7%	37	1.8%	3.4%	46	2.4%	7.1%
Pays de la Loire	235	5.4%	8.2%	134	5.8%	9.6%	101	4.9%	6.8%	109	5.8%	13.3%
Bretagne	65	1.5%	2.5%	35	1.5%	2.8%	31	1.5%	2.3%	22	1.2%	2.8%
Poitou-Charentes	6	0.1%	0.4%	4	0.2%	0.5%	3	0.1%	0.4%	3	0.2%	0.8%
Aquitaine	152	3.5%	5.7%	76	3.3%	5.9%	76	3.7%	5.4%	57	3.0%	6.9%
Midi-Pyrénées	182	4.1%	7.6%	108	4.7%	9.4%	73	3.5%	5.9%	66	3.5%	8.4%
Limousin	1	0.0%	0.2%	0	0.0%	0.1%	1	0.0%	0.3%	1	0.0%	0.4%
Auvergne	50	1.2%	4.5%	21	0.9%	3.9%	29	1.4%	5.0%	14	0.7%	4.5%
Rhône-Alpes	457	10.4%	9.1%	251	10.9%	10.4%	207	9.9%	7.9%	181	9.7%	10.5%
Languedoc-Roussillon	93	2.1%	4.3%	40	1.8%	3.9%	52	2.5%	4.6%	46	2.5%	7.3%
Provence-Alpes-Côte-d'Azur-Corse	336	7.7%	7.8%	156	6.8%	7.6%	181	8.7%	7.9%	135	7.2%	9.3%
Habitudes de connexion Internet												
Tous les jours	3017	68.9%	10.9%	1648	71.7%	11.7%	1369	65.8%	10.1%	1526	81.3%	11.9%
Presque tous les jours	548	12.5%	9.0%	284	12.4%	9.7%	263	12.7%	8.3%	221	11.8%	9.1%
1 à 2 fois par semaine	249	5.7%	7.7%	103	4.5%	7.2%	146	7.0%	8.1%	78	4.2%	8.6%
1 à 3 fois par mois	74	1.7%	8.6%	36	1.6%	9.6%	38	1.8%	7.8%	21	1.1%	10.8%
Moins souvent	72	1.6%	5.4%	21	0.9%	3.5%	51	2.5%	7.0%	4	0.2%	2.9%
Jamais	3	0.1%	1.5%	1	0.0%	0.4%	3	0.1%	3.4%	0	0.0%	1.2%

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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	212	4.8%	9.1%	93	4.0%	9.9%	119	5.7%	8.5%	16	0.8%	7.9%
De 9 000 à moins de 12 000 euros par an	183	4.2%	5.6%	84	3.7%	7.7%	99	4.8%	4.6%	21	1.1%	8.6%
De 12 000 à moins de 18 000 euros par an	496	11.3%	7.3%	236	10.3%	8.0%	260	12.5%	6.8%	93	5.0%	11.3%
De 18 000 à moins de 24 000 euros par an	561	12.8%	7.6%	298	13.0%	8.5%	263	12.7%	6.8%	167	8.9%	10.3%
De 24 000 à moins de 36 000 euros par an	899	20.5%	7.9%	477	20.7%	8.6%	423	20.3%	7.3%	359	19.1%	9.6%
De 36 000 à moins de 45 000 euros par an	620	14.2%	9.7%	356	15.5%	10.4%	264	12.7%	8.9%	299	15.9%	10.5%
De 45 000 à moins de 65 000 euros par an	627	14.3%	10.9%	355	15.4%	11.1%	273	13.1%	10.6%	428	22.8%	12.2%
De 65 000 à moins de 80 000 euros par an	165	3.8%	10.7%	109	4.7%	11.4%	57	2.7%	9.5%	127	6.8%	11.6%
De 80 000 à moins de 115 000 euros par an	128	2.9%	12.7%	78	3.4%	12.8%	50	2.4%	12.5%	110	5.9%	13.5%
115 000 euros et plus par an	41	0.9%	8.4%	28	1.2%	10.1%	13	0.6%	6.3%	36	1.9%	8.8%
Refus	266	6.1%	8.0%	109	4.7%	8.1%	157	7.5%	8.0%	139	7.4%	12.2%
Ne sait pas	178	4.1%	11.2%	76	3.3%	11.3%	102	4.9%	11.2%	81	4.3%	14.8%