

Total PQN hors PQH

PQN, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	7462	100.0%	14.6%	4664	100.0%	19.1%	2798	100.0%	10.5%	2920	100.0%	17.2%
Sexe												
Homme	4664	62.5%	19.1%	4664	100.0%	19.1%	0	-	-	1945	66.6%	22.2%
Femme	2798	37.5%	10.5%	0	-	-	2798	100.0%	10.5%	975	33.4%	11.9%
Age												
15 à 24 ans	1200	16.1%	16.2%	825	17.7%	22.1%	375	13.4%	10.2%	560	19.2%	17.8%
25 à 34 ans	1072	14.4%	13.9%	716	15.4%	18.9%	355	12.7%	9.1%	501	17.1%	14.7%
35 à 49 ans	1754	23.5%	13.9%	1160	24.9%	18.6%	594	21.2%	9.3%	982	33.6%	15.9%
50 à 64 ans	1742	23.3%	14.2%	1048	22.5%	17.7%	694	24.8%	11.0%	800	27.4%	19.7%
65 ans et plus	1695	22.7%	15.3%	915	19.6%	19.2%	781	27.9%	12.3%	78	2.7%	41.7%
Individu												
Ménagère	2436	32.6%	10.4%	0	-	-	2436	87.1%	10.4%	808	27.7%	11.9%
Personne de Référence	4551	61.0%	16.2%	3739	80.2%	18.5%	812	29.0%	10.3%	1715	58.7%	20.4%
Responsable des achats	4824	64.6%	13.6%	2417	51.8%	19.4%	2407	86.0%	10.5%	1726	59.1%	16.1%
PCS Individu												
Agriculteurs	37	0.5%	6.9%	24	0.5%	7.3%	12	0.4%	6.1%	0	0.0%	0.4%
Petits patrons	283	3.8%	17.2%	219	4.7%	18.9%	64	2.3%	13.1%	256	8.8%	17.4%
Affaires et Cadres	1084	14.5%	22.8%	770	16.5%	26.4%	315	11.2%	17.1%	1004	34.4%	23.2%
Professions intermédiaires	993	13.3%	14.7%	677	14.5%	19.4%	316	11.3%	9.7%	876	30.0%	15.7%
Employés	1049	14.1%	12.5%	493	10.6%	23.6%	556	19.9%	8.8%	182	6.2%	10.1%
Ouvriers	788	10.6%	12.2%	681	14.6%	13.7%	107	3.8%	7.2%	55	1.9%	12.9%
Retraités	1878	25.2%	14.9%	1081	23.2%	18.0%	797	28.5%	12.1%	38	1.3%	16.3%
Autres inactifs	1350	18.1%	13.5%	718	15.4%	20.6%	632	22.6%	9.7%	508	17.4%	16.4%
PCS Personne de Référence												
Agriculteurs	65	0.9%	8.2%	43	0.9%	11.0%	23	0.8%	5.6%	0	-	-
Petits patrons	394	5.3%	15.0%	262	5.6%	19.0%	132	4.7%	10.5%	394	13.5%	15.0%
Affaires et Cadres	1385	18.6%	20.2%	904	19.4%	25.9%	481	17.2%	14.3%	1385	47.4%	20.2%
Professions intermédiaires	1141	15.3%	15.3%	780	16.7%	20.0%	361	12.9%	10.1%	1141	39.1%	15.3%
Employés	805	10.8%	15.2%	495	10.6%	22.1%	310	11.1%	10.1%	0	-	-
Ouvriers	1046	14.0%	11.0%	722	15.5%	14.8%	324	11.6%	7.1%	0	-	-
Retraités	2187	29.3%	14.9%	1217	26.1%	18.2%	970	34.7%	12.1%	0	-	-
Autres inactifs	439	5.9%	11.3%	242	5.2%	16.3%	197	7.0%	8.2%	0	-	-

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Taille du Foyer												
1 personne	1242	16.6%	13.2%	680	14.6%	16.8%	562	20.1%	10.5%	328	11.2%	18.9%
2 personnes	2697	36.1%	15.0%	1673	35.9%	19.0%	1024	36.6%	11.1%	777	26.6%	18.0%
3 personnes	1411	18.9%	15.2%	899	19.3%	19.7%	512	18.3%	10.9%	627	21.5%	16.5%
4 personnes	1291	17.3%	14.1%	868	18.6%	19.0%	423	15.1%	9.2%	751	25.7%	16.1%
5 personnes et +	821	11.0%	15.7%	544	11.7%	22.0%	278	9.9%	10.0%	438	15.0%	17.7%
Présence d'enfants de moins de 15 ans												
Oui	2154	28.9%	13.7%	1412	30.3%	19.4%	742	26.5%	8.8%	1202	41.2%	15.7%
Non	5308	71.1%	15.0%	3252	69.7%	18.9%	2056	73.5%	11.3%	1718	58.8%	18.5%
Habitat												
Communes rurales	1074	14.4%	9.2%	703	15.1%	12.7%	371	13.3%	6.0%	369	12.6%	11.1%
Agglo. - 20 000 hab	945	12.7%	10.6%	638	13.7%	15.1%	307	11.0%	6.5%	323	11.0%	12.6%
Agglo. 20 000 à 100 000 hab	867	11.6%	12.7%	586	12.6%	17.0%	281	10.0%	8.2%	318	10.9%	15.9%
Agglo. + 100 000 hab	1889	25.3%	12.4%	1240	26.6%	17.1%	649	23.2%	8.2%	742	25.4%	14.3%
Agglo. Paris	2689	36.0%	31.9%	1497	32.1%	37.3%	1191	42.6%	26.9%	1169	40.0%	30.2%

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Région d'habitation												
Ile-de-France	2970	39.8%	31.4%	1681	36.0%	37.3%	1289	46.1%	26.0%	1300	44.5%	30.1%
Nord-Pas-de-Calais	262	3.5%	8.2%	178	3.8%	11.7%	84	3.0%	5.0%	103	3.5%	11.3%
Lorraine	153	2.0%	7.9%	103	2.2%	11.0%	50	1.8%	5.0%	58	2.0%	10.5%
Alsace	122	1.6%	8.0%	86	1.8%	11.7%	36	1.3%	4.6%	47	1.6%	9.7%
Franche-Comté	79	1.1%	8.3%	55	1.2%	11.8%	25	0.9%	5.1%	30	1.0%	11.5%
Champagne-Ardenne	105	1.4%	9.7%	73	1.6%	13.9%	32	1.1%	5.7%	40	1.4%	12.5%
Picardie	270	3.6%	17.6%	138	3.0%	18.5%	132	4.7%	16.7%	77	2.6%	17.6%
Bourgogne	148	2.0%	10.9%	104	2.2%	15.9%	44	1.6%	6.2%	54	1.9%	15.0%
Haute-Normandie	173	2.3%	11.7%	105	2.2%	14.8%	69	2.5%	8.9%	54	1.9%	12.8%
Basse-Normandie	105	1.4%	8.7%	63	1.4%	11.0%	41	1.5%	6.6%	37	1.3%	11.0%
Centre	260	3.5%	12.5%	178	3.8%	17.8%	82	2.9%	7.6%	87	3.0%	13.8%
Pays de la Loire	292	3.9%	10.2%	191	4.1%	13.8%	101	3.6%	6.8%	109	3.7%	13.1%
Bretagne	222	3.0%	8.5%	151	3.2%	12.1%	71	2.5%	5.2%	74	2.5%	9.5%
Poitou-Charentes	152	2.0%	10.3%	106	2.3%	15.1%	46	1.6%	6.0%	58	2.0%	15.5%
Aquitaine	298	4.0%	11.1%	206	4.4%	16.1%	92	3.3%	6.5%	101	3.4%	12.5%
Midi-Pyrénées	285	3.8%	11.9%	194	4.2%	16.8%	91	3.3%	7.4%	108	3.7%	13.4%
Limousin	76	1.0%	12.1%	57	1.2%	19.0%	19	0.7%	5.8%	22	0.8%	14.2%
Auvergne	96	1.3%	8.5%	65	1.4%	12.1%	30	1.1%	5.2%	41	1.4%	13.6%
Rhône-Alpes	558	7.5%	11.1%	378	8.1%	15.7%	180	6.4%	6.9%	218	7.5%	12.2%
Languedoc-Roussillon	249	3.3%	11.5%	167	3.6%	16.2%	83	3.0%	7.2%	89	3.0%	13.7%
Provence-Alpes-Côte-d'Azur-Corse	585	7.8%	13.5%	384	8.2%	18.8%	202	7.2%	8.8%	214	7.3%	14.9%
Habitudes de connexion Internet												
Tous les jours	4746	63.6%	17.2%	3101	66.5%	22.1%	1644	58.8%	12.1%	2366	81.0%	18.3%
Presque tous les jours	824	11.0%	13.4%	502	10.8%	17.4%	323	11.5%	9.9%	322	11.0%	13.8%
1 à 2 fois par semaine	399	5.3%	12.3%	236	5.1%	16.2%	163	5.8%	9.2%	111	3.8%	11.8%
1 à 3 fois par mois	97	1.3%	11.4%	48	1.0%	14.4%	48	1.7%	9.4%	22	0.8%	14.8%
Moins souvent	146	2.0%	10.9%	80	1.7%	12.6%	66	2.4%	9.4%	20	0.7%	15.2%
Jamais	18	0.2%	13.3%	11	0.2%	13.0%	7	0.3%	13.8%	1	0.0%	7.5%

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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	216	2.9%	10.1%	112	2.4%	13.0%	104	3.7%	8.2%	22	0.7%	11.8%
De 9 000 à moins de 12 000 euros par an	276	3.7%	8.3%	150	3.2%	13.2%	126	4.5%	5.8%	24	0.8%	9.8%
De 12 000 à moins de 18 000 euros par an	695	9.3%	10.7%	370	7.9%	13.5%	324	11.6%	8.6%	88	3.0%	11.5%
De 18 000 à moins de 24 000 euros par an	879	11.8%	11.8%	557	11.9%	15.8%	322	11.5%	8.2%	228	7.8%	14.4%
De 24 000 à moins de 36 000 euros par an	1512	20.3%	13.1%	914	19.6%	16.5%	598	21.4%	9.9%	500	17.1%	13.4%
De 36 000 à moins de 45 000 euros par an	1051	14.1%	16.2%	695	14.9%	19.5%	356	12.7%	12.1%	463	15.9%	15.6%
De 45 000 à moins de 65 000 euros par an	1280	17.2%	21.5%	876	18.8%	26.3%	404	14.4%	15.4%	680	23.3%	19.0%
De 65 000 à moins de 80 000 euros par an	401	5.4%	26.2%	287	6.2%	31.4%	114	4.1%	18.5%	276	9.5%	24.8%
De 80 000 à moins de 115 000 euros par an	298	4.0%	30.5%	216	4.6%	36.3%	82	2.9%	21.5%	215	7.4%	27.0%
115 000 euros et plus par an	152	2.0%	33.3%	101	2.2%	37.0%	51	1.8%	27.8%	118	4.0%	30.9%
Refus	508	6.8%	15.8%	283	6.1%	21.2%	224	8.0%	12.0%	226	7.7%	19.8%
Ne sait pas	194	2.6%	13.4%	103	2.2%	16.4%	92	3.3%	11.2%	82	2.8%	17.0%